



2012 Internship Handbook

American Horse Publications Internship Program

Established in 1970, American Horse Publications is a national professional association of more than 450 publications, electronic media, 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.

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 if possible.
- ♦ to provide a real-life and hands-on educational experience.
- ♦ to encourage the intern's interest in pursuing a career in equine publishing

For information about American Horse Publications and programs AHP offers students pursuing careers in equine publishing media, contact:

**American Horse Publications
Christine W. Brune, Executive Director
49 Spinnaker Circle
South Daytona, FL 32119
Phone: 386-760-7743
E-mail: ahorsepubs@aol.com**

©2012 American Horse Publication

Directory of Participating AHP Members

AIM Equine Network

Publisher of American Cowboy, Discover Horses, Dressage Today, EquiManagement, EQUUS, Horse & Rider, Practical Horseman, Spin to Win Rodeo, The Trail Rider, EquiSearch.com, Equine.com, DiscoverHorses.com, MyHorseDaily.com, HitchUpMagazine.com, HorseBooksEtc.com

Internships offered: Sales and Marketing

Availability/Duration: Year-round

Requirements: Computer skills including Word, Excel, PowerPoint, InDesign, Photoshop and Acrobat. Good communication and research skills. Knowledge of horses a plus

Duties: Participate in day-to-day activities of the marketing and sales departments including developing sales tools, competitive tracking, trade shows, photo research, general administrative duties. Some writing and/or proofreading may be required.

Compensation: College Credit

Housing provided: No

Include with application: Cover letter, résumé, clips, work samples

Contact:

Kathy Dando, Associate Publisher
4811 Jonestown Road, Ste. 229
Harrisburg, PA 17109
Phone: (717) 303-3790 Ext. 1003
Fax: (717) 303-3810
E-mail: kathy.dando@equinetwork.com

American Paint Horse Association

Breed registry for American Paint Horses

Publications

Official publications of the American Paint Horse Association

Internships offered: Editorial Internships working for the Paint Horse Journal, the Paint Horse Connection and the Paint Horse Racing magazines.

Availability/Duration: Summer and Fall

Requirements: A junior or senior (recent graduate considered) majoring in Journalism, Agricultural Journalism or similar field who has a love for the Paint Horse and desires to learn more about breed associations and develop skills to work within the equine industry.

Candidate should have a strong understanding of and background in not only horses but also writing and at least a basic understanding of and interest in photography. The candidate should be Internet savvy and understand the concept of social media.

Duties: The Intern will work in the Editorial Department and will also have the opportunity to work with individuals in marketing, media and other departments. The intern will be responsible for assisting staff, writing stories and doing photography (camera equipment is provided) for the Paint Horse Journal, APHA's quarterly member magazine Paint Horse Connection, and Paint Horse Racing magazine as well as assisting staff and writing stories for the Internet at either the Youth World Show in the summer or the Open and Amateur World Show in the fall.

Compensation: \$1,200/month, college credit

Housing provided: No

Include with application: Submit resume with references and cover letter as well as at least three writing samples and/or a personal essay. Also include at least three photography samples.

Deadlines: March 1 for summer internship and June 1 for fall internship

Graphics

Breed Registry for American Paint Horses

Internships offered: Graphic Designer

Availability/Duration: Summer and Fall

Requirements: Studies in graphic design

Duties: Designing signs and other materials for the World Shows, magazine, brochures, advertisements, etc.

Compensation: \$1,200/month, college credit

Housing provided: No

Include with application: Submit resume with references and cover letter as well as at least three design samples.

Deadlines: March 1 for summer internship and June 1 for fall internship

Public Relations and Marketing

Breed Registry for American Paint Horses

Internships offered: Public Relations and Marketing

Availability/Duration: Summer and Fall

Requirements: Major in journalism, ag communications/journalism, marketing, public relations or related field. Experience writing press releases.

Duties: Write and disseminate daily press releases, assist in developing and launching a media marketing plan for the APHA World Shows, write hometown world champion press releases to disseminate, develop and maintain a list of media contacts, assist in updating marketing material and various other tasks.

Compensation: \$1,200/month, college credit

Housing provided: No

Include with application: Resume, writing samples of press releases and other relevant information.

Deadlines: March 1 for summer internship and June 1 for fall internship

Performance

Breed Registry for American Paint Horses

Internships offered: World Show Internship (2 positions)

Availability/Duration: Summer and Fall

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 APHA's two World Championship Shows as well as other related performance department programs and activities. Duties include, but are not limited to, assistance with the Youth World Show (summer) or Open and Amateur World Show (fall) activities, award preparation and distribution, facility arrangements, show scheduling and event coordination.

Compensation: \$1,200/month, college credit

Housing provided: No

Include with application: Submit resume with references and cover letter stating why student wants an internship with the APHA performance department.

Deadlines: March 1 for summer internship and June 1 for fall internship

Contact for all internships:

Human Resources

American Paint Horse Association

2800 Meacham Blvd.

Fort Worth, TX 76137

Phone: (817) 222-6443

Fax: (817) 222-6419

E-mail: jmitchell@apha.com

American Quarter Horse Association

AQHA is the world's largest equine breed registry association, internationally headquartered in Amarillo, Texas.

Marketing

Internships offered: AQHA Marketing Internship

Availability/Duration: Each semester

Requirements: College student. Knowledge of the horse industry a plus.

Duties: Write press releases, assist with event planning and marketing, assist with media relations, create press packets, write speeches.

Compensation: Hourly wage

Housing provided: No

Include with application: Résumé, cover letter. Writing samples are helpful.

Contact: Landi Campbell
1600 Quarter Horse Drive
Amarillo, TX 79104
Phone: (806) 376-4811
Fax: (806) 378-4757
E-mail: lcampbell@aqha.org

Publications

Internships offered: AQHA Publications Internship

Availability/Duration: Each semester

Requirements: College student. Knowledge of the horse industry a plus.

Duties: Manage americashorsedaily.com, create blog posts and email newsletters, assist Journal with articles and event coverage.

Compensation: Hourly wage

Housing provided: No

Include with application: Résumé, cover letter. Writing samples are helpful.

Contact: Jody Reynolds
1600 Quarter Horse Drive
Amarillo, TX 79104
Phone: (806) 376-4811
Fax: (806) 378-4757
E-mail: jreynolds@aqha.org

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

Housing provided: No, can work from your current location

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

Contact: Lisa Caldwell
81B E. Queenwood Drive
Morton, IL 61550
Phone: (309) 263-4044
E-mail: promotion@shetlandminiature.com
URL: www.shetlandminiature.com

American Vaulting Association

Non-profit association dedicated to growing the exciting FEI discipline of equestrian vaulting throughout the United States. Equestrian Vaulting magazine, the official publication of the American Vaulting Association

Internships offered: Marketing and Public Relations Associate, Magazine Article Writer for *Equestrian Vaulting*, Social Media/Website Associate

Availability/Duration: Year-round with four-month minimum

Requirements: Marketing/PR Interns must have taken marketing and/or public relations courses, writing courses, and/or must have previous public relations/marketing experience. Experience writing press releases.

Duties:

Marketing/PR Associate: Researching, writing and placing news releases in print and online equestrian and mainstream publications (local, regional, national). Pitching and placing articles on vaulting in general, as well as features on national and international champions, to US equestrian publications. Pitching article ideas to mainstream publications. Coordinating

photography, writing vaulter bios, etc.
Magazine Writer: research and write articles for *Equestrian Vaulting* magazine, write bylined articles for placement in other publications.
Social Media/Website Associate: must have experience in social media, graphics background, DreamWeaver or HTML knowledge a plus.

Compensation: College credit, plus small stipend.

Housing provided: No

For those living outside the San Francisco Bay Area, internship may be VIRTUAL. Must communicate well by phone and email, be extremely well organized, mature, and very deadline oriented. Must think and work outside of the box!

Include with application: Résumé, work samples, clips, references. Personal note (not more than a single page) describing why you're interested in this particular position. Anything that presents why you are the ideal intern for the AVA. May email or mail materials to contact below.

Contact: Sheri Benjamin
14510 Big Basin Way, #250
Saratoga, CA 95070
E-mail: sbenjamin@americanvaulting.org
www.americanvaulting.org

Bit Blanket, Inc.

The electric bit warmer

Internships offered: Virtual Social Media/Marketing Associate

Availability/Duration: Oct-March

Requirements: Innovative, forward-thinking company is seeking a self-motivated intern with a strong working knowledge of the digital media landscape that is interested in gaining significant online work experience. Candidate must be currently pursuing an undergraduate degree, preferably in Marketing, Communications, or Business, with at least a 3.0 GPA, have extensive experience with and knowledge of social media outlets, possess excellent writing skills, be detail-oriented, mature, reliable, with initiative and the ability to work independently. Horse experience a must. Duties will be performed virtually so

frequent online/telephone communication with the NH office will be necessary and required.

Duties: Monitor and post on blogs, forums, and social networks while maintaining social media presence, online outreach, and promotion via Facebook, Twitter, etc.; write and maintain company website blog with timely, industry-related original articles.

Compensation: College credit, where available

Housing provided: No

Include with application: Résumé, short writing sample

Contact: Jamie Sturgess
16 Peaslee Court
Hampstead, NH 03841
Phone: (603) 329-3044, ext. 501
Fax: (866) 481-8353
E-mail: sturgessj@bitblanket.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
8622 Argent St., Ste. A
Santee, CA 92071
Phone: (888) 272-0472, (619) 258-1570
Fax: (619) 258-1726
E-mail: cheryl@ridingmagazine.com

California Thoroughbred

Official monthly publication of the California Thoroughbred Breeders Association (CTBA)

Internships offered: Editorial, Circulation and Distribution, Production, Photography, Graphic Design, Advertising Sales, Marketing

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

Certified Horsemanship Association

Membership organization that certifies riding instructors, accredits equine facilities and produces educational horsemanship DVDs, manuals and events.

Internships offered: Editorial, Advertising, Layout/Design, Member Services

Availability/Duration: Year-round

Requirements: Junior or senior in college

Duties: Write articles; interview sources, do membership services, data entry, layout and design possible

Compensation: None

Housing provided: No

Include with application: Résumé, samples of articles written

Contact: Christy Landwehr

4037 Iron Works Parkway Suite 180

Lexington, KY 40511

Phone: (720) 857-9550

Fax: (303) 341-4597

E-mail: clandwehr@cha-ahse.org

Dressage Today

Monthly magazine

Internships offered: Editorial

Availability/Duration: Year-round

Requirements: Applicants must be students at a college or university that is willing to offer credits for the internship; Journalism or like majors encouraged

Duties: The internship provides the experience of being an employee at the magazine. The person who comes on board will need to step up and work hard to assist with all aspects of the business—assembling text and photos, proofreading, making changes to electronic files, organizing electronic information, physical filing and organizing, mailing complimentary copies of the magazine, helping subscribers locate articles, etc. He or she will also have writing assignments as appropriate.

Compensation: College credit only

Housing provided: No

Include with application: Résumé and cover letter

Contact: Jennifer Mellace

656 Quince Orchard Rd., Suite 600

Gaithersburg, MD 21770

E-mail: jmellace@aimmedia.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: Housing provided

Include with application: Anything that illustrates who you are

Contact: Jackie McFarland

Southern California and Lexington locations.

Contact for mailing address

Phone: (310) 930-2744

E-mail: 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, and write articles, etc.

Compensation: College credit

Housing provided: No

Include with application: Résumé, clips, references.

Contact: Kelly Ballou

Equine Journal

103 Roxbury Street

Keene, NH 03431

Phone: (603) 357-4271

Fax: (603) 357-7851

E-mail: editorial@equinejournal.com

Equine Resources International LLC

Marketing and Public Relations

Internships offered: Advertising, 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

107 West Street Road

Kennett Square, PA 19348-1613

Phone: (610) 444-7554

Fax: (610) 444-9846

E-mail: lua@equineresources.com

EquiSearch.com

Award-winning website for horse owners and enthusiasts produced by the Equine Network, publisher of American Cowboy, Dressage Today, EQUUS, Horse & Rider, Horse Journal, Practical Horseman, Spin To Win Rodeo, Trail Rider, Discover Horses, Equine.com, DiscoverHorses.co, MyHorseDaily.com

Internships offered: Internet

Availability/Duration: Flexible in Gaithersburg, MD or Harrisburg, PA office

Requirements: Web savvy, good organizational abilities, some HTML experience. Knowledge of horses a plus.

Duties: Assisting with editorial and marketing functions on the site

Compensation: College credit

Housing provided: No

Include with application: Cover letter, résumé, clips/work samples

Contact: Cathy Laws

Equine Network

656 Quince Orchard Rd., Suite 600

Gaithersburg, MD 20878

E-mail: cathylaws@aimmedia.com

Hoofprints

Equine rescue, rehabilitation, humane society

Internships offered: Editorial, Agricultural, Animal Law

Availability/Duration: Year-round

Requirements: Currently enrolled in college with related major

Duties: Varied and major specific; assist with magazine, advertising, marketing, social networking, photography, legal/legislative research, field work

Compensation: Class credit and/or hourly wage

Housing provided: No

Include with application: Résumé, writing samples, references

Contact: Tracy A. McGonigle, Esq.

Executive Director

Hooved Animal Humane Society

10804 McConnell Road

Woodstock, IL 60098

Phone: (815) 337-5563

Fax: (815) 337-5569

Horsecity.com

All-breed, all-discipline equine web site

Internships offered: Advertising Sales and Writing

Availability/Duration: Year-round

Requirements: Interest in advertising and journalism

Duties: Writing stories, advertising sales

Compensation: None

Housing provided: No

Include with application: Résumé, writing samples

Contact: Dennis Faulk

725 Broad Street

Augusta, GA 30901

Phone: (706) 828-2911

E-mail: dennis.faulk@horsecity.com

Horsemen's Yankee Pedlar

All-breed, all-discipline regional publication based in New England

Internships offered: Editorial

Availability/Duration: Please contact us regarding internship availability and duration.

Requirements: Horse experience a must; interns should also have a keen eye for detail and good grammatical skills. Photography skills a plus.

Duties: Help acquire press releases and photos, occasionally write news stories and feature articles, and contribute to our website and online digital magazine, *HYP*.

Compensation: College credit, if applicable

Housing provided: No

Include with application: Résumés, writing samples, and at least one letter of recommendation

Contact: Elisabeth Prouty-Gilbride, Editor

83 Leicester Street

N. Oxford, MA 01537

Phone: (508) 987-5886

Fax: (508) 987-5887

E-mail: elisabeth.gilbride@pedlar.com

Horse News

Monthly newspaper, all-breed, all-discipline

Internships offered: Editorial

Availability/Duration: Year-round

Requirements: Some journalism/writing classes helpful

Duties: Will assist with everything from writing to layout and proofing

Compensation: Unpaid at this time; can get college credit

Housing provided: No

Include with application: Résumé, writing samples

Contact: Lillian Shupe

8 Minneakoning Road

Flemington, NJ 08822

Phone: (908) 782-4747 x 646

Fax: (908) 782-4706

E-mail: horsenews@hcdemocrat.com

HRTV

Multi-Platform (cable, satellite TV and online) video network dedicated to all things horse sports.

Internships offered: Production and Marketing
For more information check out www.hrtv.com

Availability/Duration: Year-round

Requirements: Knowledge of horse sports such as Thoroughbred Racing, English and Western horse sports

Duties: Production: Assist in live and produced television content; Marketing: Assist and coordinate social media plans and posts, media buys and other projects as assigned.

Compensation: College credit

Housing provided: No

Include with application: Résumé, references, clips of previous work (if applicable)

Contact: Constance Marshall

285 W. Huntington Dr.

Arcadia, CA 91007

Phone: (626) 574-6329

E-mail: constance.marshall@hrtv.com

Palm Partnership Training

World class international equestrian education company: 4 web sites, monthly e-mail newsletter, sales of equestrian education products, equestrian clinics, etc.

Internships offered: Media Marketing, Internet Marketing, Editorial, Blogs, Graphic Design

Availability/Duration: Internship may be structured to student's schedule and can be for Summer, Spring/Fall or Year-round, minimum commitment is 3 months.

Requirements: Prefer intern with previous experience/college experience in Internet and Media Marketing, writing, advertising campaigns, graphics, web site development etc., hands on experience with horse care is a plus

Duties:

- ◆ Assist with Media and Internet marketing and web site development.
- ◆ Assist in e-commerce development, marketing, sales of our equestrian educational products.
- ◆ Assist in writing copy for magazine articles, blogs, electronic newsletters.
- ◆ Assist in developing graphic design for trade show booth signage and flyers
- ◆ Assist with Palm Partnership Training customer service and product shipping.
- ◆ Assist in tasks for Palm Partners Club members
- ◆ 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 60th Avenue

Ocala, FL 34482

Phone: (352) 629-3310

Fax: (352) 629-3470

E-mail: generalinfo@lynnpalm.com

URL: www.lynnpalm.com

Paso Fino Horse Association

The PFHA holds the official registry for the Paso Fino horse. The official publication of the PFHA is Paso Fino Horse World, published eight times a year.

Internships offered: Horse Registration, Editorial, Marketing, Event Management (summer/early fall only), Website Production, Graphic Design

Availability/Duration: Year-round with 3 month minimum

Requirements: Horse Registration: Editorial, Marketing: Event Management: All interested applicants are encouraged to apply. Prefer applicant with equine experience, good written and verbal communication skills, good time management skills, and a hard worker.

Website Production: HTML experience, self-motivated

Graphic Design: Studies in Graphic Design, previous experience creating ads, logos, or similar items. Will need your own computer and software. Internship can be completed virtually.

Duties: Internship responsibilities can be tailored to your specific interests, but you may be asked to complete tasks outside of your primary interests if needed. Horse Registration:

Assist in processing horse registrations and contacting members. Editorial, Marketing:

Assist in writing articles for Paso Fino Horse World magazine, fact checking, writing press releases, proofing, researching markets for expansion, social media work, and e-blasts.

Event Management (available in summer/early fall only): Assist in carrying out the PFHA Grand National Show. Prepare awards, assist with press releases and advertising, prepare the show program, and related tasks. Website

Production: Assist in updating and managing the PFHA website. Graphic Design: Get great real world experience designing logos, website materials, advertisements, brochures, and possibly more depending on experience level.

Compensation: College Credit

Housing provided: No

Include with application: All applications must be accompanied by your résumé, personal essay (not to exceed one page, explaining why you want to intern with the PFHA), and at least one letter of recommendation.

Contact: Donald A. Vizi
4047 Iron Works Parkway, Suite 1
Lexington, KY 40511
Phone: (859) 825-6003
Fax: (859) 258-2125
E-mail: dvizi@pfha.org

Phelps Media

Group/PhelpsSports.com

Phelps Media Group is the country's leading equestrian public relations firm and PhelpsSports.com is an international equestrian news site covering the world's top hunter and jumper events.

Internships offered: Public Relations, Photography and Editorial

Availability/Duration: Year-round

Requirements: Classes or Major in public relations and journalism, as well as strong knowledge of the hunter/jumper industry. Photography experience is a plus.

Duties: Assisting with writing client press releases. Communicating with current clients as well as potential clients, attending client events, writing news stories covering equestrian events for the news website PhelpsSports.com, and taking photographs at equestrian events.

Compensation: Stipend

Housing provided: No

Include with application: Cover letter, résumé and two writing samples

Contact: Rebecca Walton

Phone: (561) 753-3389

Fax: (561) 753-3386

E-mail: rjw@phelpsmediagroup.com

Polysols – GGT Footing

German textile arena footing materials

Internships offered: PR Editorial Writer

Availability/Duration: Year-round as available

Requirements: Creative writing

Duties: Research, interview and articulate AHP releases relative to our business and clients, announcements on new products, press releases and marketing assistant-knowledge of internet and Facebook, equestrian publications

Compensation: None

Housing provided: No

Include with application: Résumé, sample writing, references

Contact: Cynthia Brewster-Keating

3914 Wagener Rd.

Aiken, SC 29805

Phone/Fax: (864) 804-0011

E-mail: ggt@polysols.com

Practical Horseman

Monthly 4-color magazine

Internships offered: Editorial, Art Department

Availability/Duration: Year-round

Duties: Editorial tasks include writing, proofreading, researching and compiling information as well as contacting readers, freelance writers and photographers

Compensation: College credit only

Housing provided: No

Include with application: Résumé, work samples

Contact: Traci Donatelli, Editorial

Phil Cooper, Art Department

656 Quince Orchard Rd., Ste. #600

Gaithersburg, MD 20878

Phone: (301) 977-3900

E-mail: practicalhorseman@aimmedia.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. Contact me for any updated travel plans.

Duties: I like to give a variety of work. It could be working with photos, writing, pitching, creating a press kit or clips book, assisting me onsite at an event, press releases, or other hands on work depending on your skills

Compensation: None

Housing provided: No. Must be local or meet up with me on the road.

Include with application: Résumé, writing samples, references, photography (if you take pics), knowledge of Quark, PhotoShop, ACDSee, Acrobat, Facebook, Twitter, LinkedIn, Blogging, etc.

Contact: Diana De Rosa

45 Sarah Drive

Farmingdale, NY 11735

Phone: (516) 848-4867

E-mail: dderosa1@optonline.net

Quarter Horse News

Quarter Horse News is the leading magazine in the Western performance horse industry, which includes the disciplines of cutting, reining and reined cow horse. Quarter Horse News is independently owned and is published twice a month. For more information, see www.quarterhorsesnews.com.

Internships offered: Internships vary. They may take place at any time of the year and for various durations. Contact Quarter Horse News for specific needs and availability.

Availability/Duration: Varies with need

Requirements: Interns are expected to have completed, or have nearly completed, a college degree plan. Those seeking internships in editorial are expected to have journalism/English degrees with preference given to those with equine backgrounds. Other departments will require commensurate course work and experience. Previous publications and

work experience should be included with résumé.

Duties: Editorial duties include, but are not limited to, writing event coverage, profiles, website updates, newsletter stories, copy editing, travel, candid photography.

Compensation: College credit.

Housing provided: No

Include with application: Include résumé, work samples, references and other materials deemed relevant to position.

Contact: Sonny Williams

2112 Montgomery Street

Fort Worth, TX 76107

Phone: (817) 569-7149

E-mail: john.williams@cowboypublishing.com

Ranch Sorting National Championships (RSNC)

www.ranchsorting.com

It is the mission of RSNC to lead the industry in developing and improving the sport of Ranch Sorting through affordability and a fair rating system. Our goal is to preserve the heritage and integrity of the ranching lifestyle while providing a family oriented, competitive riding experience at the grassroots level.

Internships offered: Editorial

Availability/Duration: Year-round

Requirements: Equine background

Duties: Assist with bi-monthly publication and social media

Compensation: College credit, partial expense

Housing provided: No

Include with application: Résumé

Contact: Susie Kiefer

P.O. Box 1

Wellington, CO 80594

Phone: (970) 897-2901

Fax: (970) 897-2921

E-mail: info@rsnc.us

SC Equine Enterprises

Freelance writer and children's author

Internships offered: Marketing, Advertising, Writing and Editing

Availability/Duration: Summer only

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

Duties: Assist with writing and editing newsletters. Develop and disperse marketing materials. Assist with book signings and related events. Marketing and promotion through social media.

Compensation: None

Housing provided: No

Include with application: Résumé, cover letter, references, work samples and a personal essay (not more than 1 page)

Contact: Stephanie Corum

15953 River Bend Court

Williamsport, MD 21795

Phone: (301) 223-5415

E-mail: sjcorum@myactv.net

Sidelines

Monthly magazine focusing on hunter/jumper, dressage, eventing, polo and a smattering of foxhunting

Internships offered: Writing

Availability/Duration: Year-round

Requirements: Self starter very familiar with respective discipline. Prefer someone competing at the higher levels, or son or daughter of serious competitor.

Duties: Writing brief focus pieces on dressage, hunter/jumper or eventing riders at the top levels of their respective sport. Writing monthly feature of personal perspective column. Photographic skills a plus.

Compensation: None

Housing provided: No

Include with application: Work sample and résumé, photography a plus

Contact: Cornelia Henderson

Phone: (561) 309-6636

E-mail: editor@sidelinesnews.com

SLO Horse News

SLOHorseNews.net is a website featuring local equestrian news, events, and talent in and around San Luis Obispo, California

Internships offered: Web/New Media, Ad Sales, Reporting

Availability/Duration: Year-round

Requirements: Familiarity with various equestrian disciplines and horse management practices. An interest in journalism, photography, and new media. Proficiency in spelling, grammar and communication skills.

Duties: Depending on skills and interest: Research, reporting, ad sales, video editing, updating website and social media. Some duties can be done remotely via email, Skype, etc.

Compensation: College Credit, Commission on ad sales

Housing provided: No, can assist

Include with application: Letter stating relevant experience, related areas of study and any other qualifications for the position.

References.

Contact: Tina Lavrouhin

P.O. Box 457

Arroyo Grande, CA 93421

Phone (805) 440-2723

E-mail: tina@teamtlc.net

Stolen Horse International, Inc.

(aka NetPosse.com)

Stolen Horse International, aka NetPosse.com, the "missing children's network" equivalent in the horse industry, is widely recognized for their ideas and innovations when it comes to horse protection, farm security and identification. Debi Metcalfe and the NetPosse volunteer network, has been a driving force behind the success of many of the world's missing horses, providing strategic advice to victims and their families—helping them to craft innovative search tragedies generating a multitude of recoveries. The educational programs through Stolen Horse International, aka NetPosse.com have help divert countless attempts of theft and civil mistakes. See listings of missing horses, tack and miscellaneous farm items on the site.

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

Availability/Duration: Year-round

Requirements: Year round with 2-3 month minimum (one semester or quarter

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 résumé, and/or college credit.

Housing provided: Yes

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: idahonc@aol.com

(Put Intern in the subject line with name)

The Chronicle of the Horse

Weekly news magazine, monthly digital magazine and website covering English riding and horse sports

Internships offered: Editorial

Availability/Duration: Summer, Spring, Fall. Internships are 3 to 5 months.

Requirements: Strong knowledge of horse sports and riders. Strong writing skills. Knowledge of AP Style and photography skills a bonus. No programming skills required, but familiarity with CMS, basic HTML, Photoshop and other multimedia is helpful.

Duties: Writing news, features and other content for the *Chronicle* network, research projects, interviewing experts, managing and publishing photo galleries online, special projects as needed. Normal hours are Monday to Friday, 8:30 a.m. to 5 p.m. Some weekends are spent on assignment.

Compensation: \$7.25 per hour.

Housing provided: No. Car required.

Include with application: Résumé, writing sample, cover letter, equestrian background.

Contact: Mollie Bailey

P. O. Box 46

Middleburg, VA 20118-0046

Phone: (540) 687-4905

E-mail: m Bailey@chronofhorse.com

The Horse: Your Guide To Equine Health Care and TheHorse.com

The Horse is an all-breed, all-discipline equine education provider for hands-on participants in the horse industry. It will disseminate the latest and most reliable news and information on the health, care, management, and welfare of equids through print and electronic means.

Internships offered: One unpaid editorial internship available three times per year; student usually gets college credit

Availability/Duration: The duration of our internships (3 offered per year) are a semester length (or duration of the summer) if for college credit.

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:

The Horse: Your Guide to Equine Health Care
3101 Beaumont Centre Circle
Lexington, KY 40513
Phone: (859) 276-6789
Phone: (800) 866-2361 ext. 6789

The Northwest Horse Source Magazine

Regional all-breed, all-discipline educational publication for horse owners in the Pacific Northwest

Internships offered: Reporting/Social Media Marketing

Availability/Duration: Year-round. Flexible duration

Requirements: Basic writing/journalism courses completed through at least the 200 level; intermediate to advanced MS Word and Excel skills; familiarity with the Internet and ability to learn new software; problem-solving skills; friendly and professional manner; ability to work independently and as part of a team; located in the Pacific Northwest (Oregon, Washington, Idaho, Montana, Northern California); familiarity with horses. Interns in the Blaine, Washington area are preferred, but online-only applicants will be considered if they are familiar with the horse community in the Pacific Northwest.

Duties: Seeking out, reporting on, and following up on local/regional news items; developing and maintaining a social media presence to expand online community. Receives support, direction and feedback from Publisher.

Compensation: College credit available

Housing provided: No

Include with application: Please include résumé, three work samples, and a letter addressing your connection with the Northwest horse community.

Contact: Karen Pickering, Publisher

Phone: (360) 332-5579

E-mail: karen@nwhorsesource.com

The Race for Education

National, nonprofit scholarship organization

Internships offered: Teaching Internship with RFE's Starting Gate Program

Availability/Duration: September-December; January-May

Requirements:

- ◆ Applicants must be college students pursuing a degree in Education
- ◆ Must attend a volunteer orientation and training session.
- ◆ Work with middle students two days per week from 4-6:30 p.m. for at least one semester
- ◆ Assist middle school students with homework, school projects, computer use, etc.
- ◆ Submit to a background check and sign a confidentiality agreement
- ◆ Be in good academic standing with their college/university

Compensation: \$1000 scholarship (per semester worked)

Housing provided: No

Include with application: Résumé and career goals

Contact: Mandy Otis
Student Services Manager
1818 Versailles Road
Lexington, KY 40504
Phone: (859) 252-8648
Fax: (859) 252-8030

TheHorseStudio.com

The International Equestrian Shop, Online Store

Internships offered: Editorial, Marketing

Availability/Duration: Summer and Spring/Fall

Requirements: Background in horsemanship (any discipline) and have completed two years undergraduate study in either PR, marketing and communication, equine studies or a related equine field.

Duties: Editorial content of site, have social marketing skills, e-mail advertising

Compensation: Stipend (possible salary), three month internship

Housing provided: Possibly during summer

Include with application: Résumé, three references, clips if published, two page writing sample, any horse topic

Contact: Nikki Brazier

P.O. Box 404

Stamford, NY 12167

Phone: (800) 986-9491 preferred contact via regular email

E-mail: PRMarketing@TheHorseStudio.com

Thoroughbred Times

Weekly newsmagazine covering Thoroughbred racing

Internships offered: Editorial

Availability/Duration: Summer only

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

Duties: 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

Trail Blazer Magazine

Publishing for 33 years, dedicated 100% to recreational and competition trail riding. 11 issues a year.

Internships offered: Editorial and Marketing

Availability/Duration: Year-round

Requirements: Must have experience with horses, must be computer savvy with Excel, Word, email, internet research, organization, and have a keen talent for marketing ideas to grow the sales and enhance the editorial.

Duties: Editorial: Work with the Editor to research and enhance articles with research requested by Editor; Marketing: Work with the sales team to connect editorial with marketing plans to connect companies with readers through editorial.

Compensation: Stipend, College Credit

Housing provided: No

Include with application: Please provide full résumé, work samples, references

Contact: Jade C. West

Please send via email

Phone: (928) 277-4369

E-mail: jade@trailblazermagazine.us

Troxel Helmets

Equestrian helmet manufacturer

Internships offered: Administrative Assistant to CEO and Chairman of Board, and other various positions such as Marketing and Sales 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: Karisa Dern

6222 Ferris Square

San Diego, CA 92121

Phone: (858) 587-7751

Fax: (858) 587-7731

E-mail: kdern@troxelhelmets.com

Washington Thoroughbred Breeders and Owners Association

Nonprofit breed organization serving the Washington and Oregon Thoroughbred breeding and racing community which publishes a bi-monthly magazine, e-newsletter and website. Publishers of Washington

Thoroughbred and The 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 InDesign required. Photoshop a plus.

Compensation: College credit (to be arranged by intern). Possible stipend, 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/Manager
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@washingtonthoroughbred.com

or sue@washingtonthoroughbred.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: Possibly

Include with application: Résumé and current course studies

Contact: Ken Amorosano

Western Shooting Horse Magazine

870 Highway 333, Suite A

Tijeras, NM 87059

Phone: (505) 286-0100

Fax: (505) 286-0501

E-mail: ken@wshmag.com

For information about American Horse Publications and programs AHP offers students pursuing careers in equine publishing media, contact:

American Horse Publications

Christine W. Brune, Executive Director

49 Spinnaker Circle

South Daytona, FL 32119

Phone: 386-760-7743

E-mail: ahorsepubs@aol.com