General Information

Denver Advertising
The National Dental Advertising Association
The National Restaurant Advertising Association

14 Inverness Drive East
Suite A-218
Englewood, CO 80112
303-716-7800
303-716-7900 (f)
www.denveradvertising.com
www.nationaldental.org
www.thenraa.com

Denver Advertising has been in business for over 18 years. We started with a coupon magazine and worked our way into designing all kinds of printed material for various clients. As our skill set increased so did the size of clients we represented. Our work has been seen on Jay Leno and heard on David Letterman. We have been published as one of the Top 25 largest agencies and last year, one of the Top 25 fastest growing companies in Denver. With that said, you would think we are large in staff, not true. We operate with a staff of 3 so far. We are a boutique; our clients (most of them) love what we do. We wear at least 4-5 different hats each day. If you are looking for an internship with a lot of change then you will like this position. Your responsibilities will change as fast as the Colorado weather.

We need someone to come in and own the design internship position. You will assist our current Creative Director in many projects.

You’ll learn new programs and skills for dealing with clients pertaining to the artistic process. It will not be uncommon for you to deal directly with the client, skills permitting. If you are looking to grow your skills, you will have plenty of opportunity. 90% of my interns have gone on to do great things in the business community. We hold integrity in the highest regard. Because of our size and the value we place on the service we provide it’s important for us to know your level of commitment. So spend some time thinking about the environment you work best under and see if this could be a good fit. Life is too short not to enjoy what you do for a living. We love what we do and it shows.

On the artist side, it’s important to know what the position truly looks like. Many days, you could be working on 4-6 projects that range dramatically. Our clients love that we can
create a concept within days if not hours, so we think fast and create fast. You will be an important part of creative brainstorming meetings and looked upon for creative input.

Answering Machine: 3 separate lines to check
1 = Main Line
   Must be on line 2, press * 98 then password is 2222
2 = Art
   Must be on line 2, dial 303.307.6536 then *#, then 303.307.6536 again and finally password is 2222
3 = Fax Opt-Out Line
   Must be on line 2, then dial 303.777.6253, then press 7, password is 2222

Staff:
Mike Lash: Owner and president
720.333.7900
mike@denveradvertising.com

Joel Heaton Art Director
art@denveradvertising.com
Benefits of Internships

Internships involve students, colleges and the community in a work-based program. Students engage in learning through relevant experiences involving practical application of academic coursework. The emphasis of the experience is applying skills learned in the classroom, exploring career opportunities, and learning new career competencies, rather than earning money. All Denver Advertising internships are unpaid.

Three stakeholder groups benefits from an effective internship program:

Students
Receive guidance and feedback from adult coordinators
Explore future career
Develop desirable work habits and attitudes
See relevance of classroom learning
Gain specialized learning experiences that could not be provided in the classroom

Community/Businesses
Encourage young adults to stay in local community
Invest from the ground up to grow a valuable workforce
Share expertise
Develop partnerships with schools
Coordinator young adults while gaining valuable human resources

College
Expand curriculum
Apply academic content to practical work situations
Prepare students for world of work
Develop partnerships with the community
Questions

Please return these questions as a typed, hard copy.

1. What is your education background?
2. Do you have previous experience in Marketing and/or Advertising? If so, please describe.
3. Do you have experience with e-mail blasts?
4. Please provide previous work experience.
5. Please rank level of experience for the following:
   a. MS Excel (some knowledge) (working knowledge) (expert)
   b. MS Word (some knowledge) (working knowledge) (expert)
   c. MS PowerPoint (some knowledge) (working knowledge) (expert)
   d. Apple computers & OSX (some knowledge) (working knowledge) (expert)
   e. Windows XP environment (some knowledge) (working knowledge) (expert)
6. Describe previous work experience in which you had to multi-task.
7. Have you ever managed production schedules?
8. Have you had a previous job that required you to establish on-going working relationships with clients and manage their account? Please describe.
9. Organization and structure are very important. Please describe examples of your organizational skills.
10. Communication skills are also very important. Have you had previous experience that required you to utilize and improve your written or verbal communication skills? Please describe.
11. What type of work challenges you?
12. Do you enjoy learning new things?
13. Do you feel comfortable learning new software and learning how to use it?
14. Are you proficient on the Internet and researching for information on websites?
15. Are you self-motivated and able to determine what needs to be done?
16. Are you proactive or reactive in most situations?
17. Are you creative? Give an example.
18. Do you feel comfortable exercising some initiative, independent judgment and solving problems of moderate scope and complexity?
Internship Projects and Responsibilities

Name: 
Phone Number:

Hours Required By School: _____________
Days Worked: _____________
Total Hours A Week: _____________
Start Date: _____________
Completion Date: _____________

Handbook completed _____________
Forms Signed _____________

A Couple of Things to Remember:
1. Be proactive!
2. Must be accountable for work you produce and what leaves this office
3. See the bigger picture
4. Never assume things, communication is key! There is a lot of work that goes through this office and only three people that handle it. Be sure to stay on top of things.
5. If you don’t know ask questions
6. Be an independent thinker
7. Have fun 😊
8. If you answer the phone say “Thank you for calling Denver Advertising and National Dental, this is _________.” Be sure to screen the call. Make sure to find out who they, who they are with, what they want.
9. When you take a message make sure to email to mike and in the subject line begin with message in caps give him the details. (Example - SUBJECT: MESSAGE - Tom Harper w/ The Food Guy 303.727.9200)
10. Under Denver Advertising are the NDAA (National Dental Advertising Association) and NRAA (National Restaurant Advertising Association) and all three are under The Kingdom Come. We are in the process of developing The NPA, National Paving Association.
11. You are going to depend on logins/passwords. Make the document DA_Passwords.xls your friend.
12. Watch ALL of the training videos posted to Denver Advertising’s YouTube account.
13. Daily Tasks will change with our clients, make sure to ask Mike if he wants something done daily for a client (such as updates to their site, or writing content for them).
Program Parameters

We welcome students to apply that meet the following:

- Are on track for graduation
- Demonstrate good attendance and mature and responsible behavior
- Have completed courses and earned grades to support internship placement
- Have completed the program application and interview process
- Study in the areas of Journalism, English, Marketing, Public Relations, Graphic Design or Web Design.

This is a competitive internship program. Denver Advertising only accepts two to four interns a semester.

Intern Expectations
Success as an intern is directly related to the intern’s willingness to learn about all aspects of the job, interact with co-workers, ask questions and become involved at the our office. Prompt and regular attendance is an absolute necessity for success in the internship, as it would be in any professional setting. The intern is expected to demonstrate a positive attitude and a willingness to work and learn. As the intern becomes comfortable at our office, it is expected he/she will look for situations where initiative can be demonstrated. Each task should be approached with enthusiasm and as a new learning experience. Selection for the internship program is based on demonstrated academic preparation, personal qualities, performance history and career focus.

On-Site Interview
Prior to confirming the internship placement, the prospective intern participates in a professional interview at our office. The interview provides an opportunity to determine the student’s suitability to the specific site. At the time of the interview the prospective intern presents a resume, reference list, cover letter and samples of work to be left behind. An interview does not mean a guaranteed internship.

Transportation
Reliable daily transportation, a valid driver’s license and verification of insurance are required of each intern. If a transportation problem develops, it is the intern’s responsibility to notify the coordinator so the problem can be resolved. An intern not calling in with updates will not be tolerated and may result in dismissal from internship with Denver Advertising.
Orientation to Our Office
The intern is oriented to our office by our internship coordinator. This orientation provides the intern with much the same information a new hire would receive regarding rules, regulations and expectations for employment. At the end of the orientation, a training plan of 3-5 goals is established for the intern through collaboration with the Internship Coordinator. This will allow us to understand more of what the student is looking to gain from the experience. The plan includes:

- Goals (what the intern will learn or experience during the internship)
- Strategies (activities that will facilitate acquisition of the goal)
- Criteria for evaluating the accomplishment of the goal (method of demonstration)

The intern will be evaluated on goal progress and performance on a final evaluation at the end of the internship in addition to the college’s requirements.

Appearance
Interns are expected to wear attire appropriate to our office and interview. During a typical day the dress code at Denver Advertising is relaxed and comfortable. When meeting with clients the dress code may change.

Absence from Our office
If the intern is ill or unable to be present at our office for any reason, the intern is responsible for notifying the Internship Coordinator as early as possible. If the intern is absent from the office, it is the intern’s responsibility to schedule additional time to meet the required hours.

Emergencies
The intern supplies the Internship Coordinator with a completed Medical Authorization and Insurance form, which contains the information needed should the intern become ill or injured at the our office.

Confidentiality
Confidentiality and ethical behavior are discussed prior to the internship. All prospective interns must sign a confidentiality agreement prior to initial placement. The Internship Coordinator maintains the signed confidentiality form. Interns understand that any breach of confidentiality may result in disciplinary action including termination, and/or or legal action.
Sample Schedule

Phase 1 - Week one / two

• Watch all training videos that are on Denver Advertising’s YouTube account - these are private videos so you need to login to our account to view them. UN: mike@denveradvertising.com PW: 22222222
• Watch all WordPress 101 Videos (www.wp101.com) there are 18 videos - be sure to take notes!
• Watch Google Analytic Videos on YouTube, search for the Google Analytics Channel. You do not have to watch all of them, but watch the basics under their “Playlists” Google Analytics in 60 Seconds.
• Get familiar with our serverG5, the document ‘DA_Passwords.xls’ on SharedFiles (on serverG5), how to track your hours, and the DA Documents folder on the serverG5.
• About Denver Advertising
  o Study our website and be able to provide feedback
  o Review clients, vendors and company history
  o Develop content for pages on website based off keyword and KDA report
  o Understand and be able to use our internal sales tools.
    ▪ Phonetree
    ▪ FaxBlast
    ▪ Postcards
    ▪ E-mail marketing
  o Consulting
    ▪ Write 15-20 questions for Mike and interview him
    ▪ Anything you want to know about him, his career, Denver Advertising, the industry, his career evolution etc.

Phase 2 - Week three - six

• Search Engine Optimization
  o Begin taking Google Adwords and establish timeline for completion
  o Be able to describe the differences between SEO / SEM
  o Study our PPC campaign and the various components
  o SEO - learn the components and work on a clients SEO
  o Understand and be able to work social networking platforms / blogging

Phase 3 - week four - seven

• Sales
  o Build out our competitor list - two competitors a week
  o Develop email blast concept and idea. Pitch the concept to Mike and if approved will be used.

Phase 4 - week seven / eight

• Self Promotion
  o Resume update / develop
  o Professional requirements expected of you / how to conduct yourself etc.
  o Develop and or update portfolio
Important Forms

Please fill out the following forms and return as soon as possible.
Internship Medical Authorization and Insurance Information

Student Name____________________________________

Should it be necessary for me to have medical treatment while participating in this program, I hereby give Denver Advertising personnel permission to use their best judgment in obtaining medical services for myself and I give permission to the physician selected to render whatever medical treatment he/she deems necessary and appropriate.

_____Yes  _____No

Permission is also granted to release emergency contact/medical history to the attending physician or to our office personnel, if needed.

_____Yes  _____No

Health Insurance Company

____________________________________

Name of Policyholder_____________________________________________________________________

Identification Number____________________________ Account Number___________________

Name of Parent/Legal Guardian____________________________________

Contact Number(s)_______________________________________________________________________

Family Doctor_________________________________________________________________________

Contact Number(s)_______________________________________________________________________

Preferred Hospital____________________________________________________
Special Medical Problems (please check all that apply)

_____asthma         _____vision         _____hearing

_____diabetes       _____seizures      _____allergies (specific)

_____heart          _____other (explain)

Medications student takes on a regular basis:

Does the student require any special accommodations because of medical conditions, limitations, disabilities or other restrictions?

_____Yes          _____No

If yes, please explain.

I hereby agree to waive and release any and all rights that I, or my representatives may have to make claim against Denver Advertising, or Mike Lash, or their respective officers, employees, or representatives arising from injury or damages, including attorney fees that may result from my participation in the Internship Program.

I further agree to indemnify and hold harmless Denver Advertising or Mike Lash, or their respective officers, employees, or representatives from any claims, including attorney fees, which I might make or which might be made on my or our behalf by others, or which might be made against me by others arising from my participation in the Internship Program.

________________________________________
Signature of Intern                       Date

________________________________________
Internship Coordinator                   Date
Internship Confidentiality Agreement

I understand that in the course of my internship experience I may have access to and be involved in the processing of verbal, written, computer generated, computer accessed, filmed, and/or recorded information related to clients, employees, and staff or company business.

I understand that I am required to maintain confidentiality of this direct or indirect information at all times, both during and after my internship experience. I understand that I will not share, discuss with or reveal any of this information to anyone.

I understand any breach of confidentiality may result in disciplinary action, including termination or legal action.

I certify by my signature that I acknowledge being informed of the confidentiality policy concerning confidential information and its treatment. I agreed to adhere to and uphold the private and privileged information therein.

Intern
Name________________________________________________________________________

(Please print full legal name)

Intern signature_________________________________________
Date__________________

Internship Coordinator’s Signature_________________________
Date__________________
Final Evaluation of Intern

Internship Coordinator Final Evaluation of Student Intern

Student_______________________________

Coordinator____________________________

Organization__________________________   Evaluation Date ________________________

This evaluation is designed to provide feedback on performance to assist the intern in his/her academic, personal and professional development.

Quality of Work - accuracy, neatness, thoroughness

_____ 5. Exceptionally high
_____ 4. Neat and thorough with few errors
_____ 3. Acceptable with occasional errors
_____ 2. Marginal with frequent errors or oversights
_____ 1. Almost always inferior with abnormal number of errors
_____ Not applicable/not observed/not relevant

Quantity of Work - output of assignments

_____ 5. Consistently produces more than expected
_____ 4. Usually does more than expected
_____ 3. Frequently completes more than required amount
_____ 2. Completes required amount but seldom more
_____ 1. Completes less than the required amount
_____ Not applicable/not observed/not relevant

Attitude Regarding Job Assignments - willingness to cooperate and comply with requests

_____ 5. High interest; very enthusiastic
_____ 4. Takes pride in work well done
_____ 3. Willing when told to do something
_____ 2. Little interest or enthusiasm
_____ 1. Refused all but assigned duties
_____ Not applicable/not observed/not relevant
<table>
<thead>
<tr>
<th>Quality</th>
<th>Description</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td><strong>Attendance</strong> - regularity in maintaining working hours</td>
<td>5. Always present and punctual</td>
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<td></td>
<td>4. Rarely misses work or is late</td>
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<td></td>
<td>3. Usually can be relied on to be present and on time</td>
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<td></td>
<td>2. Attendance and punctuality is erratic</td>
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<tr>
<td></td>
<td>1. Attendance and punctuality are extremely poor</td>
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<td></td>
<td>Not applicable/not observed/not relevant</td>
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<tr>
<td><strong>Appearance</strong> - clothing, grooming and hygiene meet company standards</td>
<td>5. Always appropriate</td>
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<td></td>
<td>4. Appropriate, with 1 or 2 exceptions</td>
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<td></td>
<td>3. Appropriate, with 3 or 4 exceptions</td>
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<tr>
<td></td>
<td>2. Inconsistent</td>
<td></td>
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<tr>
<td></td>
<td>1. Seldom appropriate</td>
<td></td>
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<td></td>
<td>Not applicable/not observed/not relevant</td>
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<tr>
<td><strong>Communication</strong> - ability to convey ideas and information in oral and written form</td>
<td>5. Expresses self fluently and intelligently</td>
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<td></td>
<td>4. Conveys ideas and information well</td>
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<tr>
<td></td>
<td>3. Usually conveys information and ideas clearly and understandably</td>
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<td></td>
<td>2. Conveys ideas and information with some difficulty</td>
<td></td>
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<td></td>
<td>1. Expresses self poorly</td>
<td></td>
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<td></td>
<td>Not applicable/not observed/not relevant</td>
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<tr>
<td><strong>Critical Thinking/Problem Solving</strong> - ability to use data to make decisions</td>
<td>5. Able to process data and make logical decisions based on information</td>
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<td></td>
<td>4. Demonstrates the capacity to use data to make decisions</td>
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<td></td>
<td>3. Requires assistance to use data in decision-making</td>
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<tr>
<td></td>
<td>2. Difficulty in using data for decision making</td>
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<tr>
<td></td>
<td>1. Unable to use data to make decisions</td>
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<td></td>
<td>Not applicable/not observed/not relevant</td>
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<tr>
<td><strong>Adaptability</strong> - ability to be flexible and accept change</td>
<td>5. Adept at meeting changing conditions</td>
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<td></td>
<td>4. Readily adjusts to change</td>
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</table>
________3. Makes necessary adjustment with guidance
________2. Difficulty in adapting to new situations
________1. Unable to adjust to changing situations
______ Not applicable/not observed/not relevant

Initiative - ability to work independently and look for learning opportunities

________5. Resourceful, seeks new tasks to learn and do independently

________4. Asks for additional learning opportunities
________3. Acts voluntarily in routine situations
________2. Must be told what to do
________1. Requires repeated guidance and monitoring
______ Not applicable/not observed/not relevant

Social Interaction - ability to get along and work with others

________5. Always works in harmony with others; an excellent team player

________4. Congenial and helpful; works well with associates
________3. Relations with others are harmonious under normal circumstances
________2. Alienates others; causes friction and/or is uncommunicative
________1. Antagonistic; pulls against rather than working with others
______ Not applicable/not observed/not relevant
<table>
<thead>
<tr>
<th>Reaction to Supervision - Ability to accept suggestions and feedback</th>
<th>Comments</th>
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<tbody>
<tr>
<td>_____ 5. Requests and is receptive to feedback and suggestions</td>
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<tr>
<td>_____ 4. Responds positively and promptly to feedback</td>
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<td>_____ 3. Accepts feedback and tries to improve</td>
<td></td>
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<td>_____ 2. Accepts feedback, but fails to make changes</td>
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<tr>
<td>_____ 1. Responds negatively to suggestions and feedback</td>
<td>Not applicable/not observed/not relevant</td>
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<tr>
<th>Character/Ethical Behavior - ability to display professional behavior</th>
<th>Comments</th>
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<tbody>
<tr>
<td>_____ 5. Professional behavior exhibited at all times</td>
<td></td>
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<tr>
<td>_____ 4. Professional behavior exhibited routinely</td>
<td></td>
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<tr>
<td>_____ 3. Reminders required ensuring professional behavior</td>
<td></td>
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<td>_____ 2. Incidents involving non-professional behavior have been noted</td>
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<td>_____ 1. Generally unprofessional behavior</td>
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<td>_____ Not applicable/not observed/not relevant</td>
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Evaluation of the intern on the 3-5 specific goals established at the beginning of the internship experience using the criteria listed.

Goal 1

| _____ 5. outstanding |          |
| _____ 4. good |          |
| _____ 3. average |          |
| _____ 2. marginal |          |
| _____ 1. unsatisfactory |          |

Goal 2

| _____ 5. outstanding |          |
| _____ 4. good |          |
| _____ 3. average |          |
| _____ 2. marginal |          |
| _____ 1. unsatisfactory |          |
Goal 3

_____5. outstanding
_____4. good
_____3. average
_____2. marginal
_____1. unsatisfactory

Goal 4

_____5. outstanding
_____4. good
_____3. average
_____2. marginal
_____1. unsatisfactory

Goal 5

_____5. outstanding
_____4. good
_____3. average
_____2. marginal
_____1. unsatisfactory

Intern Signature

Date________________________

Coordinator Signature

Date________________________