

# Bibliography of EM Internship Projects

Last Name	First Name	Title and Description	Internship Company	City	State	Sem/Yr
Asquith,	Aaron.	"Morey's Piers Supervisor Training" <i>Includes job descriptions, a training checklist, appearance standards, common guest problems and solutions, first-aid information, policies, and applicable laws and standards.</i>	Morey's Piers,	Wildwood,	New Jersey.	Summer 2001
Baker,	Ben.	"Event Reservations" <i>Chronicles the creation of an electronic event reservation contract.</i>	Missouri Sports Hall of Fame,	Springfield,	Missouri.	Fall 2002
Bartels,	Chase.	"Fair Saint Louis" <i>A description of the fair, including history, mission, goals, leadership, volunteers, sponsors, and promotion. Also contains a photo gallery.</i>	Fair St. Louis,	St. Louis,	Missouri.	Summer 2002
Bayless,	Seth.	"Missouri State Horseshoe Pitching Tournament (Exotic Animal Paradise)" <i>Contains an itemized checklist needed for the event, a press release, program outline, survey and thank you cards, and a partnership sales form.</i>	Greater Springfield Missouri Sports Commission and Foundation,	Springfield,	Missouri.	Spring 2003
Bird,	Chris.	"The Event Notebook" <i>Includes a hypothetical scenario, the major players in an event, and possible sections for a notebook to keep information pertinent to the event handy.</i>	Downhome Productions,	Nixa,	Missouri.	Summer 2002
Boggs,	Meghan.	"How to Obtain and Keep Volunteers" <i>A plan to increase the number of effective and efficient volunteers for the Discovery Center of Springfield.</i>	Discovery Center of Springfield	Springfield,	Missouri.	Summer 2003
Bowers,	Jason.	"Creating a Scene Where There is None" <i>Discusses how to create an economic, supportive environment for fans to see live music nightly by quality performers. Details what this means for customers, the venue, and performers.</i>	Outland bar (The Highlife, Inc.),	Springfield,	Missouri.	Fall 2002
Brown,	Mandy.	"Helping You Put the Pieces Together!: An event planner's guide to lighting, sound, and stage with Downhome Productions, Event Planner Series: Book 1" <i>Details initial planning and coordinating stages, installation, and post-event evaluation. Includes sample production contract, price quote, and information sheet templates.</i>	Downhome Productions,	Nixa,	Missouri.	Summer 2003
Brown,	Clayton.	"Partners in Performance and Head Ushers Get Started!" <i>A detailed handbook for volunteers and head ushers at Juanita K.</i>	Juanita K. Hammons Hall for the Performing Arts,	Springfield,	Missouri.	Summer 2001
Brown,	Jenny.	"The Missouri Sports Hall of Fame's Guide for Future Interns" <i>Includes frequently asked questions and their answers.</i>	Missouri Sports Hall of Fame,	Springfield,	Missouri.	Spring 2002

# Bibliography of EM Internship Projects

Brumley,	Elizabeth.	"My Career Plan" <i>Describes venues in various cities around the country and the pros and cons of living in those cities.</i>	My Country 100.5 (Clear Channel Communications)	Springfield, Missouri.	Summer 2001
Burton,	Matt.	"Recording Contracts for Drummers...and Other Dummies" <i>Describes the process of getting signed, the major parts of a contract, and things to watch out for. Includes a sample recording contract.</i>	TVT Records	New York, New York.	Summer 2002
Cassity,	Heather.	"Student Registration Manual" <i>A manual designed to aid employees at the Springfield Ballet in understanding how to enter and work with student registration information in their computer system.</i>	Springfield Ballet,	Springfield, Missouri.	Summer 2002
Clevenger,	Jennifer.	"Young People's Concert Survey Project" <i>A survey was sent to music instructors in the Springfield area to assist the Symphony in improving concerts held for children. The results are recorded and improvement areas are pointed out.</i>	Springfield Symphony,	Springfield, Missouri.	Spring 2001
Collard,	Chad.	"Everything You Wanted to Know About Facility Rentals at Wonders of Wildlife" <i>Provides an insider look at the position of Facility Rental Lead. Includes sample rental contract and facility set-up.</i>	Wonders of Wildlife,	Springfield, Missouri.	Fall 2002
Collins,	Rebecca.	"Internship Project" <i>An internship handbook including benefits, supervisors, and important documents.</i>	KADI Positive Hit Radio 99.5 and Square One Communications	Springfield, Missouri.	Spring 2002
Craft,	Autumn.	"New Year's Eve 2002" <i>Analyzes the past New Year's Eve parts, lists suggestions for improvements for the current year's party, and includes sample menus for the event.</i>	Roaring River State Park,	Cassville, Missouri.	Summer 2002
Crandall,	Kelly	"Preview Party" <i>Behind the scenes at a preview party, including planning, areas to consider, silent auctions, and expenses.</i>	Juanita K. Hammons Hall for the Performing Arts,	Springfield, Missouri.	Spring 2003
Davis,	Danielle.	"Radio Advertising Handbook" <i>A brief overview of the five broad categories of general administration found in a radio station hierarchy. Each function is discussed in detail.</i>	Sunburst Media—KGMY - MY Country 100.5,	Springfield, Missouri.	Summer 2000
Day,	Eric.	"Ticketing, The Key to Your Team's Success." <i>A discussion of the importance of ticketing in the strategy of a sports team. Step by step instructions on ticketing, such as: "building a killer sales staff" and "making a game plan."</i>	Ozark Mountain Ducks,	Ozark, Missouri.	Summer 2000
Deorge,	Jason W.	"Reference Manual for the Grand Palace Box Office." <i>A box office employee's guide for procedures and situations. Gives a short history of the theatre, its customer policies, and employee procedures for handling situations.</i>	Grand Palace,	Branson, Missouri.	Summer 2000

# Bibliography of EM Internship Projects

Douglas,	Eric.	"DDEC.Net Membership" <i>A membership packet which includes DDEC's mission statement and a list of the events that they put on each year, as well as a list of current members and membership qualifications.</i>	Downtown Dining and Entertainment Commission,	Springfield, Missouri.	Summer 2001
Fischer,	Melissa.	"Press Kits 101: A Basic Guide to Creating a Stellar Press Kit on a Shoestring Budget" <i>Describes the uses of a press kit, six basic elements that should be included, tips for cover letters, information about mailing press kits, and what press kits may look like in the future.</i>	Nashville New Music Conference 2002,	Nashville, Tennessee.	Summer 2002
Fitzgerald,	Patrick.	"Everything You Ever Wanted to Know About Putting on a Boxing Event in Las Vegas" <i>Includes a sample fight card, floor map, event set-up sheet, credentials, contacts, internal and external media, affidavits, and articles.</i>	The Orleans Arena	Las Vegas, Nevada.	Summer 2003
Fowler,	Jaclyn.	"The World of Themed Entertainment." <i>A discussion of the transformation towards themed entertainment and how a company in the industry properly themes its entertainment.</i>	Walt Disney World,	Lake Buena Vista, Florida.	Fall 1999
Fowler,	Jaclyn.	"Benchmarking and Research Projects." <i>A compilation of benchmarked theme parks such as Six Flags locations. Each park is systematically recorded on such things as cost, attractions, and number of visitors.</i>	Walt Disney World,	Lake Buena Vista, Florida.	Fall 1999
Franklin,	Tara.	"All You Need to Know About Outdoor Cinema" <i>A guide to making Springfield aware of DDEC.net's outdoor cinema event, as well as putting on an outdoor cinema event. Includes the areas of program development, site management, sponsorship management, talent management, marketing and promotion management, and food and beverage management.</i>	Downtown Dining and Entertainment Commission,	Springfield, Missouri.	Summer 2002
Gale,	Jeanie.	"Problem Solve: Integrity's I Worship {The Tour}" <i>Contains information on promoting this concert, as well as a timeline these promotional events should take place.</i>	Grand Palace and Remington Theater,	Branson, Missouri.	Spring 2003
Gerken,	Jeff.	"The 'Buddy' System" <i>Suggests ways to update Clear Channel's current computer database filing system.</i>	Clear Channel Entertainment, Special Events Department,	St. Louis, Missouri.	Summer 2001
Gillispie,	Derrick.	"My Four Phase Proposal" <i>Suggestions to increase attendance at Springfield Rifles games. Proposal for a promotional day to encourage SMSU students and Greek system to attend.</i>	Springfield Rifles	Springfield, Missouri.	Summer 2003
Glenn,	Kathryn.	"Communication or Chaos" <i>How to improve communication among staff members at Silver Dollar City.</i>	Silver Dollar City,	Branson, Missouri.	Summer 2002

# Bibliography of EM Internship Projects

Goodner, Karen.	"Almost Home, All the Way a Hit: Successfully Promoting a Single to Country Radio" <i>Describes the various factors in promoting a single. Includes information regarding radio staff, charts, add, promotions, and Sound Scan.</i>	Broken Bow Records and RockUs Records	Nashville, Tennessee	Summer 2003
Goodwin, Jami.	"Summary of Dry Floor Event Research: Jordan Valley Ice Park Booking & Expenditure Information" <i>Contains ideas regarding dry floor events at the Ice Park. Includes benchmark research regarding cost, revenues, and contacts necessary to bring the events to Jordan Valley.</i>	Jordan Valley Ice Park,	Springfield, Missouri.	Spring 2003
Gordon, Valerie.	"Once Upon a Time" <i>Describes components of Walt Disney World's college program and contains notes from the Leadership Speaker series.</i>	Walt Disney World,	Orlando, Florida.	Fall 2001
Greer, Stephanie.	"Internship Problem and Solution Project" <i>A manual to ensure prize sheets for radio station giveaways are correctly filled out.</i>	Clear Channel Communications	Springfield, Missouri.	Summer 2003
Grote, Daton.	"Harrah's: Casino Marketing Employee Manual." <i>A guide to Harrah's operations and a compilation of training material for a new employee. A short discussion of the proper way to handle a customer to maintain business.</i>	Harrah's,	St. Louis, Missouri.	Summer 2000
Gunter, Alison.	"The How's and Why's of Sponsorship" <i>A guide to the "How To's" of sponsorship, including the various levels of sponsorship, what sponsors are looking for, and nine items to follow when trying to obtain sponsorship.</i>	Missouri Sports Hall of Fame,	Springfield, Missouri.	Spring 2003
Hackman, Jamie.	"Internship Project" <i>A training manual for new employees of the Discovery Center of Springfield. Includes the history of the Center, staff, hours, expectations, policy, and description of tasks.</i>	Discovery Center of Springfield	Springfield, Missouri.	Summer 2003
Haines, David.	"Ticketing Practices at DDEC" <i>Describes the purpose of tickets, different types of tickets, ticket sales, collection, and revenue issues.</i>	Downtown Dining and Entertainment Commission,	Springfield, Missouri.	Spring 2002
Hendrickson, Craig.	"Operation Manual Proposal for the Sports Information Office" <i>A manual to aid all employees of the SID office in everyday tasks. Includes contact information, information about general office tasks, work schedules, and the answers to some frequently asked questions.</i>	SMSU Sports Information Department,	Springfield, Missouri.	Spring 2003
Holdenreid, Ryan.	"A Guide to Radio Internships" <i>Description of an internship in radio, including job application, tasks and requirements</i>	Alice @ 95.5 (Clear Channel Communications)	Springfield, Missouri.	Fall 2002

# Bibliography of EM Internship Projects

Jackson,	Julie.	“Guide to Revitalizing a Downtown Association.” <i>Key points on how to revitalize several types of downtown associations. The project is in two parts: First, establishing the organization and second, planning events to attract customers downtown.</i>	Springfield Area Chamber of Commerce,	Springfield, Missouri.	Summer 2000
Johnson,	Dorothy.	"Revamping the Logistics and Event Coordination at the Amphitheater at Mizzou" <i>How to ensure events run more smoothly at the Amphitheater. Includes suggestions for removing clutter from the venue, communication, and a new floor plan proposal.</i>	Amphitheater at Mizzou	Columbia, Missouri.	Summer 2003
Jost,	Matt.	“Casino Marketing Department Policies and Procedures Manual.” <i>A folder consisting of an introduction to Harrah’s, the marketing function at the casino, and different training techniques prepared for new employees.</i>	Harrah's,	St. Louis, Missouri.	Summer 2000
Kalwei,	Andrea.	“The Guide to Record Label Internships for Dummies.” <i>Information and tips for Entertainment Management majors looking for internships in the record label industry.</i>	Sony Music Entertainment,	Nashville, Tennessee	Summer 2000
Kalwei,	Andrea.	“On the Inside: A Look into the Promotional Department of Sony Music During Fan Fair.” <i>A day-to-day journey look at Fan Fair, an annual Nashville event, and how the promotional system operates. It also discusses the different departments involved in the conception of an album.</i>	Sony Music Entertainment,	Nashville, Tennessee	Summer 2000
Kembell,	Brent.	"Deanstock2000" <i>Describes in full detail the effort put into holding an outdoor music festival, from load-in to load-out, promotions and management. Also includes a photo book.</i>	Deanstock2000,	Kansas City Missouri.	Summer 2000
Kever,	Nicole.	"Special Event Planning, Hall of Fame Style" <i>Includes organization, budget, sponsorship, vendor, volunteer, and advertisement information.</i>	Missouri Sports Hall of Fame,	Springfield, Missouri.	Spring 2002
Kohler,	Leslie.	"How to Create an Internship Agreement" <i>The framework for an agreement which outlines the expectations of the parties involved, goals, job descriptions, and form of communication to be used.</i>	Missouri Sports Hall of Fame,	Springfield, Missouri.	Summer 2002
Kotouc,	Stephanie.	“Guidebook to Marketing and Promotions Internships at a Performing Arts Hall.” <i>A guidebook for those students looking for an internship at a Performing Arts Hall. It includes how to land an internship, how to keep it, daily duties, and industry terminology.</i>	Juanita K. Hammons Hall for the Performing Arts,	Springfield, Missouri.	Fall 2000
McCormick,	Andrew.	"Contribution Report" <i>How to attract and keep volunteers for special events sponsored by the YMCA.</i>	YMCA	Springfield, Missouri.	Spring 2002

# Bibliography of EM Internship Projects

McCouch,	Christy.	"Internship Project" <i>Details what was done to solve the problem of disorganization and confusion at Juanita K. Includes updating calendars on website, updating the webpag, and the creation of job aids for everyday tasks.</i>	Juanita K. Hammons Hall for the Performing Arts,	Springfield, Missouri.	Fall 2002
McHoney,	Colleen.	"Musings from an Intern" <i>Describes the SRO's history and Board of Diretors. Gives recommendations for improving their administrative, marketing, and fundraising functions.</i>	Springfield Regional Opera,	Springfield, Missouri.	Spring 2000
Mericle,	Casey.	"Interning in Media Relations: A Major League Baseball Perspective" <i>Describes what it takes to work in the Media Relations Department of a Major League Baseball Club. Explains objectives, responsibilities, and duties.</i>	Houston Astros Baseball Club,	Houston, Texas.	Spring 2003
Needham,	Jordan III.	"Internship Project" <i>Contains suggestions to increase attendance at Ducks games.</i>	Ozark Mountain Ducks,	Springfield, Missouri.	Summer 2002
Nelson,	Jamie.	"Internship Project" <i>Follows Lighthouse Music Festival from conception to the ticket package to the contracts to stage times of handbills. Includes benchmark research from Nashville Music Festival.</i>	Downtown Dining and Entertainment Commission,	Springfield, Missouri.	Spring 2002
Nelson,	Bob.	"Treasures of the City" <i>Everything you ever wanted to know about putting on the Treasures of the City scavenger hunt.</i>	City of Springfield,	Springfield, Missouri.	Fall 2002
Pacubas,	JoJo.	"Behind the Scenes of a Major League Soccer Front Office" <i>Details the daily responsibilities and game-day duties of the KC Wizards staff.</i>	Kansas City Wizards	Kansas City Missouri.	Summer 2002
Patrick,	Matt.	"Preparing a Successful Public Relations Campaign for the Mid-America Music Park" <i>Describes how to promote the Park, including goals and strategies to fulfill those goals.</i>	Mid-America Music Park,	Neosho, Missouri.	Summer 2002
Plummer,	Alexander .	"Outdoor Cinema at Founder's Park" <i>Details the necessary steps taken to bring an outdoor cinema event to Springfield.</i>	Downtown Dining and Entertainment Commission,	Springfield, Missouri.	Summer 2001
Przada,	Angela.	"Training Manual" <i>Includes job title and description, salary information, and describes how to perform daily tasks.</i>	Dick Hall Productions, Inc.,	St. Louis, Missouri.	Summer 2001
Rehkop,	Jason.	"Christian Music Festival Components" <i>Analyzes special considerations, location and activities, employees, concessions, parking, etc. needed for a successful Christian music festival.</i>	Downtown Dining and Entertainment Commission,	Springfield, Missouri.	Fall 2002

# Bibliography of EM Internship Projects

Rekowski, Nicole.	"Strategic Plan for Reaching the Contemporary Market" <i>Suggestions for the successful promotion of the Wil Fischer Company's products. Includes a job description for a Contemporary Marketing Coordinator, as well as tasks and responsibilities the coordinator will be required to carry out.</i>	Wil Fischer Company	Springfield, Missouri.	Summer 2003
Ringhofer, Tom.	"How Can We Make the Most of Interns?" <i>An orientation process for DDEC.net interns. Suggested manual includes a four step plan for developing intern positions, hiring, supervising, and evaluating interns, as well as a scaling system for the difficulty of tasks interns will be asked to perform.</i>	Downtown Dining and Entertainment Commission,	Springfield, Missouri.	Spring 2003
Sackman, Jeff.	"The Springfield Event Management Manual." <i>The manual is designed to assist people in how to plan, prepare and execute an event in the Springfield area. There are convenient budgeting lists, expense forms, and addresses for media included.</i>	Downhome Productions,	Nixa, Missouri.	Summer 2000
Sampson, Laura.	"How to Overcome Failure" <i>Describes the challenges faced by the Greater Springfield Sports Commission and Springfield Rifles in making their businesses successful.</i>	Springfield Rifles, Greater Springfield Sports Commission	Springfield, Missouri.	Summer 2003
Simpson, Amy.	"Internship Project" <i>Contains issues to consider when opening a new merchandise or retail location.</i>	Walt Disney World,	Orlando, Florida.	Spring 2002
Smith, Aimee.	"Internship Project" <i>How to reduce high turnover in the entertainment industry. Emphasis is on the high turnover ratio of assistants to upper level music management.</i>	Immortal Entertainment,	Los Angeles, California.	Summer 2003
Suanders, Rob.	"Silver Dollar City Handbook." <i>A summary of Silver Dollar City's divisions, event planning, regulations, benefits, and properties. This handbook is informational for new employees.</i>	Silver Dollar City,	Branson, Missouri.	Summer 2000
Waggoner, Danielle.	"Internship Project" <i>Contains suggestions to increase turnout at Continuing Medical Education conventions and describes what the marketing department can do better to promote these conventions.</i>	Primary Care Network,	Springfield, Missouri.	Spring 2002
Walker, Lindsey.	"Hammons Student Center Internship Handbook: Everything You Need to Know About an Internship at the Hammons Student Center" <i>Describes the background, organizational structure, funding, and expenditures for Hammons Student Center, as well as the steps needed to obtain an internship, what the internship will be like, how to get the most out of the internship, and contact information for key employees.</i>	Hammons Student Center,	Springfield, Missouri.	Fall 2001

# Bibliography of EM Internship Projects

- |           |         |                                                                                                                                                 |                                                                |                        |             |
|-----------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------|-------------|
| Williams, | Shelby. | <i>"Digital Press Kit" Details the process of creating a DPK to get the message out about who the Sports Commission is and what they do.</i>    | Greater Springfield Missouri Sports Commission and Foundation, | Springfield, Missouri. | Summer 2002 |
| Woodson,  | Toni.   | <i>"Internship Project" Documents the creation of a survey for clients to fill out after an event has taken place. Includes sample surveys.</i> | Clear Channel Entertainment,                                   | St. Louis, Missouri.   | Summer 2003 |