

# American Horse Publications 2009 Internship Handbook

## American Horse Publications Internship Program

Established in 1970, American Horse Publications is a national professional association of more than 470 publications, individuals, businesses, and organizations serving the equine publishing industry.

The AHP Internship Program is designed specifically for college students who have an interest in horses and seek a career in equine publishing. This program offers opportunities for students to work at equine publications and businesses throughout the country and the opportunity for AHP members to utilize the talents of students with an interest in equine publishing. For colleges and universities, it's a great way to provide students with the résumé-building experience that's so critical to today's job market.

### How it works

On the following pages you'll find a directory of AHP members participating in the AHP Internship Program. Each listing includes the types of internships offered, availability throughout the year and duration, selection requirements and duties involved. These may vary according to AHP member's needs. Some offer salaries, stipends or college credit as compensation. Most do not provide housing for interns, although some do offer housing search assistance. In all cases, transportation and room and board are the responsibility of the intern.

### How to apply

AHP functions solely as the umbrella organization for the Internship Program. **Interns must apply to the individual AHP member, and each participating AHP member will choose its own interns based on its needs and the intern's completed application package.** In every case, however, strong consideration is given to publication journalism or production experience as well as an interest in the horse industry. This will be demonstrated by:

1. Academic courses in journalism, (including writing, editing, reporting,) advertising, graphic design, public relations, marketing or photography
2. Involvement in campus publication (magazine, newspaper or newsletter)
3. Background in horses
4. Previous related internships or work experiences

Prospective interns must fill out the application and submit it with the other required materials to the contact person listed. A complete application includes:

1. Application form signed by prospective intern and dean or department head.
2. Personal essay detailing the student's interest in equine publishing, what they hope to gain from the internship experience, what they hope to contribute, overall plans for their equine publishing career, and additional information expanding on courses taken, previous internships, positions on school publication, and, or publications regularly read.
3. Letter of recommendation from one or more of the following who know the student's abilities well:
  - a. Dean
  - b. Department head
  - c. Professor
  - d. School Newspaper, Magazine advisor
  - e. Riding instructor

All applications must be typewritten. Incomplete applications, or applications with poor grammar, syntax, and spelling, will not be considered. Application material becomes the property of the participating AHP member and will not be returned.

Additional copies of the Handbook or applications may be obtained online at [www.americanhorsepubs.org](http://www.americanhorsepubs.org) or by contacting AHP at (386) 760-7743 or [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

# Expectations and Responsibilities

The internship should be a beneficial experience for both the student and the AHP member. It is important that both parties understand what to expect from each other and their responsibilities. Please review the following guidelines carefully.

## Intern's Expectations

- ♦ to learn as much as possible about real-life publishing in the horse industry.
- ♦ to have an opportunity to be included in a variety of tasks, especially in the area of your specialization.
- ♦ to leave the internship with a wide variety of work experiences, including several clips or samples of the material you produced or contributed to, which will assist you in gaining further employment in the field.
- ♦ to be treated with the same respect and consideration due any staff member.
- ♦ to realize that publishing is a team effort and interns will be expected to pitch in wherever and whenever needed.
- ♦ to have an opportunity to make professional contacts.
- ♦ to see the payoff in terms of experience gained, not amount paid. The majority of internship opportunities are unpaid, so if you look only at internships that offer money, you will be limiting yourself significantly. Fortunately, there are other opportunities available, and there can be advantages to being an unpaid intern. First of all, because you are untested and inexperienced in the field, AHP members may be reluctant to invest money in you when they will have you for only a short period of time. Offering yourself at no cost will open many more doors. Another perk for unpaid interns is that AHP members are more likely to be understanding and flexible about other commitments, like school or work. Although, you don't earn money, the experience that you get at an unpaid internship can be more challenging and valuable than at many paid internships.

### How to Survive While Doing an Unpaid Internship

1. Intern part-time and hold down a paid job on the side.
2. Live at home.
3. Save enough money to do an internship that lasts for about a month.
4. Find an internship with other perks like free housing, meals, travel, and more.
5. Investigate financial aid.

## Intern's Responsibilities

- ♦ to exhibit initiative, creativity and resourcefulness.
- ♦ to strive to make important contributions.
- ♦ to treat all staff members and employees with respect and consideration.
- ♦ to regard the internship in a professional manner. Students may face dismissal for one or more of the following unprofessional behaviors:
  1. Calling in sick when you are not.
  2. Repeated tardiness for appointments or work.
  3. Failure to complete assignments on deadline.
  4. Disregard for dress code or any other personnel policies.
  5. Irresponsibility regarding any assignment.
- ♦ to take responsibility for having a good overall experience by communicating your interests and goals. If you feel the internship is not going well, you should understand that the intern bears the responsibility for discussing the situation with your supervisor.
- ♦ to keep in mind that internships are a long-term strategy for a successful career and good income. The real payoff of an internship is in the knowledge and experience you gain. You will come away with a competitive edge that can bring you more opportunities sooner and higher starting pay.
- ♦ Although not required, students may want to create a "Learning Contract" for both you and the AHP member to sign. This contract will not be a legally binding document, but will help to assure that the internship stays on track and that everyone understands your role. Individual learning contracts will differ a great deal depending on your needs and how formal you and the AHP member want to be. A contract will help to clarify for everyone how you fit into the organization and what you are there to learn. Learning contracts contain the following kinds of information:

1. department(s) where you will intern.
2. learning goals.
3. duration, starting date, time you will spend each week.
4. who will be your supervisor.
5. how your performance will be evaluated.
6. information pertaining to any paperwork necessary for you to obtain college credit.

**AHP Member's Expectations**

- ♦ to expect a serious, creative and enthusiastic worker with a willingness to embrace any publishing-related job.
- ♦ to expect an individual who takes an active interest in learning about a variety of aspects of equine publishing.
- ♦ to expect a courteous employee, who will represent the AHP member in a professional manner at all times.

**AHP Member's Responsibilities**

- ♦ to be prepared to keep the intern occupied with meaningful tasks that contribute to overall production and any areas of specialization.
- ♦ to dedicate time to intern training and supervision.
- ♦ to furnish the intern with direction, assignments, and special projects offering guidance and support to help the intern develop their own material.
- ♦ to make every effort to increase the level of the intern's responsibility and contributions.
- ♦ to provide compensation by college credit, wage or stipend.
- ♦ to provide a real-life and hands-on educational experience.
- ♦ to encourage the intern's interest in pursuing a career in equine publishing.

# Directory of Participating AHP Members

## Alaska Choice Publishing

(Home of the *Alaska Horse Journal*)

*The Alaska Horse Journal is an all-breed, all-discipline, monthly magazine that focuses on horses, horse activities and topics relative to the Alaska horse community*

**Internships offered:** Combined position including but not limited to, research and writing, support advertising sales and design, marketing, production web site maintenance and general office duties

**Availability/Duration:** Summer only

**Requirements:** The ideal candidate will be someone who has office experience in the publishing industry, general computer skills, knowledge of InDesign and Photoshop. Familiarity with horses and horse industry will be helpful

**Duties:** The position will be approximately 40 hours of work per week. Job duties will include administration tasks such as article research and writing, customer support, PR, marketing and graphic design, web site maintenance. Office work will include filing, answering of phones, and other miscellaneous tasks. Attendance to equestrian events in Alaska to help promote *AHJ* and report on the event for *AHJ*.

**Compensation:** The chance to see Alaska! Round trip airfare to Alaska, room and board, plus small stipend. Fringe Benefits: riding and sightseeing opportunities.

**Housing provided:** Yes

**Include with application:** Résumé, work samples and references, list of computer skills programs and skill level

**Contact:** Sandy Shacklett, Editor

4311 E. Crane Road

Wasilla, Alaska 99654-0517

Phone: (907) 376-4470

Fax: (907) 373-3276

E-mail: [sandy@alaskahorsejournal.com](mailto:sandy@alaskahorsejournal.com)

## American Paint Horse Association *Breed registry for American Paint Horses*

**Internships offered:** Human Resources Department

**Availability/Duration:** Summer only

**Requirements:** Pursuing degree in Human Resources

**Duties:** Enrolling employees in benefits, filing and general office duties

**Compensation:** Salary

**Housing provided:** No

**Include with application:** Résumé and references

**Contact:** Judy Mitchell

2800 Meacham Blvd.

Fort Worth, TX 76137

Phone: (817) 222-6443

Fax: (817) 222-6419

E-mail: [jmitchell@apha.com](mailto:jmitchell@apha.com)

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**Internships offered:** Public Relations & Marketing

**Availability/Duration:** Summer only

**Requirements:** Major in Journalism, Agricultural Communications/Journalism, Marketing, Public Relations or related field. Knowledge of AP Stylebook and journalistic writing. Experience writing press releases.

**Duties:** Write and disseminate daily press releases, assist in developing and launching a media marketing plan for the World Championship Paint Horse Show, write hometown World Champion press releases to disseminate to World Champion hometowns, develop and maintain a list of media contacts, assist in updating marketing material and various other tasks.

**Compensation:** Salary-\$1,200/month

**Housing provided:** No

**Include with application:** Résumé, writing samples (press releases) and other relevant information

**Contact:** Jerry Circelli

2800 Meacham Blvd.

Fort Worth, TX 76137

Phone: (817) 834-2742

Fax: (817) 222-8466

E-mail: [jcircelli@apha.com](mailto:jcircelli@apha.com)

E-mail: [jmitchell@apha.com](mailto:jmitchell@apha.com)

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**Internships offered:** Performance Department/World Show Internship (2 positions available)

**Availability/Duration:** Summer only

**Requirements:** Seeking individual majoring in Animal Science, Equine Science, Agribusiness or related field who desires to learn more

about breed associations and develop skills to work within the horse industry.

**Duties:** Encompasses a wide variety of duties and projects related to the planning, coordinating and management of the World Championship Paint Horse Show as well as other related Performance Department programs and activities. Duties include, but are not limited to, assistance with the Youth World Show activities, award preparation and distribution, facility arrangements, show scheduling and event coordination (judging contest, banquets, awards presentations, etc.)

**Compensation:** Salary-\$1,200/month

**Housing provided:** No

**Include with application:** Résumé and cover letter stating why student wants an internship with the APHA.

**Contact:** Holly Nelson

Senior Director of Show and Contest  
2800 Meacham Blvd.

Fort Worth, TX 76137

Phone: (817) 222-6446

Fax: (817) 222-8489

E-mail: [hnelson@apha.com](mailto:hnelson@apha.com)

American Shetland Pony Club and  
American Miniature Horse Registry  
*Breed association*

**Internships offered:** Marketing Assistant

**Availability/Duration:** Spring/Fall

**Requirements:** Marketing/advertising/PR interest, courses related, enthusiasm

**Duties:** Work with sponsors, traffic ads, develop PR lists, work on national campaigns, promotions

**Compensation:** College credit only, sponsorships commissionable

**Housing provided:** No

**Include with application:** Résumé, courses/related experience, why you are interested

**Contact:** Johnny Robb

3588 C Road

Loxahatchee, FL 33470

Phone: (561) 753-4608 business

E-mail: [minipony@earthlink.net](mailto:minipony@earthlink.net)

URL: [www.shetlandminiature.com](http://www.shetlandminiature.com)

AQHA Publications

*Official publications of the American Quarter Horse Association*

**Internships offered:** Editorial internships working for *America's Horse*, *The American Quarter Horse Journal* and *The American Quarter Horse Racing Journal*

**Availability/Duration:** Year-round

**Requirements:** Junior or senior in agricultural communications, agricultural journalism, journalism or related major. Photography and horse experience a plus.

**Duties:** Assist editorial staffs in reporting, writing, editing short items and features for AQHA's three publications

**Compensation:** \$1,800/month

**Housing provided:** No

**Include with application:** Résumé, cover letter, at least three writing samples, and a personal essay

**Deadlines:** Feb. 15 for summer; July 15 for fall; and September 15 for spring

**Contact:** Becky Newell, Editor

*America's Horse Magazine*

1600 Quarter Horse Drive

Amarillo, TX 79104

Phone: (806) 378-4377

Fax: (806) 349-6400

E-mail: [bnewell@aqha.org](mailto:bnewell@aqha.org)

Breyer Animal Creations

*World's Premiere Model Horse*

*Manufacturer. Publishes Just About*

*Horses, a niche publication covering the real and model horse worlds.*

**Internships offered:** Editorial,

**Availability/Duration:** Year-round

**Requirements:** Solid understanding of computers/ internet necessary. Related courses in journalism and writing. Positive attitude. Web management skills a plus.

Note: Intern will be asked to sign confidentiality agreement.

**Duties:** Help with research on articles, fact-checking and help with web maintenance (will train if necessary)

**Compensation:** College credit

**Housing provided:** No

**Include with application:** Résumé and writing samples

**Contact:** Arlene Newman

14 Industrial Road

Pequannock, NJ 07440

Phone: (973) 694-5006 ext. 123

Fax: (973) 694-5213

E-mail: [anewman@reevesintl.com](mailto:anewman@reevesintl.com)

California Riding Magazine  
Riding Publications, Inc.  
*Monthly regional publication and annual California Horsemen's Directory*  
**Internships offered:** Editorial, Production, Sales, Circulation, Art Department, Marketing  
**Availability/Duration:** Year-round  
**Requirements:** Positive attitude  
**Duties:** Negotiable  
**Compensation:** None  
**Housing provided:** No  
**Include with application:** Résumé and work samples  
**Contact:** Cheryl Erpelding  
9131 Chesapeake Dr.  
San Diego, CA 92123  
Phone: (858) 503-7872  
Fax: (858) 268-0397  
E-mail: [cheryl@ridingmagazine.com](mailto:cheryl@ridingmagazine.com)

California Thoroughbred  
*Official monthly publication of the California Thoroughbred Breeders Association (CTBA)*  
**Internships offered:** Editorial, Circulation & Distribution, Production, Photography, Graphic Design, Advertising Sales  
**Availability/Duration:** Year-round  
**Requirements:** College students seeking a career in the Thoroughbred breeding/racing industry and/or the publishing industry  
**Duties:** Various  
**Compensation:** College credit and/or hourly wage  
**Housing provided:** No  
**Include with application:** Résumé, work samples, references  
**Contact:** Rudi Groothedde  
P. O. Box 60018  
Arcadia, CA 91066-6018  
Phone: (626) 445-7800  
Fax: (626) 445-6981  
E-mail: [rudi@ctba.com](mailto:rudi@ctba.com)

Certified Horsemanship Association  
*Membership organization that certifies riding instructors, accredits equine facilities, coordinates educational events such as conferences and publishes its own educational manuals.*  
**Internships offered:** Editorial for quarterly magazine – *The Instructor* and for *TEAM CHA Youth* quarterly newsletter  
**Availability/Duration:** Year-round; internship may be done from home office  
**Requirements:** Must have writing samples and be a junior or senior in college  
**Duties:** Writing articles for magazine and website. Compiling youth newsletter, selling ads and writing press releases  
**Compensation:** College credit and small stipend at end of internship is possible

**Housing provided:** No  
**Include with application:** Résumé, samples of writing, references  
**Contact:** Christy Landwehr  
4037 Iron Works Parkway Suite 180  
Lexington, KY 40511  
Phone: (859) 259-3399  
Fax: (859) 255-0726  
E-mail: [clandwehr@cha-ahse.org](mailto:clandwehr@cha-ahse.org)

Dressage Today  
*Dressage training of all breeds, monthly*  
**Internships offered:** Editorial, Marketing, Internet partner  
**Availability/Duration:** Year-round  
**Requirements:** Interest in dressage and horses in general  
**Duties:** Lots of organizing, writing projects, proofing and more  
**Compensation:** Minimum wage or college credit  
**Housing provided:** No  
**Include with application:** Résumé, work samples, references, clips  
**Contact:** Patricia Lasko  
Dressage Today  
656 Quince Orchard Rd., Suite 600  
Gaithersburg, MD 20878  
E-mail: [patricia.lasko@EquiNetwork.com](mailto:patricia.lasko@EquiNetwork.com)

Durvet, Inc.  
*Distributor and marketer of animal health care products nationwide*  
**Internships offered:** A combined position offering exposure in editorial, advertising, art department, marketing, product development and sales  
**Availability/Duration:** Any time of year is acceptable  
**Duties:** Working with marketing and graphics department in development and support of new product packaging and support material. Assist with press releases and articles for our dealer publication, Profit Builder, in addition to copy writing for various pieces. Corporate communications and product training videos. Attend industry trade shows. Assist in web site support and overall promotional planning.  
**Compensation:** Negotiable based on experience  
**Housing provided:** No  
**Include with application:** Résumé, references, work samples  
**Contact:** Kerry Glakeler  
P. O. Box 279  
Blue Springs, MO 64014  
Phone: (816) 874-4538  
Fax: (816) 224-3080  
E-mail: [kerryg@durvet.com](mailto:kerryg@durvet.com)

EquestriSol, LLC

*Equestrian marketing solutions*

**Internships offered:** Marketing including print, web, PR, multimedia

**Availability/Duration:**

Year-round and/or Summer

**Duties:** From administrative to creative and all in between

**Compensation:** Open for discussion

**Housing provided:** No, but will assist

**Include with application:** Anything that illustrates who you are

**Contact:** Jackie McFarland

615 E. Broadway #301

Long Beach, CA 90802

Phone: (310) 930-2744

E-mail: [info@equestrisol.com](mailto:info@equestrisol.com)

Equine Journal

*All-breed, all-discipline monthly magazine*

**Internships offered:** Editorial

**Availability/Duration:** Year-round

**Requirements:** English/Journalism majors with horse knowledge

**Duties:** Support editorial staff, cover events, write articles, etc.

**Compensation:** College credit and/or hourly wage

**Housing provided:** No, however, we can help find suitable housing

**Include with application:** Résumé, clips, references.

**Contact:** Kelly Ballou, Editor

Equine Journal

103 Roxbury Street

Keene, NH 03431

Phone: (603) 357-4271

Fax: (603) 357-7851

E-mail: [editorial@equinejournal.com](mailto:editorial@equinejournal.com)

Equine Network

*Publisher of Dressage Today, EQUUS, Horse & Rider, Practical Horseman, Arabian Horse World, Discover Horses, EquiShopper, www.EquiSearch.com, www.Equine.com, and www.EquiShopper.com*

**Internships offered:** Marketing

**Availability/Duration:** Year-round, Spring/Fall, Summer only

**Requirements:** Computer skills including Word, Excel and PowerPoint. Good research skills. Knowledge of horses a plus.

**Duties:** Participating in busy day-to-day activities of the marketing department, including research, sales tool development, competitive tracking, analysis, trade shows, photo research, general administrative duties. Some writing and/or proofreading required.

**Compensation:** College credit

**Housing provided:** No

**Include with application:** Résumé, clips, work samples

**Contact:** Shelly Mix

Equine Network

6405 Flank Drive

Harrisburg, PA 17112

E-mail: [shelly.mix@EquiNetwork.com](mailto:shelly.mix@EquiNetwork.com)

Equine Resources International LLC

*Marketing and Public Relations*

**Internships offered:** Editorial, Advertising, Art, Marketing, Public Relations

**Availability/Duration:** Year-round

**Requirements:** College junior or senior

**Compensation:** Negotiable

**Housing provided:** No, but will try to help find affordable housing

**Include with application:** Résumé, work samples, clips, references, cover letter

**Contact:** Lua Oas Southard

621 Wollaston Rd.

Kennett Square, PA 19348-1679

Phone: (610) 444-7554

Fax: (610) 444-9846

E-mail: [lua@equinresources.com](mailto:lua@equinresources.com)

EquiSearch.com

*Award-winning website for horse owners and enthusiasts produced by the Equine Network, publisher of Dressage Today, EQUUS, Horse & Rider, Practical Horseman, Arabian Horse World, Discover Horses, EquiShopper, www.Equine.com, and www.EquiShopper.com*

**Internships offered:** Internet

**Availability/Duration:** Year-round in Gaithersburg, MD or Harrisburg, PA office

**Requirements:** Web savvy, good organizational abilities, HTML and some horse experience preferred (not required)

**Duties:** Assisting with editorial and marketing functions on the site

**Compensation:** College credit

**Housing provided:** No

**Include with application:** Résumé, clips/work samples

**Contact:** Kate Lindon

Equine Network

6405 Flank Dr.

Harrisburg, PA 17112

E-mail: [kate.lindon@EquiNetwork.com](mailto:kate.lindon@EquiNetwork.com)

### Florida Equine Publications

*The Florida Horse, Horse Capital Digest and Wire To Wire Daily*

**Internships offered:** Editorial

**Availability/Duration:** Year-round

**Requirements:** Enthusiasm! And basic college writing/editing courses

**Duties:** Interviewing, writing, editing and some photography

**Compensation:** Hourly wage

**Housing provided:** No, but will assist in locating housing

**Include with application:** Résumé, work samples, references, clips

**Contact:** Summer Best

801 SW 60<sup>th</sup> Avenue

Ocala, FL 34474

Phone: (352) 732-8858 ext 227

E-mail: [s.best@flequine.com](mailto:s.best@flequine.com)

### Holistic Horse

*Bimonthly publication dedicated to integrative therapies for horse and rider*

**Internships offered:** Marketing, Advertising, Circulation and Editorial

**Availability/Duration:** Year-round

**Requirements:** Business knowledge, computer knowledge

**Duties:** Various, related to magazine function

**Compensation:** College credit

**Housing provided:** No

**Include with application:** Résumé, writing samples

**Contact:** Karen Tappenden

84 Irish Meeting House Road

Perkasie, PA 18944

Phone: (215) 249-1965

E-mail: [karen@holistichorse.com](mailto:karen@holistichorse.com)

### Hoofprints

*Equine rescues, rehabilitation, humane society*

**Internships offered:** Editorial

**Availability/Duration:** Summer only

**Requirements:** Currently enrolled in college with related major

**Duties:** Varied; help with magazine, advertising, marketing materials, and photography

**Compensation:** Minimum wage

**Housing provided:** Yes

**Include with application:** Résumé, writing samples, references

**Contact:** Patti Klein Manke

c/o HAHS

10804 McConnell Road

Woodstock, IL 60098

Phone: (815) 337-5563

Fax: (815) 337-5569

E-mail: [pklein@hahs.org](mailto:pklein@hahs.org)

### Horse Connection Magazine

**Internships offered:** Editorial, Production, Circulation, Advertising, Art Department, Marketing

**Availability/Duration:** Year-round

**Duties:** To be determined

**Compensation:** To be determined

**Housing provided:** No

**Include with application:** Résumé

**Contact:** Valerie Young

1263 Park Street, Suite A

Castle Rock, CO 80109

Phone: (303) 663-1300

E-mail: [vyoung@horseconnection.com](mailto:vyoung@horseconnection.com)

### Horse Media Group

*Publishers of The Trail Rider, John Lyons' Perfect Horse, and Spin To Win Rodeo magazines and creators of MyHorse.com*

**Internships offered:** Editorial

**Availability/Duration:** Offers internships of various lengths, depending on our needs at the time

**Requirements:** All or some college education, strong writing and editing skills, horse knowledge is preferred. Journalism experience, web experience, and photography skills are a plus.

**Duties:** Intern will help write, edit and manage magazines and website

**Compensation:** Depending on our needs, the internship may offer pay or college credit

**Housing provided:** No

**Include with application:** Include

references, contact information, a brief cover letter, and clips that show previous writing experience

**Contact:** Lauren Back

Horse Media Group

908 Main Street, Suite 300

Louisville, CO 80027

Phone: (303) 661-9282 ext. 217

E-mail: [lauren@myhorse.com](mailto:lauren@myhorse.com)

Horsemen's Yankee Pedlar  
*Monthly all-breed, all-discipline equine publication*

**Internships offered:**

Editorial, Public Relations

**Availability/Duration:** Year-round

**Requirements:** Writing experience preferred. Equine knowledge required.

**Duties:** Writing, research, proofreading, editing, selecting photos, show coverage and miscellaneous duties as assigned.

**Compensation:** College credit

**Housing provided:** No

**Include with application:**

Résumé, writing samples, references

**Contact:** Molly Johns, Editor

83 Leicester Street

N. Oxford, MA 01537

Phone: (508) 987-5886

Fax: (508) 987-5887

E-mail: [molly.johns@pedlar.com](mailto:molly.johns@pedlar.com)

National Team Roping Horse  
Association

*Event association*

**Internships offered:** Editorial, Production, Circulation, Advertising, Art Department, Marketing

**Availability/Duration:** Summer only, Spring/Fall, Year-round

**Requirements:** To be determined

**Duties:** To be determined

**Compensation:** To be determined

**Housing provided:** No

**Include with application:** Résumé, work samples, clips, references

**Contact:** Julie Mankin

P. O. Box 2828

Weatherford, TX 76086

Phone: (817) 598-0110

Paint Horse Journal

*Official publication of the American Paint Horse Association*

**Internships offered:** Editorial and Photography

**Availability/Duration:** Summer only

**Requirements:** Pursuing a career in journalism or agricultural communications.

**Duties:** Encompasses a wide variety of duties and projects related to writing and photography for APHA publications including: *Paint Horse Journal*, *Paint Racing*, *APHA Connection* and *Generation J*, including coverage of the World Championship Paint Horse Show, as well as other related Editorial Department duties.

**Compensation:** Salary--\$1,200/month

**Housing provided:** No

**Include with application:** Cover letter stating why student wants an internship with

*Paint Horse Journal*, résumé, writing and photography samples, and references

**Contact:** Jessica Smith

Managing Editor

2800 Meacham Blvd.

Fort Worth, TX 76137

Phone: (817) 222-6434

Fax: (817) 222-8466

E-mail: [jsmith@apha.com](mailto:jsmith@apha.com)

Palm Partnership Training

*World class international equestrian education company: weekly e-mail newsletter, sales of equestrian education products, equestrian education clinics, etc.*

**Internships offered:**

Marketing, Production, Editorial, Advertising, Art Department

**Availability/Duration:** Internship may be structured to student's schedule and can be for Summer, Spring/Fall or Year-round.

**Requirements:** Prefer intern with previous experience/course work in marketing, writing, advertising, production, graphics, etc., hands on experience with horse care is a plus

**Duties:**

- Developing advertisements (ad campaign) for ads placed in major equestrian publications: AQHA Journal, Horse & Rider magazine, Horse Illustrated, Paint Horse Journal, etc.
- Product Marketing and Development: Assist in developing and marketing equestrian education products.
- Assist in writing copy for magazine articles, electronic newsletter, marketing and advertising copy, and business correspondence.
- Assist in developing graphic design for advertisements, product packaging, and equestrian school brochures.
- Assist with Palm Partnership Training customer service and product shipping.
- Assist in managing Palm Partners Club
- Assist with horse care activities as experience may warrant

**Compensation:** Room and board are provided with possible full or part time employment (hourly wage)

**Housing provided:** Yes

**Include with application:** Résumé, work samples, references, clips, etc.

**Contact:** Marie-Frances Davis

Palm Partnership Training

Fox Grove Farm

9445 NW 60<sup>th</sup> Avenue

Ocala, FL 34482

Phone: (352) 629-3310

Fax: (352) 629-3470

E-mail: [generalinfo@lynnpalm.com](mailto:generalinfo@lynnpalm.com)

URL: [www.lynnpalm.com](http://www.lynnpalm.com)

### Practical Horseman

*National monthly four-color magazine covers practical horse care and training how-tos for English disciplines, including hunter/jumper, dressage and eventing*

**Internships offered:** Editorial

**Availability/Duration:** Flexible

**Requirements:** Interest in journalism, editing, magazine production

**Duties:** Participate in all editorial aspects of magazine publishing including generating story ideas, proofreading and possibly interviewing and writing

**Compensation:** College credit

**Housing provided:** No

**Include with application:** Résumé, samples/clips if available

**Contact:** Margaret Rizzo

656 Quince Orchard Rd., Suite 600

Gaithersburg, MD 20878

E-mail: [Practical.horseman@EquiNetwork.com](mailto:Practical.horseman@EquiNetwork.com)

### Press Link PR

*Photography, writing, public relations for the horse world*

**Internships offered:** A little bit of everything

**Availability/Duration:** Flexible on timeline; can be long term or short term

**Requirements:** Need to be local to Huntington or Farmingdale, LI, NY or meet with me at functions on the road, which include WEF for the AHJF Hunter Classic, Capital Challenge in October for the AHJF Pro Finals, Lexington, KY in May for the Legacy Cup

**Duties:** I like to give a variety of work. It could be working with photos, writing, pitching, or other hands on work depending on your skills

**Compensation:** None

**Housing provided:** No. Must be local

**Include with application:** Résumé, writing samples, references, photography (if you take pics)

**Contact:** Diana De Rosa

45 Sarah Drive

Farmingdale, NY 11735

Phone: (516) 848-4867

E-mail: [dderosa1@optonline.net](mailto:dderosa1@optonline.net)

### Quarter Horse News

*Leading performance horse newsmagazine for cutting, reining, and reined cow horse disciplines*

**Internships offered:** Editorial, Production, Circulation, and Advertising

**Availability/Duration:** Year-round, depends on magazine's needs

**Requirements:** Interns should be near college graduation with appropriate courses in journalism, English or related fields

**Duties:** Depends on the position

**Compensation:** Hourly wage

**Housing provided:** No

**Include with application:** Résumé, writing samples, clips and work samples, references

**Contact:** Patty Tiberg

2112 Montgomery Street

Fort Worth, TX 76107

Phone: (817) 569-7116

E-mail: [patty.tiberg@cowboypublishing.com](mailto:patty.tiberg@cowboypublishing.com)

### Seminole Feed

*Publishes EQUUS CABALLUS, a glossy quarterly magazine (circulation 25,000) dedicated to providing cutting-edge health and nutrition for the modern horse. Also provides profiles of famous horses and horse people in the Southeast. Located in beautiful Ocala, Florida, the Horse Capital of the World.*

**Internships offered:** Editorial, Advertising, Art Department, Marketing, Web site

**Availability/Duration:** Year-round

**Requirements:** Interns should have a passion for horses, good communication skills, and preferably several journalism courses on résumé.

**Duties:** Responsibilities vary, but could include writing, editing, designing, photography and marketing responsibilities.

**Compensation:** Hourly wage

**Housing provided:** No

**Include with application:** Résumé, work samples, references and clips

**Contact:** Jill Haight

335 N.E. Watula Avenue

Ocala, FL 34470

Phone: (352) 629-2150 ext. 193

Fax: (352) 732-5968

E-mail: [jhaight@seminolefeed.com](mailto:jhaight@seminolefeed.com)

## Shattuck Fellowship Program

*By BowTie, Inc., publisher of more than 40 pet titles including Horse Illustrated*

**Internships offered:** Editorial (magazine, book and website), marketing and design

**Availability/Duration:** Spring, Summer, Fall

**Requirements:** Editorial: English, communications or journalism as academic majors; Marketing: marketing or business as academic majors; Design: desktop publishing or graphic design as academic majors

**Duties:** Editorial: Writing, editing and selecting photos. Marketing: Sale sheets, event planning and press releases. Design: Editorial, marketing and advertising layouts. Interns will learn the entire publishing process from concept to printing.

**Compensation:** \$10-10.50/hour, 40 hours a week

**Housing provided:** No

**Include with application:** E-mail [shattuckfellowship@bowtieinc.com](mailto:shattuckfellowship@bowtieinc.com) for application requirements and deadlines.

### **Contact:**

Shattuck Fellowship Program Director  
P. O. Box 6050  
Mission Viejo, CA 92690  
Phone: (949) 855-8822  
Fax: (949) 855-3045

## SmartPak Equine

*Online retailer and provider of the patented SmartPak™ supplement feeding system. In addition to the SmartPak supplement system, the company offers a broad line of horse health and rider items, dog supplies, and equine and canine pharmacy items sold through the company's catalog and Web site. SmartPak also operates a retail store in Natick, MA.*

**Internships offered:** Customer Care

**Internship:** The internship focuses on assisting and selling to our customers, while learning the SmartPak philosophy of dazzling service.

**Availability/Duration:** Year-round

**Requirements:** SmartPak is a fun and fast-paced environment, and you must be able to function as a dynamic member of our exceptional team. The ideal candidate has real-life horse experience as well as a background serving customers. An interest in animal health and nutrition is a must. Good organizational skills and computer literacy are also necessary.

### **Qualifications:**

- Current college student
- Sophisticated communication skills, both written and verbal
- Customer service experience a plus
- Experienced equestrians preferred
- Positive attitude
- Loves a challenge/problem solver
- Ambitious/self-motivated/hard-working
- Strong time-management skills

- Comfortable working independently as well as within a group
- Willing to learn
- A fabulous sense of humor
- Customer account management
- Knowledge of our supplement and supply product lines

**Compensation:** Compensation available, commensurate on experience

**Housing provided:** No

**Include with application:** Cover letter and résumé

**Contact:** Jennifer Burt

SmartPak  
40 Grissom Road, Suite 500  
Plymouth, MA 02360  
Phone: (774) 773-1180  
Fax: (774) 773-1444  
E-mail: [jobs@SmartPak.com](mailto:jobs@SmartPak.com)

Stolen Horse International, Inc.  
(aka NetPosse.com)

Online non-profit equestrian education organization committed to educational programs and victim's services for those in need when theft, disaster and other situations occur. An all volunteer network, we never underestimate the power of one.

**Internships offered:** Marketing, Editorial, Art Department, Journalism, Website, Graphic Design

**Availability/Duration:** Year round with 2-3 month minimum (one semester or quarter)

**Requirements:** Requires a person who is self-motivated, enthusiastic with strong computer skills and a desire to learn. Must have knowledge of Microsoft Word, Access, Photoshop, and Dreamweaver software. HTML will be helpful. Prefer intern with previous experience/course work in marketing, writing, website development and database work. Intern can be involved in all aspects of running SHI or specific parts. Must have a computer with access to the internet.

**Duties:** Editorial- Great for English and Journalism majors – will write Newsletter, articles, interviewing, press releases, copyedit and business correspondence. Graphic Design – Will design artwork for website, brochures, newsletter, and advertisements. Marketing – Assist in marketing products and the organization and general public notices. Website—Assist in updating website. Database—Assist in designing and update new and current databases.

**Compensation:** Volunteer, experience for resume and/or college credit.

**Housing provided:** No, but we can help find suitable housing. In some cases working interns current location may be possible.

**Include with application:** Cover letter, résumé, equestrian background, references;

writing, work samples (based on interest); List of software packages used and experience level.

**Contact:** Debi Metcalfe  
Stolen Horse International, Inc.  
P.O. Box 1341  
Shelby, NC 28151  
Phone: (704) 484-2165  
E-mail: [stolenhorse@netposse.com](mailto:stolenhorse@netposse.com)  
(Put Intern in the subject line with name)

The Chronicle of the Horse  
*Weekly newsmagazine covering English riding and horse sports*

**Internships offered:** Editorial  
**Availability/Duration:** Summer, Spring, Fall  
Interns 3 to 5 months (one semester or quarter)  
**Requirements:** Knowledge of horse sports and riders. Strong writing skills  
**Duties:** Brief news research, feature and news stories, Late News section. Normal hours are Monday to Friday, 9 a.m. to 5 p.m. Some weekends are spent on assignment.  
**Compensation:** \$6.50 per hour.  
**Housing provided:** No. Car required.  
**Include with application:** Résumé, writing sample, cover letter, equestrian background.  
**Contact:** Sara Lieser  
P. O. Box 46  
Middleburg, VA 20118-0046  
Phone: (540) 687-6341

The Duff Company  
*Marketing services and marketing communications agency*

**Internships offered:** Public Relations/Editorial Copy and Production/Graphics  
**Availability/Duration:** Summer, Spring/Fall (2-3 month minimum)  
**Requirements:** Minimum two years of coursework with classes in degree program  
**Duties:** General assistant to client service manager or graphics/creative department; involved in all aspects of assigned projects  
**Compensation:** Hourly wage and/or college credit if college approves  
**Housing provided:** No, but located near apartment complexes  
**Include with application:** Résumé, work samples, references, clips  
**Contact:** Mary Jane Duff  
11125 N.W. Ambassador Drive  
Kansas City, MO 64153  
Phone: (816) 891-8845  
E-mail: [mjduff@TheDuffCompany.com](mailto:mjduff@TheDuffCompany.com)

The Horse: Your Guide To Equine Health Care

*A monthly all-breed, all-discipline publication dedicated to providing hands-on horse owners with the latest news and information on the health, care, welfare, and management of equids.*

**Internships offered:** One unpaid editorial internship available three times per year; student usually gets college credit  
**Availability/Duration:** Spring, Summer or Fall  
**Requirements:** The candidate should have practical hands-on horse knowledge and experience and a desire to help owners take better care of their horses. He or she should have taken college-level English, communications, and/or journalism courses. He or she should be comfortable working in Word, Excel, Explorer, and Office, and should be familiar with or willing to learn basic HTML. A preference is given to candidates proficient in Adobe's Creative Suite (InCopy, InDesign). The candidate should be prepared to work as a team player in a professional office environment. The student, his/her advisor, and the Editor-in-Chief of *The Horse* agree on the goals and job duties of the student. A minimum of 16 hours per week of work is required.

**Duties:** Assisting staff members with the flow of editorial copy through the magazine production process, writing, posting press releases and articles on TheHorse.com, assisting with photo selection, online content management, and production of electronic products.

**Compensation:** College credit  
**Housing provided:** No  
**Include with application:** Résumé, work samples, references  
**Contact:** Kimberly S. Brown  
Publisher/Editor  
3101 Beaumont Centre Circle  
Lexington, KY 40513  
Phone: (859) 276-6771  
Phone: (800) 866-2361 ext. 6771  
E-mail: [kbrown@TheHorse.com](mailto:kbrown@TheHorse.com)

### The Horsemen's Voice

*The Horsemen's Voice is a 32-26 page magazine by and for the horse community in New Mexico. The monthly (except January) magazine is an all-breed all-discipline magazine. It is published on standard 8½ x 11", high-quality, glossy stock, with a full-color cover and several full-color spreads inside the magazine each issue.*

**Internships offered:** Editorial, Circulation, Advertising, and Marketing

**Availability/Duration:** Year-round

**Requirements:** Resides in New Mexico and enrolled or completed related college-level courses or has equivalent on-the-job experience

**Compensation:** Nominal stipend negotiated

**Housing provided:** No

**Include with application:** Résumé, work samples, references, clips

**Contact:** Catherine Logan-Carrillo

5805 Warren Lane SW  
Albuquerque, NM 87105

Phone: (505) 873-0150

E-mail: [Catherine@HorsemensVoice.com](mailto:Catherine@HorsemensVoice.com)

### The Northwest Horse Source Magazine

*Monthly all-breed, all-discipline equine educational resource for horse owners in the Pacific Northwest U.S. and Lower Mainland B.C., Canada. NWHS is independently owned and operated, and distributed freely to the public.*

**Internships offered:** Marketing and Web Development

**Availability/Duration:** Year-round. Flexible duration and hours

**Requirements:** Familiarity with the Internet and interactive marketing, standard marketing, some basic HTML and SEO knowledge, and solid English grammar skills required. Focus group and survey experience is a plus.

**Duties:** Take part in designing and facilitating website usability studies, reader education, and planning and implementing online and offline growth projects; conduct focus groups and work with staff to develop and implement marketing strategies; some webmaster/website maintenance duties and data entry. Some onsite time is required, so applicants should be within commuting distance of the Blaine, WA area.

**Compensation:** College credit, some opportunities for free horse products and books

**Housing provided:** No

**Include with application:** Letter of intent describing applicant's background and why he/she is a good fit for the position, résumé, and one letter of recommendation

**Contact:** Deb Taber, Managing Editor

711 3rd Street  
Blaine, WA 98230

or

P. O. Box 717

Blaine, WA 98231

Phone: (866) 384-5579

E-mail: [editor@nwhorsesource.com](mailto:editor@nwhorsesource.com)

### The Texas Thoroughbred

*State breed association magazine*

**Internships offered:** Editorial, Production

**Availability/Duration:**

Summer, Spring, Fall

**Requirements:** Interest in magazine industry; experience in article writing

**Duties:** Writing news and features, photo collection, editing, fact-checking

**Compensation:** College credit only

**Housing provided:** No

**Include with application:** Résumé, clips, cover letter

**Contact:** Denis Blake, Editor

1016 La Posada, Suite 130

Austin, TX 78752

Phone: (512) 458-6133

Fax: (512) 453-5919

E-mail: [denisb@texasoroughbred.com](mailto:denisb@texasoroughbred.com)

### Thoroughbred Times

*Weekly newsmagazine covering Thoroughbred racing*

**Internships offered:** Editorial

**Availability/Duration:** Year-round

**Requirements:** The intern must be interested in Thoroughbred racing and have experience with word-processing programs.

**Duties:**

Editorial: On-the-job training in the editorial production of the magazine including copy editing, writing, and proofreading

**Compensation:** Hourly wage

**Housing provided:** No

**Include with application:** Résumé, cover letter and writing samples

**Contact:** Tom Law

P. O. Box 8237

Lexington, KY 40533

Phone: (859) 260-9800

E-mail: [tlaw@thoroughbredtimes.com](mailto:tlaw@thoroughbredtimes.com)

## Troxel Helmets

*Equestrian helmet manufacturer*

**Internships offered:** Administrative Assistant to CEO and Chairman of Board, and other various positions such as Marketing Assistance and Research and Development Assistance

**Availability/Duration:** Year-round

**Requirements:** Interest in, and enthusiasm for, the equestrian industry and overall business operations. Ability to multitask, and be versatile in duties given. Microsoft Office Suite experience

**Duties:** Working on computers, proofing, filing, phone calls, composing emails, participating in company meetings and general discussions (varies with position).

**Compensation:** College credit

**Housing provided:** No

**Include with application:** Résumé, cover letter and references

**Contact:** Aaron Krueger

6222 Ferris Square

San Diego, CA 92121

Phone: (858) 587-7751

Fax: (858) 587-7731

E-mail: [akrueger@troxelhelmets.com](mailto:akrueger@troxelhelmets.com)

## USDF Connection

*Official membership publication of the U.S.*

*Dressage Federation*

**Internships offered:**

Marketing/Publications

**Availability/Duration:** Negotiable

**Requirements:** Marketing, graphic design or writing experience or education is helpful.

**Duties:** Assist with the operations of the USDF marketing department, including public relations, publications, and graphic design.

**Compensation:** Negotiable

**Housing provided:** No

**Include with application:** Résumé, writing or design samples/clips

**Contact:** Emily Koenig, USDF

4051 Iron Works Parkway

Lexington, KY 40511

Phone: (859) 271-7883

Fax: (859) 971-7722

E-mail: [ekoenig@usdf.org](mailto:ekoenig@usdf.org)

## Washington Thoroughbred Breeders Association

*Nonprofit breed organization serving the Washington and Oregon Thoroughbred breeding and racing community which publishes a monthly magazine. Publishers of Washington Thoroughbred and Oregon Horse magazines*

**Internships offered:** Editorial, Production/Art Department, Website

**Availability/Duration:** Year-round

**Requirements:** Currently enrolled or have successfully completed a course in journalism, website design and/or maintenance, equine studies, agricultural communications and/or equestrian riding programs

**Duties:** Editorial: research, editing, proofreading and writing articles, news items and/or ad copy.

Website: editing, proofreading and writing articles, new items and/or uploading copy.

Production/Art Department: layout and design.

Knowledge of PageMaker and/or InDesign required. Photoshop a plus.

**Compensation:** College credit (to be arranged by intern). Possible compensation, depending on experience and/or the nature of the assignment.

**Housing provided:** No

**Include with application:** Résumé, work samples, references

**Contact:** M. Anne Sweet, Editor

Susan van Dyke, Associate Editor

Washington Thoroughbred

P.O. Box 1499

Auburn, WA 98071-1499

Phone: (253) 288-7878

Fax: (253) 288-7890

E-mail: [anne@washingthoroughbred.com](mailto:anne@washingthoroughbred.com) or [sue@washingthoroughbred.com](mailto:sue@washingthoroughbred.com)

## Western Shooting Horse Magazine

*The only national magazine dedicated to the world of the Western Shooting Horse sports*

**Internships offered:** Editorial, Graphic, Marketing

**Availability/Duration:** Year-round

**Requirements:** Positive attitude

**Duties:** Project assignments, general editorial help, special projects

**Compensation:** None

**Housing provided:** No

**Include with application:** Résumé and current course studies

**Contact:** Ken Amorosano

Western Shooting Horse Magazine

870 Historic Route 66

Tijeras, NM 87059

Phone: (505) 286-0100

Fax: (505) 286-0501

E-mail: [ken@wshmag.com](mailto:ken@wshmag.com)

For information or printed copies of the handbook or applications, contact:

**American Horse Publications**

**Administrative Office**

**Christine W. Brune**

**Executive Director**

**49 Spinnaker Circle**

**South Daytona, FL 32119**

**(386) 760-7743**

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