

Monona Terrace Community & Convention Center George A. Nelson Intern Scholarship

Background:

George Nelson was one of the most important civic leaders in the history of the city of Madison. He was a respected business leader, admired philanthropist and a life-long Madisonian. George served as the Executive Vice President for Morgan Murphy Media (WISC TV, Madison) for 35 years. He was passionate about the company and imbued it with his personal integrity and character. He merged the community involvement mission of the company with his own love of Madison and had an impact on the city that is virtually unparalleled. George played pivotal roles in the creation and building of Monona Terrace Community and Convention Center, among numerous other cornerstone projects that have made Madison the prime Midwest destination that it is today. George embodied education and innovation, and would be proud know his legacy is honored through this scholarship for local students.

General Responsibilities:

This is an internship for the Community Relations Department at Monona Terrace Community and Convention Center. This department houses Monona Terrace-produced community events (approximately 100 per year), tours/educational outreach programs, and public relations and social media activities for the facility.

Public Relations/Social Media

Intern will learn:

- Image composition and picture/video upload to social media sites
- Creation and implementation of promotions on social media
- Composition of posts on Facebook, Twitter, Pinterest, Instagram, Vine, Google+, You Tube and LinkedIn
- Creation of department driven content for social media – ie, specifically for Gift Shop
- Content creation for Monona Terrace blog (Wordpress)
- Writing and distribution of press releases
- How to maintain and update key media contact lists
- Cataloguing of print media and photographs
- Copy writing for editorial articles and pitches to trade publications
- Live media interview process

Learning Outcomes:

Students will learn practical application of public relations techniques and theory including best business practices in working with local media, and social media outlets and blogs for business.

Community Events/Event Planning

Intern will learn:

- Planning, logistical preparation, and attendance at community events, as well as post event follow up.
- Band, performer and presenter research for our target audiences
- Working with and leading volunteers who work events
- Record keeping software– USI, Microsoft Access and Patron Mail web-based email
- Post event survey distribution and compilation
- Poster/Flyer and sign distribution

Learning Outcomes:

Students will experience practical application of event planning principles and marketing principles and strategies, including how to plan, budget, market, execute and evaluate events of all sizes. They will gain valuable leadership skills in working with and guiding volunteers.

Tourism/Educational Outreach

Intern will learn:

- The implementation of youth/school architecture programs on and off site
- Gather and generate reports for tour attendance data
- Create and implement marketing efforts to increase visitor/tour attendance at the facility
- Research marketing publications relevant to tourism industry
- Video projects and other training tools for docents/volunteers

Learning Outcomes:

Students will learn practical application of program planning principles and tourism marketing theories. Outcome includes learning about Frank Lloyd Wright and basic elements of architecture, and how to present that information to the public in many ways.

General Learning Outcomes:

- Application of principles in public relations, advertising, promotions, marketing, social media, event planning and execution.
- Effective written and oral communication with patrons, volunteers, clients, fellow employees, sponsors, entertainers and volunteers in a courteous and professional manner.
- General office etiquette, attire and adherence to a regular work schedule
- Working as part of a team in serving the community
- General use of standard office equipment
- Many applications of Microsoft Office

A \$1,000 scholarship per school year (15 hours per week) or per summer (40 hours per week) and will be offered upon successful completion of the internship. Students available to work 40 hours during the school year would be eligible for \$1,000 per semester. Interested students - please send a resume and cover letter to Ms. Fran Puleo at fpuleo@mononaterrace.com.