



R U D E R • F I N N

## **RUDER FINN, INC. PUBLIC RELATIONS EXECUTIVE TRAINING PROGRAM**

Ruder Finn, Inc. has been leading the evolution of communications consulting for more than fifty years. Today, our reputation for impacting the world of public opinion and achieving positive change for our leading-edge clients has been extended around the globe and across cyberspace. Our insight and breadth of hands-on experience have created some of the most successful communications campaigns of the last few decades — for start-ups, Fortune 500 companies, world organizations and cultural institutions.

Because we are one of the world's largest privately held agencies, our independence affords us the opportunity to reinvest in our most profitable assets: ***our people and their knowledge.*** We are a dynamic and energetic group of communications professionals who place a high priority on using our problem-solving skills, our ingenuity, and our imagination to help clients achieve real business results. The Ruder Finn team is committed to the highest standard of professional excellence and integrity. While composed of industry-specific business units, we operate as an integrated agency that calls upon the insight and experience of executives in relevant specialties.

## **THE PROGRAM**

Ruder Finn's paid **Executive Training Program** is offered three times a year in the company's New York City headquarters. The 30-year-old Executive Training Program is well known throughout the public relations industry and entry-level employees are rarely hired without having completed the program. The company hires many of the best graduates of the program to fill assistant account executive positions but a full-time position is not guaranteed.

The Executive Training Program is for college graduates who are interested in exploring a career in public relations. Many have little to no prior experience in the field. Executive Trainees work full time, 35 hours per week, and attend weekly classes.

## **ELIGIBILITY**

**Executive Trainee** applicants must have graduated from college at the time the session for which they are applying begins. Candidates with graduate degrees are eligible to apply, but a graduate degree is not a requirement.

**ALL** applicants must be authorized to work in the U.S. permanently – **no exceptions**.

## **PROGRAM DATES**

There are three Executive Training sessions each year:

- ❑ Summer Session  
June 14, 2010 - October 1, 2010  
**Application Deadline - in our hands February 12, 2010**
  
- ❑ Fall Session  
October 4, 2010 - January 21, 2011  
**Application Deadline - in our hands June 25, 2010**
  
- ❑ Spring Session  
January 31, 2011 - May 27, 2011  
**Application Deadline - in our hands October 22, 2010**
  
- ❑ Summer Session  
June 13, 2011 - October 7, 2011  
**Application Deadline - in our hands March 11, 2011**

## **PROGRAM DESCRIPTION**

As integral members of account teams, Executive Trainees gain exposure to every facet of the public relations business. Ruder Finn will educate Trainees on the fundamental skills of public relations, e.g. writing, media monitoring, media relations, electronic media, special event planning, new business presentation and more.

Executive Trainees are typically assigned to a specific practice area of the agency. Ruder Finn practice areas include Arts & Communications Counselors, Corporate Branding, Corporate Reputation, Corporate Technology, Global Issues Communications, Healthcare, Interactive, Marketing, Planned Television Arts, Travel & Economic Development, and Visual Technology. Not every area accepts a Trainee each session, but efforts are made to place Trainees in practice areas that interest them.

Classes are held every day for the first week of the Program and weekly thereafter during the course of the regular workday. Classes feature lectures by staff experts and discussions emphasizing the fundamental skills of public relations, as described above.

Executive Trainees work full time and are paid based on an annual salary of \$24,000, which is pro-rated for the four months they are in the Program. Trainees do not receive benefits during their tenure in the program. Program graduates hired as assistant account executives are hired at a competitive salary and begin to receive benefits immediately.

Ruder Finn does not provide living quarters, but can suggest resources to help Trainees find housing and roommates. Trainees frequently rent apartments together; a list of all Trainees for the session will be sent to participants as early as possible.

## **SELECTION PROCESS**

A Ruder Finn application form must be submitted with:

- 1) Three (3) writing tests** described in the following attachments
- 2) A current resume**
- 3) One personal writing sample, no longer than five pages, that exemplifies the applicant's best writing and is appropriate for business**
- 4) An official college transcript** if you have graduated, **or, an unofficial college transcript** if still matriculating and
- 5) Two (2) signed letters of recommendation.** These letters should be from someone who knows you and can confidently comment on your capabilities in the corporate world: a former boss, a professor, advisor, supervisor or someone comparable.

**\*\*\*\*\* Please submit all materials simultaneously, in one package. DO NOT SUBMIT PIECEMEAL. Do not send letters of recommendation or transcripts separately. Recommendations and transcripts may be sent in individual, sealed envelopes attached to the rest of the application materials. Please do not use staples or send folders or binders.**

Each applicant will be contacted by phone or e-mail about the status of his or her candidacy after the Executive Training Program staff has reviewed all applications - typically four to six weeks after the application deadline. Those selected to move on in the process will be contacted by phone to schedule an interview with a human resources representative. Those most qualified will be asked back for a second interview with Ruder Finn executives either in person or by telephone. Applicants should be prepared to answer questions about the writing samples submitted and the experiences listed on their resume.

Following completion of the interviews, a final slate of candidates will be selected for admission to the Program. There is no set number of Executive Trainees for each session; the class size varies widely from session to session with the majority participating in the summer. All applicants will be notified in writing about the final status of their application.

To receive application materials for the Ruder Finn Executive Training Program, please visit the Agency's Web site at [www.ruderfinn.com](http://www.ruderfinn.com) Please contact Ellen Schaplowsky, at [schaplowskye@ruderfinn.com](mailto:schaplowskye@ruderfinn.com) or (212) 593-6316 if there are any questions regarding these materials.

Completed applications should be mailed to:

Ms. Ellen Schaplowsky  
Executive Vice President  
Director of Training  
Ruder Finn, Inc.  
301 East 57th Street  
New York, NY 10022

**RUDER FINN, INC.  
EXECUTIVE TRAINING PROGRAM APPLICATION**

**NAME** \_\_\_\_\_

**SOCIAL SECURITY NUMBER**(required of all applicants)\_\_\_\_\_

**SCHOOL ADDRESS** (if applicable)\_\_\_\_\_

\_\_\_\_\_

**PERMANENT ADDRESS**\_\_\_\_\_

\_\_\_\_\_

**SCHOOL PHONE**\_\_\_\_\_ **PERMANENT PHONE**\_\_\_\_\_

**E-MAIL** \_\_\_\_\_

**ADDRESS:**

**EDUCATION:**

Please list all formal education, degrees received and dates thereof, and degrees being pursued.

**COLLEGE** \_\_\_\_\_

**DEGREE/MAJOR**\_\_\_\_\_

**DATE OF GRADUATION (month/day/year)** \_\_\_\_\_

**RELATED COURSE WORK** \_\_\_\_\_

**POSITION/SESSION (Please select only one session):**

**POSITION:** Executive Trainee \_\_\_\_\_

**SESSION:** Winter (Feb.-June) \_\_\_ Summer (June-Oct.) \_\_\_ Fall (Oct.-Feb.) \_\_\_

**MATERIALS TO ENCLOSE:**

1. Resume
2. Three (3) writing tests (see attached)
3. One personal writing sample, no longer than five pages, that exemplifies your best writing and is appropriate for business
4. An official college transcript if already graduated, or, an unofficial college transcript if still matriculating
5. Two signed letters of recommendation

All materials submitted become the property of Ruder Finn, Inc. and will not be returned. Please **DO NOT STAPLE OR BIND** submitted materials.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## **PRACTICE AREAS**

Applicant Name \_\_\_\_\_

**Please rank the top three public relations practices in which you think you would like to work.** We will attempt to place you in one of your preferred areas, but please keep in mind that Trainees/Interns are not accepted into every group each session.

□ **Corporate Communications**

The Corporate Communications group builds and strengthens reputations, boosting customer loyalty, shareholder value and employee morale in the process. Recognizing the media's seminal role in shaping public perception, the group develops compelling stories on brands or companies that resonate well with the general public or with targeted audiences. Some of the many clients serviced include: Novartis Corporate Reputation, Pharma Business Review, Gerber, Zelnorm, Novartis Corporate Financial Communications, Novartis Innovations, and McKinsey & Company. Trainees interested in working with Corporate Branding should possess strong analytical skills and have an interest in how companies differentiate themselves in the global market.

□ **Corporate Technology Practice**

Ruder Finn's Corporate Technology Practice specializes in developing and implementing strategic, results-driven communications programs for companies ranging from large multinationals to entrepreneurial start-ups. The practice's team members have successfully positioned and promoted a wide range of companies within the technology sector including networking and telecommunications providers, IT services, enterprise software, hardware, and digital media/content management. The technology team continuously tracks market events and trends, stays in close contact with industry influencers and follows the media in key vertical and regional markets to identify and implement effective communications programs. Ruder Finn's presence in the technology sector, together with the experience, creativity and knowledge of our team members has resulted in numerous award-winning campaigns and in consistently high levels of client satisfaction and retention. Some of the many clients include: Infonet Services Corporation, NEC, Alliance Data Systems, AboveNet, Gomez, Ambient Devices, and Proxima Technology. Trainees interested in working with Corporate Technology should have some familiarity with information technologies and be computer literate.

□ **Healthcare**

Ruder Finn's Healthcare group is the agency's largest worldwide practice, offering US and Global clients some of the industry's most innovative and award-winning marketing communication programs, as well as talented and seasoned public relations practitioners. Ruder Finn Healthcare works in tandem with the Global Ruder Finn Healthcare Network to provide a broad range of client programs. Healthcare supports numerous companies/organizations including pharmaceutical, managed care, professional societies and disease awareness groups. This division has helped clients define and achieve business goals with product and corporate based services. Healthcare also offers Editorial Services to ensure the highest quality of writing and to facilitate the press material review process. ES is integrated into all Healthcare accounts. Some of the many clients include: Novartis, Ortho-McNeil and Bristol-Myers Squibb. Trainees interested in working with Healthcare should have an interest in the life sciences and a desire to communicate medical advances in research to a wide variety of audiences.

□ **Marketing Practice**

Ruder Finn New York works with a wide variety of companies that produce and market products and services sold both to consumers and to other businesses. Its work helps to create increased awareness, educates the marketplace and manages issues that might block the path to success and helps generate sales. Some of the many clients include: The North Face, glaceau (vitaminwater), 3M Sports and Leisure, Kellogg, Twinings Tea, Cumberland Packing (makers of Sweet'n Low and Sugar in the Raw), Foster's Wine Estates, Adams Respiratory Therapeutics (makers of Mucinex) and The Carpenters Labor/Management Corporation. Trainees interested in working with Marketing Practice should be creative, versatile, involved with popular culture and have some experience and/or familiarity with marketing or promotions.

□ **Travel & Economic Development**

Ruder Finn New York works with a wide variety of private and public organizations to promote tourism and economic development. The Travel & Economic Development Group's work is designed to secure support and awareness among consumers looking for ways to enjoy their leisure time, seeking seamless business travel experiences or deciding on places to live, work and study. The business community is also an important market. This division develops comprehensive marketing, branding and corporate programs for hotels, resorts, airlines, cruise lines, car rental companies, tourist boards and travel-related industries, as well as for economic development concerns for cities and countries. Some of the many clients Include: Air France, Barbados Investment and Development Corporation, Catskill Association for Tourism Services (NY), Embassy Suites, Hartford Image Project (CT), Homewood Suites, Jamaica Tourist Board, Lonely Planet Publications, The Roosevelt Hotel (NY), Senegal, Sentient, South African Airways and VP Records. Trainees interested in working with Travel should have an interest in travel and destination promotion.

The following public relations practices only **occasionally** take Executive Trainees and may be selected as areas of **additional** interest.

□ **Arts & Communications Counselors**

Ruder Finn Arts & Communications Counselors provides strategic communications counsel and program implementation for leading organizations in the United States and abroad, including museums, performing arts centers, corporations supporting cultural programs, philanthropic foundations and government agencies. Clients include: The Museum of Modern Art (MoMA); Whitney Museum of American Art; Lincoln Center for the Performing Arts; New York City Opera; The Art Institute of Chicago; Saadiyat Island Cultural District, Abu Dhabi; Museum of Islamic Art, Qatar; Bank of America; Target; UBS

□ **Corporate Advisory**

At Ruder Finn, the Corporate Advisory group specializes in building, shaping and improving the reputations of major corporations and institutions through the development and execution of strategic communications programs targeted to reach key stakeholder groups. Our strategic approach centers on highlighting our clients' business initiatives to shape their public as well as internal image through a well-crafted, credible and consistent corporate voice. Clients Include: Novartis, Pfizer, GAVI Alliance, 3i, SunMicrosystems, UCB Pharmaceuticals, among others.

□ **Global Issues Communications**

Ruder Finn's Global Issues Communications group specializes in creating global public relations programs for corporations and organizations whose central focus is addressing international political, economic, ethical, environmental and women's issues. The group provides strategic counsel, public relations, media relations corporate responsibility programs and creative services for religious, political and non-profit organizations. Some of the many clients services include: United Nations Development Program, United Nations Fund for Women, Women Matter Family Violence Prevention Fund, and Model UN/ UN USA.

□ **Interactive**

Ruder Finn's Interactive group works with an array of companies to develop Web sites that enhance corporate image and attract customer, public and opinion leader attention to advance business objectives. Some of the many clients include: Novartis Intranet, Ad Council Smokey Bear, Affymetrix, Ready.gov, and Johnson & Johnson.

□ **Multicultural Marketing**

Ruder Finn's award-winning Multicultural & Image Marketing Group advances the business and communications objectives of consumer brands as well as corporations and non-profit institutions interested in reaching diverse populations. With a strong foundation in brand imaging, product publicity, sponsorship promotion, corporate communication and event management, Ruder Finn's Multicultural & Image

Marketing Group creates signature marketing communications and cause-related programs for clients from a full range of industries, including Fortune 500 companies as well as non-profit cultural and social service organizations.

□ **Planned Television Arts/Media**

Ruder Finn's Planned Television Arts group specializes in media placement for diverse clients in publishing, entertainment, media, nonprofit and professional services. The group also has a full-service international production and communications group that books satellite media and morning drivetime radio tours and online appearances of spokespersons for products and issues. Some of the many clients include: Random House, Reader's Digest, Simon and Schuster, HarperCollins, Doubleday, and Avon Books.

□ **Ruder Finn Broadcast**

Ruder Finn New York produces a wide variety of multi-media visual productions for corporate, not-for-profit and educational purposes, along with short and feature-length documentary films and videos. Some of the many clients include: The Economist, Museum of Modern Art, Centocor, Johnson & Johnson and Jamaica Tourist Board.

□ **Ruder Finn Design**

Today, the design discipline is moving from the aesthetic to the strategic and Ruder Finn Design is at the forefront of this change. In order to deliver a client's strategic messaging clearly and consistently across all target audiences, each stage – strategy, concept and execution – must be innovative and inspired. This elite group of graphic designers, illustrators, copywriters and strategists design and produce everything from corporate branding campaigns, brochures, newsletters, magazines, annual reports, art books and advertising including online, offline, outdoor, radio, TV, and media buys.

**Ruder Finn Press**

Ruder Finn Press is the first and only full-scale publishing company incorporated within a major public relations firm. It was established in 2001 by David Finn, and operates as a not-for-profit organization. Ruder Finn Press specializes in the fields of art, poetry, fiction, and public affairs. A second imprint, Catskill Press, focuses on the art and culture of the Catskill Region of New York State. Among our authors are E.L.Doctorow, Eli Wiesel, Gordon Parks and Kofi Annan.

## **WRITING ASSIGNMENT # 1**

In 500 words or less please tell us why you are interested in pursuing a career in public relations and why you chose to apply to the Ruder Finn Executive Training Program. Please make sure it is double-spaced.

## **WRITING ASSIGNMENT # 2**

Please choose a current event (within the past year) and describe its impact on you and/or the world around you. The event, and its impact, may be local, regional, national or global. Please be sure to include some background on the event either in the body of the assignment or by attaching a newspaper article.

Give your assignment a title. Use your writing skills to describe the event itself and the dimensions of it that have affected you and/or any number of communities, ranging from the one in which you live to the global village. This piece can range from 500 to 1,000 words; however, it should not exceed 1,000 words. Please make sure it is double-spaced.

## **WRITING ASSIGNMENT # 3**

Please write a 500-1,000 word personal essay that addresses the following:

Identify an individual or organization, you believe, serves as a positive example of an effective communicator. Explain the characteristics of that individual or organization that make them a positive example of an effective communicator.

Please double-space the assignment.

## **PERSONAL WRITING SAMPLE**

Please submit one personal writing sample, no longer than five pages, that exemplifies your best writing and is appropriate for business. Please double-space the sample.

A business-appropriate submission is one that reflects, in word choice and in composition, material that would be suitable to be read and/or used within the workplace. Though we encourage the submission of creative pieces, we do not expect to see vulgarities, stream of consciousness writing, or inappropriate subject matter. Past submissions have ranged from newspaper/magazine articles written by applicants to sections of papers written for class as part of a senior thesis.

Please be sure your applications and writing samples are carefully proofed for grammatical errors and typos. Because communications is our business, we place serious emphasis on this aspect of your application.

We appreciate your interest in Ruder Finn, Inc. and look forward to receiving your materials.