

## Public Relations

The following placements are available in the Kennedy Center Public Relations Department

[Classical Press Intern](#)

[General Press Intern](#)

### **Public Relations: Classical Press Intern**

*Description:* The Kennedy Center Public Relations department is responsible for promoting the activities and initiatives of the institution in local, national, and international media outlets. The department works year-round to publicize current performances and inspire interest in future programming. We are looking for self-motivated individuals who enjoy interacting with people and building connections and are able to perform well under time-constraints and heavy workloads. Passion for the performing arts is preferred.

*Learning Objectives:*

1. **Self-Motivation:** Interns develop a sense of awareness for professional responsibility and take initiative to propose and pursue new projects, staying on top of deadlines, current and future assignments.
2. **Confident Communication:** Interns gain valuable interpersonal skills and confidence from positively engaging with various people including artists, media representatives, and patrons, among others.
3. **Concise & Compelling Writing:** Interns improve writing and copyediting skills across a variety of platforms including press materials, internal communications, programs, and more, and learn to present information in an accurate, professional, and compelling manner.

*Placement Projects:* In addition to administrative duties as assigned, the Kennedy Center Classical Press Intern will contribute to the following projects during their internship experience:

#### **Placement Project A – Copyediting:**

Intern will work with press representatives to edit and compose press releases and programs for NSO- and WNO-related programming. The intern will be responsible for following style guides pertaining to formatting and language specific to the NSO and/or WNO programs.

#### **Placement Project B – Media Lists:**

The intern will work closely with press representatives to compile media lists to distribute press releases for various occasions, including annual events such as Kennedy Center Honors (Fall), Mark Twain Prize for American Humor (Fall), Season Announcement (Spring), Capitol Fourth and Wolf Trap Concerts (Summer) and more. The intern may need to research new media outlets in order to tailor lists based on specific program details.

Placement Project C – Various Classical Projects:

The intern may be assigned various projects pertaining to classical programming by NSO and WNO press representatives. Such projects may include timing performances, updating artist files, and escorting and/or supervising artists for various interviews.

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2. **Confident Communication:** Interns gain valuable interpersonal skills and confidence from positively engaging with various people including artists, media representatives, and patrons, among others.
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*Placement Projects:* In addition to administrative duties as assigned, the Kennedy Center General Press Intern will contribute to the following projects during their internship experience:

Placement Project A – Press Releases and Media Relations:

Interns will gain experience drafting press releases and developing media lists by writing and distributing press releases regarding various programming with an emphasis on Millennium Stage, PAFE, Education and VSA programs. The project will require the intern research and compile information regarding the program, work directly with the programmers to fact check and approve copy, build media lists, distribute press releases and track coverage. The intern will also assist with Media Relations support by helping facilitate interviews and placements that result from press announcements.

Placement Project B – Millennium Stage Calendars and Playbills:

Intern will learn to gather large quantities of information from various sources when creating monthly Millennium Stage calendars, to be sent out to media outlets as a preview of upcoming events on the Millennium Stage. This project will require the intern to interact with people across departments within the Kennedy Center as well as with contacts representing artists and outside programs. The

INTERNSHIPS

intern will work closely with the PAFE intern to collect information, write copy describing Millennium Stage programming, route the calendar for edits, and highlight certain performances; all while adhering to strict deadlines. The intern will also assist in drafting, editing, finalizing and archiving playbills for Millennium stage performances.

Placement Project C – Media Lists and Tracking:

The intern will work closely with press representatives to compile media lists to distribute press releases for various activities, including annual events such as the Mark Twain Prize for American Humor (Fall), Kennedy Center Honors (Winter), Season Announcement (Spring), and more. The intern may need to research new media outlets in order to tailor lists based on specific program details. The intern will work within Cision to create media lists as well as track media coverage. Media coverage is compiled into daily clips, project-based reports, and overall archives on an ongoing basis.

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