

# FRANCO

PUBLIC RELATIONS • MARKETING • SOCIAL MEDIA

## HISTORY

---



HEADQUARTERED IN DETROIT  
SINCE 1964

### MULTI-INDUSTRY EXPERTISE



REGIONAL, NATIONAL,  
INTERNATIONAL CLIENTS



## OUR CULTURE

---

### MISSION

We connect people.

### VISION

"To challenge our clients to think differently about communications, inspire our team to deliver excellent and purposeful service and make a positive impact on our community and our world."

# INTERNING AT FRANCO

---

- More than half of all Franco interns have been hired on as assistant account executives.
- Our requirements for interns include:
  - Strong writing and communication skills
  - Basic understanding of traditional and social media
  - Completion of junior year of college
  - At least one previous internship experience
  - A positive attitude and an eagerness to learn

## WHAT YOU'LL LEARN

- The inner workings of a PR agency
- Media monitoring
- Writing
- Research
- Media relations
- Events
- Teamwork

# INTERNSHIP TIMELINE

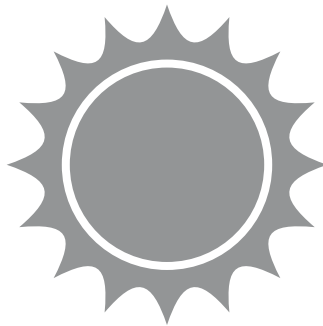
---



## WINTER

(JANUARY - APRIL)

Begin search in October



## SUMMER

(MAY - AUGUST)

Begin search in February



## FALL

(SEPTEMBER - DECEMBER)

Begin search in July

# HOW TO APPLY

Candidates should submit a cover letter, resume and one relevant writing sample to [contact@franco.com](mailto:contact@franco.com). Please put "Intern Inquiry" in the subject line.

## CONNECT WITH US

[@FrancoPRGroup](https://twitter.com/FrancoPRGroup) [f/Franco](https://facebook.com/Franco) [in Franco](https://linkedin.com/company/Franco) [franco.com/blog](https://franco.com/blog)