

Considering a summer internship?

.....Start your career at Burson-Marsteller

Harold Burson Summer Internship Program

The Harold Burson Summer Internship (HBSI) Program is a ten week, paid internship at one of eight U.S. Burson-Marsteller offices. Each intern is assigned to a client team or practice group. During the internship, students work closely with experienced industry professionals. HBSI interns are given the opportunity to work as a team member, while gaining valuable work experience. Colleagues from different specialty areas of Burson-Marsteller conduct seminars for interns each week. Interns are also grouped into teams where they work on a special HBSI project, which they present to a senior management panel for review at the conclusion of the internship. The summer internship offers an invaluable career-development experience that can often lead to an employment opportunity with us after graduation.

Burson-Marsteller, established in 1953, is a leading global public relations and communications consultancy. It provides clients with strategic thinking and program execution across a full range of public relations, public affairs, advertising, and web-related services. The firm's seamless worldwide network consists of 72 Offices and 65 affiliate offices, together operating in 90 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP Group plc (NASDAQ: WPPGY), one of the world's leading communications services networks.

Application Deadline: Friday, February 26, 2010



Burson·Marsteller

www.bm.com

Burson-Marsteller is an Equal Opportunity Employer, EEO, AAE, MFDV.

Internship Application Procedure

For consideration, all applicants must submit the following by **Friday, February 26, 2010**. If any of the application requirements are missing, including your online submission of resume and cover letter, your application will not be considered. Answers to many common questions can be found in our **HBSI Frequently Asked Questions section** on **www.bm.com**.

Step 1: Submit resume and cover letter online at **www.bm.com**. Cover letter must indicate top location choice(s) in order of preference, as well as practice area(s) of interest.

Step 2: After applying online, please **submit one application** that contains the following items in hard-copy format to your first-choice location **only**:

- Official college transcript
- You've just been hired by Burson-Marsteller. Write a press release announcing your hire. Be as creative as possible.
- One of two essays listed below:
 - What is your perspective on Integrated Communications in an era of 24/7 Digital Media demand? How do you see this affecting the clients that we work with?
 - Using an Evidence Based approach to develop a communications program can help make the program more targeted and effective. How might you use research and insights to make a public relations campaign more impactful?

Please note: Required essays should be between 1 and 3 pages long, typed, with your name in the upper right hand corner of each page.

Step 3: Please send your completed application directly to your first choice location **only**. All applications should be addressed to "Internship Coordinator":

Chicago

Internship Coordinator
Burson-Marsteller
233 North Michigan Ave., Suite 1400
Chicago, Illinois, 60601-5519

New York and Boston

Internship Coordinator
Burson-Marsteller
230 Park Ave. South
New York, NY 10003-1566

Washington DC, Pittsburgh and Dallas

Internship Coordinator
Burson-Marsteller
1110 Vermont Avenue, NW, Suite 1200
Washington, D.C. 20005-3554

Los Angeles and San Francisco

Internship Coordinator
Burson-Marsteller
303 Second Street, North Tower, Suite 350
San Francisco, CA 94107-1366

Requirements:

- Rising seniors, 2010 graduates, and graduate-level students with no previous full time work experience may apply
- A cumulative minimum GPA of 3.0 (out of 4.0) or equivalent
- Strong written and verbal communication skills
- An interest in communications, professional services and consulting