

BERNSTEIN-REIN INVITES YOU TO APPLY FOR THE 2011 SUMMER INTERNSHIP PROGRAM

The eight-week internship is open to students majoring in advertising or a related field who have completed their junior year with at least one semester remaining in their college program.

Bernstein-Rein is a 47-year-old fully integrated agency headquartered in Kansas City, Missouri, and is among the 10 largest independently owned agencies in the United States. Our website showcases the dynamic brands and prominent retailers we represent as well as the scope of services available to clients. Among BR's many notable achievements is the creation of the McDonald's Happy Meal. Bob Bernstein, co-founder and chairman of the board, is credited by McDonald's with creating this iconic marketing concept.

The internship program, offered since the agency's beginning in 1964, provides interns a stellar "real work" experience — an experience that prepares students for success in the world of advertising and marketing.

TWO INTERNSHIPS ARE AVAILABLE THIS SUMMER IN EACH OF THE FOLLOWING DEPARTMENTS:

Account Management — Be responsible for managing client needs with insight and strategy.

Creative — Be revolutionary with fresh ideas that bring brands to life.

Media — Be receptive to consumers' habits and lifestyles in order to connect with the target in an impactful, engaging way.

The program begins Monday, June 6, and concludes Friday, July 29. Interns work Monday through Friday from 8:30 a.m. to 5:00 p.m. and will be paid \$10 an hour. Note: If "summer hours" are in effect in 2011, BR will close at 12:00 p.m. on Fridays, reducing the work week to 33.5 hours rather than 37.5 hours.

During the summer, interns spend time in their respective departments and participate in a group project with others in their intern class. Of course, interns will enjoy the camaraderie of the entire Bernstein-Rein family of associates throughout the agency.

Application deadline is **Tuesday, February 15, 2011**, and interviews of finalists — either in person or by phone — will begin approximately March 1. Final selections will be made no later than April 1.

Please complete the application below and email it to phyllisstevens@bradv.com. Or for more information, email Phyllis at the same address. Please note: Applicants seeking an internship in the creative department must also submit work samples via their own website or by email, or send hard copies of conceptual work, e.g., print ads, etc., to **Phyllis Stevens, Bernstein-Rein, 4600 Madison Avenue, Kansas City, MO 64112**.



APPLICATION FOR SUMMER 2011 INTERNSHIP

Mr. Ms.

Name (First, Last): _____ Social Security #: _____ Date: _____

Address: _____ City: _____ State: _____ ZIP: _____

Email: _____

1. How did you learn about the Bernstein-Rein internship program?

- BR Website Professor* Career Services
 Internship Directory Guest Speaker at School Other

*Name: _____

2. In which department would you prefer to work?

If more than one is indicated, please prioritize (1,2,3).

- Account Management Creative (Copywriting)* Media
 Creative (Art Director)*

3. Can you earn academic credit for this internship? Yes No

School Contact Person: _____

School Phone Number: _____

4. To your knowledge, are you related to anyone currently employed at BR? Yes No

Name: _____ Relationship: _____

5. Are you legally allowed to work in the United States? Yes No

RECORD OF EDUCATION

School	School Name and Location (City, State)	Years Attended From-To	Degree Date or Expected	Curriculum or Course of Study	GPA	Type of Degree
College #1						
College #2						
High School						

1. What is your current class status? Junior Senior

2. Including this spring semester, how many hours of college credit have you already earned? _____

3. After spring semester 2011, how many hours will you still need to earn before you can graduate? _____

*If you are applying for an internship in the creative department, please provide a link to your work or mail examples of your work to Bernstein-Rein, Attn: Internship Program, 4600 Madison Avenue, Kansas City, MO 64112.

INTERNSHIP QUALIFICATIONS

List the three courses that, in your opinion, have best prepared you for this internship.	Indicate the campus medium with which you have worked.	Indicate the Macintosh applications with which you have worked.	Writing Skills	Quantitative Skills
1. _____	<input type="checkbox"/> College Paper News Staff	<input type="checkbox"/> Microsoft Word <input type="checkbox"/> InDesign	<input type="checkbox"/> Excellent	<input type="checkbox"/> Excellent
2. _____	<input type="checkbox"/> College Paper Ad Staff	<input type="checkbox"/> Microsoft Excel <input type="checkbox"/> Illustrator	<input type="checkbox"/> Good	<input type="checkbox"/> Good
3. _____	<input type="checkbox"/> College Radio Staff	<input type="checkbox"/> FileMaker Pro <input type="checkbox"/> Photoshop	<input type="checkbox"/> Fair	<input type="checkbox"/> Fair
	<input type="checkbox"/> Other _____	<input type="checkbox"/> PowerPoint <input type="checkbox"/> Other _____		

Briefly describe your volunteer work and public service activities:

Briefly describe the honors and leadership awards you have earned:

PREVIOUS INTERNSHIP AND EMPLOYMENT EXPERIENCE

Employer Name and Address List the most recent first.	Dates From-To	Type Of Business	Describe your responsibilities.	Immediate Supervisor Title and Name

BRAND YOURSELF: In two words, please describe yourself as a brand. Then explain the words you've chosen and why:

As a condition of employment with Bernstein-Rein, and in accordance with the provisions of the Immigration Reform and Control Act of 1986, I understand that, if I am employed by Bernstein-Rein, within three days following the commencement of my employment, I will be required to provide documentation verifying my identity and eligibility to work in the United States.

I understand that this employment application and any other documents, including policies, guidelines, procedures, benefits, handbooks and manuals are not intended to create any contractual obligation that any way conflicts with Bernstein-Rein's policy that the employment relationship between, the company and each employee is at-will. Bernstein-Rein makes no representation that employment with the company represents lifetime security or a guarantee of continued employment. An individual's employment may be discontinued with or without cause, at the option of the company when, in its sole judgement, it deems it to be in its best interest or at the option of the employee.

I further understand that any oral or written statements to the contrary are expressly disavowed and should not be relied upon.

Bernstein-Rein reserves the right to make changes to its policies, practices, guidelines, handbooks, manuals, benefits or staffing levels when, in its sole judgement, it deems it necessary or useful to do so.

I certify that the information provided in the application is true and complete to the best of my knowledge, and that no attempt has been made to conceal pertinent facts. I understand that all information is open to investigation by Bernstein-Rein, and that if any such information is found to be false or misleading, this will be grounds for rejection of my employment application or for immediate dismissal if discovered at any time following employment.

Applicant's Signature: _____ Date: _____