



Cincinnati Strategic Communications Leadership Program *Presented by The E.W. Scripps Company & Vehr Communications*

The E.W. Scripps Company and Vehr Communications are offering a summer internship to college students interested in pursuing a career in corporate communications, journalism, marketing, public relations, strategic communications or related industries.

The “Cincinnati Strategic Communications Leadership Program” is intended to promote diversity and inclusion in strategic communications and will offer a prospective young professional the opportunity to experience a combination of strategic communications best practices, tactics and strategies leveraged in everyday agency and corporate life at two leading strategic communications organizations in Cincinnati.

The E.W. Scripps Company (NYSE: SSP) serves audiences and businesses through a growing portfolio of television, radio and digital media brands. Scripps is one of the nation’s largest independent TV station owners, with 33 television stations in 24 markets and a reach of nearly one in five U.S. households. Scripps also runs an expanding collection of local and national digital journalism and information businesses, including multi-platform satire and humor brand Cracked, podcast industry leader Midroll Media and over-the-top video news service Newsy. Scripps also serves as the long-time steward of the nation’s largest, most successful and longest-running educational program, the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

Vehr Communications is an integrated marketing agency with one purpose: to think deeply, create boldly and engage completely to help our clients succeed. Vehr delivers the most efficient and effective brand-building strategies, content and communications to help leading consumer and b2b companies, public entities and nonprofit organizations succeed. Vehr is a partner of IPREX and delivers for its clients the combined talent of 1,800 cross-cultural, multidisciplinary communications professionals from 115 offices in more than 30 countries worldwide. In 2015 and 2016, Vehr was selected PR Agency of the Year by the local chapter of the Public Relations Society of America (PRSA) and has repeatedly received awards for exceptional work on behalf of its clients. For more information, visit vehrcommunications.com.

Position Summary: The “Cincinnati Strategic Communications Leadership Program” is an eight to 12-week paid summer internship (based on geographic location and class schedules). The chosen candidate will split time (approximately 32 hours) between The E.W. Scripps Company and Vehr Communications each week. Offices for both organizations are within walking distance in downtown Cincinnati. For candidates outside the Greater Cincinnati area, a stipend will be awarded to help supplement housing and travel needs for the length of the program.

The E.W. Scripps Company and Vehr Communications have designed the “Cincinnati Strategic Communications Leadership Program” to help students from a wide variety of backgrounds gain opportunity and understanding of the overarching strategic communications industry, including:

- Content Development & Strategy
- Employee and Internal Communications
- Marketing Communications
- Media Relations
- Social Media Strategy
- Client Services

The program is intended to promote diversity and inclusion in strategic communications, and priority will be given to minority students seeking a bachelor’s degree in corporate communications, journalism, communications, marketing, public relations, strategic communications or related fields of study. The internship is open to all qualified candidates without regard to race, gender, color, religion, sexual orientation, national origin, age, physical or mental disability, veteran status or any other characteristic prohibited by state or local law.

Position Relationships: Prospective young professionals have the opportunity to work with and learn from employees of The E.W. Scripps Company and Vehr Communications about the communications industry and how to best serve corporate and agency clients’ strategic communications needs. Candidates will be mentored by Scripps and Vehr staff, who will help them prioritize tasks and focus on multiple projects and deadlines.

Position Characteristics, Duties and Responsibilities:

- Asks questions and is eager to learn
- Thinks creatively while learning to focus strategically
- Provides grammatically correct written communications support through the drafting of basic communications materials, which may include news releases, media alerts, fact sheets, status reports and other materials
- Conducts research and maintains corporate, client and agency databases
- Provides online research, social media assistance and event support
- Assists in the development of marketing materials and social media content
- Attends client meetings, presentations and brainstorming sessions as directed
- Performs as a team member with colleagues and responds favorably to supervision and guidance
- Accepts assignments and responsibilities with enthusiasm and a clear demonstration of a desire to learn and grow as a professional communicator

Specific Requirements Include:

- A passion for understanding strategic communications
- Exceptional written and personal communication skills
- Demonstrated creativity in the practice of communications, journalism, marketing or related field
- The willingness and ability to work well in teams

- Enrollment in a bachelor's degree program in corporate communications, journalism, communications, marketing, public relations, strategic communications or related field of study

Applicants must submit an updated professional resume and cover letter demonstrating their interest in the program as well as a letter of recommendation from a current or past instructor at the college or university in which they are enrolled.

The E.W. Scripps Company & Vehr Communications are Equal Opportunity Employers. We offer competitive compensation and benefits. All employees are required to sign an employment agreement that will be provided for review in advance of execution.

If interested, please submit the required documents listed above to:

Dan Guttridge, Account Executive
Vehr Communications, LLC
700 Walnut Street, Suite 450
Cincinnati, OH 45202

Or via email to: internships@vehrcommunications.com