



Valerie Allen PR Internship Description 2022

Valerie Allen Public Relations (VAPR) is a full-service boutique PR agency with a deep roster of entertainment/celebrity and author/expert clients.

Due to COVID-19 we have implemented a new set of protocols which allow students to partake in the program remotely. Our program is now 100% online. If you are based in Los Angeles, you will have the added opportunity to attend industry events and monthly in-person staff meetings.

During your internship, you will assist in PR campaigns by distributing pitch materials, creating press clippings, contacting key members of the media, writing press releases, media alerts, pitch letters, backgrounders, biographies and other promotional materials. You will not be fetching coffee in this internship but will be gaining invaluable PR knowledge that will benefit you for future jobs.

Our team of highly trained media strategists advise high-profile individuals and celebrities, as well as individuals breaking into the industry looking to create, enhance or redefine their brands. We are known for developing highly unique branding campaigns which leverage national and local media opportunities to position our clients as the leading experts in their respective fields.

Founder and CEO, Valerie Allen, has worked as a publicist for over 20 years, and has developed countless national media contacts in electronic, print, radio, trade and digital media. She has successfully booked clients on Oprah, Good Morning America, The Today Show, Jimmy Kimmel Live, The View, CNN, Fox News Channel, Entertainment Tonight, E!, Access Hollywood, Daily Variety, Hollywood Reporter, Time Magazine, L.A. Times, Los Angeles Magazine, and the New York Times, to name a few. VAPR was named BEST BRANDING AGENCY in 2021 and 2022 by Expertise.com

To apply, send your resume and cover letter to Rebecca Segura, Internship Coordinator at VAPR, rebecca@vapr.la.

Job Type: Internship

Pay: \$0.00 per hour