



### **Stipend Driven Internships: Public Relations Writer**

Participate in the conceptual design and execution of written copy for web copy, press releases, articles, and story placements.

### **Responsibilities**

This highly creative person will write and edit content for all levels of B2B (business to business) and B2C (business-to-consumer) based on direction from principals.

### **Essential Duties and Responsibilities**

- Responsible for a proofing/editing web copy
- Responsible for creation of press releases, articles and stories
- Ensures that all copy meet highest grammatical and stylistic standards
- Oversees the creation, development, subject line strategy and deployment of eNewsletters

### **Requirements**

- Should possess strong writing and editing skills as well as depth of knowledge in Web research and writing for electronic media.
- Should have clear and marketable "writing voice" appropriate to newsprint and magazine alike
- Ability to work in fast-paced, deadline driven environment: ability to think quickly and strategically
- Should possess knowledge and skills required to maintain high editorial standards through research and careful editing: precise grammar, editing, proofreading and organizational skills
- Strong interpersonal skills and the ability to interact and communicate with employees and clients at all levels: Excellent oral communications skills and exceptional attention to detail
- Must be a self-starter with ability to switch between working independently and interacting with a variety of teams

### **Required Software Skills**

Skilled in MS Word, MS Power Point, Internet Explorer

### **Compensation**

Stipend per project. TBD by experience and negotiated in advance of placement. Candidates will be independent contractors.

### **ABOUT SEVEN-STAR**

Seven-Star is the world's premier green event planner, producer, and consultant delivering expert planning, production, event greening, exhibit sales, sponsorship development, strategic consulting, and conscious event marketing. Most recently, Seven-Star was hired by the Honorable Al Gore and Kevin Wall's SOS partnership entitled Live Earth! (the largest rock concert in history). Seven-Star provided planning, management and execution "greening" these concerts in Rio de Janeiro, Brazil (1.3 million attendees), Johannesburg, South Africa, Shanghai, China and Tokyo, Japan.

One of Seven-Star's many distinctions is that they bring a 80-92% waste diversion to the events they produce as well as a host of carbon neutralizing processes to make these events as carbon neutral as possible. They also intentionally limit their client base to those organizations that are committed to the practice of environmental responsibility and social respect (eR/sR). Accordingly, Seven-Star focuses on event opportunities that reflect these sustainable values. Seven-Star, Inc. is the world's most established and experienced green event company, Currently, Seven-Star provides A-Z green operations and sales for Green Festivals, unquestionably the world's largest and most ethical sustainably focused consumer event.

Seven-Star produced the Green Cities Expo for the city of San Francisco and the United Nations during the UN's World Environment Day. This was the first time, this international event was held in the United States, and Seven-Star provided turn-key planning, green production, and sales to both exhibitors and sponsors. Seven-Star also currently provides supporting management SolFest in Hopland, CA the oldest American long-standing regional events with a special focus on alternative technology and sustainable living. United Nations, Co-op America, Global Exchange, City of San Francisco's Department of the Environment, The Solar Living Institute, Craig's List Foundation, LOHAS, and Indian Institute of Technology.

### **EMAIL/MAIL RESUME, WRITING SAMPLE AND INTERNSHIP APPLICATION**

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Asheville, NC 28801-2837 U.S.A  
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mobile: 1.828.216.5769  
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## Seven-Star Internship Application Section I TABLE OF CONTENTS

Section I	Table of Contents
Section II	Internship Program Fact Sheet
Section III	Student Internship Program Application Form
Section IV	Student Agreement
Section V	Assignment Agreement

## Section II STUDENT INTERNSHIP PROGRAM FACT SHEET

### POLICY

It is the policy of Seven-Star, Inc. to provide practical experience by training and challenging interns with work assignments specific to their interests and career objectives. The assignments for these individuals are a means of acquainting students with basic and advanced business practices related to the enterprise of event marketing and production. Our intent is to offer practical experience in assisting students formulating their future career plans in this and other industries.

### CRITERIA FOR PARTICIPATION

The Student Volunteer/Intern

- Must have permission of the institution at which he/she is enrolled to participate in the program.
- Must fill-out and sign student volunteer/intern application, non-compete/non-disclosure form, indemnification form, and behavior policy form.
- Must be currently attending a high school, trade school, technical or vocational institute, junior college, college, university or other accredited educational institution.
- Recognizes that the services performed will not be compensated by Seven-Star unless specified by a separate contract. Such contracts are task specific and connected to particular commercial projects whereby the student might receive a stipend or a commission. Travel, accommodation, and per diem expenses outside the greater Asheville area will be granted on a case by case basis.
- Must be willing to sign a written document of agreement between Seven-Star and the student and his/her educational institution outlining the responsibilities of each. (Usually the school will provide such a form)



## STUDENT VOLUNTEER/INTERNSHIP PROGRAM FACT SHEET (page 2)

### STUDENT ELIGIBILITY AND STATUS

- Students must be at least 18 years of age.
- Students are not Seven-Star, Inc. employees, but their services may be creditable as experience under educational institutions rating schedules.
- Students are not covered under Seven-Star provisions for compensation for work injuries and relating to tort claims.
- Students are neither covered by nor entitled to:
  1. annual or sick leave
  2. life or health insurance
  3. retirement benefits
  4. compensation for travel in local area

### APPLICATION PROCEDURES

Student Volunteer appointments are not to exceed one year and the working hours are agreed upon by the student and the supervisor. The supervisor will provide the student with a copy of the Statement of Duties that will explain the duties to be performed.

In order to participate in this program, the student must complete the following documents:

**Cover Letter** - describing the individual's interests including an explanation of what they might want to do in the event marketing & production industry. This need not be a job in a specific event topic or area but one in management, finance, public affairs, technology services, policy analysis, grants, public relations, graphic design, marketing, business development, project or program management, legislation and many others. The letter should also include approximate dates that the individual will be available for internship.

**Current Resume** - suitable substitutes if no work history: academic, self directed projects, community service.



**Signed Volunteer Agreement & Application** - all three sections should be completed.

These forms should be submitted by mail or email to:

**Internships**  
Seven-Star, Inc.  
PO Box 2837  
Asheville, NC 28801  
If you have questions, please call 828.236.0324 x123

**Section III STUDENT VOLUNTEER/INTERNSHIP PROGRAM  
APPLICATION FORM**

**1. CANDIDATE**

-----  
FAMILY NAME (SURNAME)                      FIRST NAME(S)                      NATIONALITY  
SEX

-----  
DATE OF BIRTH: DAY MONTH YEAR                      COUNTRY AND PLACE OF BIRTH                      MARITAL  
STATUS                      AGES OF CHILDREN, if any

-----  
MAILING ADDRESS

-----  
CITY                      COUNTRY                      ZIP CODE

-----  
OFFICE TELEPHONE (+ area code) HOME TELEPHONE (+ area code) FAX OR E-MAIL (+ area code)

-----  
PERMANENT ADDRESS (if different from above)

**2. PERSON TO NOTIFY IN CASE OF ACCIDENT**

-----  
NAME                      ADDRESS

-----  
OFFICE TELEPHONE (+ area code) HOME TELEPHONE (+ area code) FAX OR E-MAIL (+ area code)



### 3. DATES AND LENGTH OF INTERNSHIP

Preferred dates and length of the internship

FROM	TO

### 4. RESUME / CURRICULUM VITAE

Please kindly attach a recent and concise resume or *curriculum vitae*. Include, where applicable, the following information:

1. Educational background
2. Self-directed Projects
3. Scholarships and awards
4. Academic/Class Projects, Research and publications
5. Work Experience
  - 4 a) Present occupation
  - 4 b) Relevant previous experiences
  - 4 c) Summer jobs

### 5. AIM OF PROPOSED INTERNSHIP AT SEVEN-STAR

(If a university or college student, indicate whether the internship is a requirement by an academic institution for completion of a degree/diploma)

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### 6. AIM OF PROPOSED INTERNSHIP AT SEVEN-STAR

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## 6. LANGUAGE ABILITY

Please rate your language proficiency from 1 (poor) to 3 (acceptable) to 5 (very proficient). Add languages not listed if applicable.

FIRST LANGUAGE \_\_\_\_\_ OTHER LANGUAGES \_\_\_\_\_

	Speak				
	1	2	3	4	5
English					
French					
Spanish					
German					

	Understand				
	1	2	3	4	5

	Write				
	1	2	3	4	5

## 6. COMPUTER ABILITY

Please rate your language proficiency from 1 (low) to 3 (acceptable) to 5 (high) Ignore row if no experience. Add software not listed if applicable.

	Frequency of Use				
	1	2	3	4	5
Windows XP					
Apple OS X					
UNIX/LINUX					
MS Word					
MS Excel					
Internet Explorer					
File Maker					
Photoshop					
Illustrator					
Flash					
DreamWeaver					
HTML					
XML					
Javascript					
Action Script					

	Level Understanding				
	1	2	3	4	5

	Mastery				
	1	2	3	4	5



MySQL					
ASP					
PERL					
PHP					



## 7. REFERENCES

Give three references from professionals in your field or university professors who have direct knowledge of your work and qualifications. (Please enclose a letter of reference from at least one of these professionals).

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NAME

TITLE or POSITION

-----  
ADDRESS  
E-MAIL

TELEPHONE (     )

FAX or

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NAME

TITLE or POSITION

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ADDRESS  
E-MAIL

TELEPHONE (     )

FAX or

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NAME

TITLE or POSITION

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ADDRESS  
E-MAIL

TELEPHONE (     )

FAX or

**Section IV STUDENT - SUPERVISOR AGREEMENT**



I understand that:

I am NOT considered to be a Seven-Star employee for any purpose;

I am to conduct myself with honesty and integrity in the performance of my duties;

I am to consciously safeguard Seven-Star business, which is not for public, business or private use;

This agreement may be terminated at any time by myself, my educational institution, or the Department of Education; and that

A record of my attendance and an evaluation of my performance will be provided to me and my educational institution when my work assignment is completed;

Submission of this application does not constitute acceptance.

I declare that the above information is true and correct. I also declare that, to the best of my knowledge, my health allows me to undertake the proposed internship.

-----  
CANDIDATE'S SIGNATURE

DATE

\_\_\_\_\_  
Signature of Student

\_\_\_\_\_  
Date

### Section V – Seven-Star Supervisor's Agreement

Supervision of the Student Volunteer will be provided and a record of attendance and a written evaluation of the student's performance will be provided to the student and the educational institution at the end of this assignment.

I certify that the volunteer services to be performed by the student, as outlined in this Internship Service Agreement, will not displace any employee.

\_\_\_\_\_  
Signature of Supervisor

\_\_\_\_\_  
Date

