



Internship Program

Program Description

The McNeil Wilson Communications (MWC) Internship Program is designed to introduce students to the exciting and dynamic industry of public relations, marketing and communications. Upon completion of the program, interns will have acquired and become familiar with the basic skills required for an entry-level position in public relations. Internship schedules are tailored to meet each student's academic schedule. Interns are required to work at least eight (8) hours per week (max of 19 hours/week) and a minimum of eight (8) weeks. Internships are unpaid and can be done for college course credits.

About the Internship

The MWC Internship Program is geared towards college students with an interest in pursuing a degree or career in public relation or a related field with a focus on the hospitality and public affairs industries. Interns will work closely with the agency staff and gain valuable hands-on and "real world" experience through daily public relations tasks such as (but not limited to):

- writing and proofreading written communications
- maintaining a media library
- gathering research
- working with and maintaining a media database
- evaluating print and broadcast press coverage
- assisting with the planning and execution of special events, press conferences, etc.
- attending client meetings, conferences, workshops and luncheons
- writing conference reports
- compiling monthly client recap reports
- observing brainstorming and strategic planning sessions
- media relations (pitching and follow-up)
- other miscellaneous administrative tasks such as copying, filing, mailing, etc.

Why Intern with MWC?

- We're one of Hawai'i's largest full-service public relations firm
- Learn from experienced executives responsible for handling some of Hawai'i's largest travel industry and corporate accounts
- Get hands-on work experience and start building your portfolio
- Meet and establish relationships with local and national media, in addition to other colleagues in the field
- Learn what public relations is all about in a fast-paced, exciting and friendly work environment



About the Company

MWC is the public relations division of Anthology Marketing Group. One of Hawai'i's most capable and respected public relations firm, the firm was established in 1982 and is one of the largest in the state. MWC is divided into two groups, public affairs and travel and tourism, which encompass the firm's strengths in issues management, corporate image, tourism, and community relations. For more about MWC, visit www.mcneilwilson.com.

The Travel & Tourism Division services a broad range of clients including the Hawai'i Visitors & Convention Bureau, Hawaiian Airlines, Marriott Hawaii, Marriott Vacation Club International, Prince Resorts Hawaii, Kaua'i Visitors Bureau, and Royal Hawaiian Center.

The Public Affairs Division represents clients including Hawaiian Telcom, Kaiser Permanente, The Hawaii Meth Project, Polynesian Cultural Center, USS Missouri Memorial Association, Vanpool Hawaii, Waste Management, and Gallagher Security Management Systems.

How to Apply

For an internship application, please send your name, address, e-mail and phone number to the appropriate division you are interested in working with:

Travel & Tourism Group

Nathan Kam
Vice President, Travel & Tourism
Direct: 808.539.3471
Nathan.Kam@MWC-Anthology.com

Melissa Malahoff-Kamei
Account Supervisor, Travel & Tourism
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Public Affairs Group

Aimee Vogelgesang
Account Executive, Public Affairs
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