

SEBASTIANI'S/FIRESTONE/FOLEY FAMILY WINES INTERNSHIP

Internship duties to include the following:

To Publicize Winery/Hospitality Events and Sales:

- Assist with writing Press Releases
- Send Press Releases to the Appropriate Media Lists
- Follow-up with the Media
- Do copywriting for winery/wine club newsletters
- Send eblasts of the newsletters
- Post to Facebook, Blogs, Twitter

Visit the Sebastiani Hospitality Center to Experience VIP Tours and Seminars for Background Information

Organize a Calendar So Publicity is Coordinated with All Other Winery Publicity

Work 10-20 Hours Per Week Depending on the Number of Projects for the Week

Work Can Be Done Primarily from the Student's Home

Come to Sebastiani's Every Two Weeks for Meetings and Updates

Go to Firestone for a Visit if Possible

Spend time with Megghen Driscoll, our VP of Public Relations, who will tell them how to build a Press Release then vet their work, approve it and supervise follow-up.

This is a non-paying internship but the opportunity is exceptional.

For additional information please contact, Megghen Driscoll (megghen@foleyfamilywines.com).

For Hospitality Event/Tasting Room questions, please contact Joseph Foss (jfoss@sebastiani.com)