

WRITING & EDITORIAL INTERNSHIP PORTFOLIO- 2012



Directions: Please upload a cover letter, resume and your responses to the below exercises to Hallmark.com/Careers under the job posting for “Creative Summer Internships: Writing and Editorial” (click “Apply” on the posting page, then upload your documents under the “Resumes and Documents” section). *Recommendation letters and transcripts are **not** required at this time.*

Responses to exercises (#1-5) should be numbered and uploaded as a single, multipage Word document or PDF. Additional writing should be uploaded as a separate file. Personal website or blog links may also be included in the additional writing file.

1. Concepting

Editors and Writers at Hallmark are idea people. They’re often asked to come up with concepts for new products or new directions for existing products. This is your chance to create a new product (a group of cards or gifts or another type of product) and follow it from conception to retail display.

Please summarize the following:

- **Identify your market (who is it, how old, male/female, lifestyle(s), etc.)**
- **Briefly describe your new product, including a few specific examples of copy for it**
- **Give it a name**
- **Copy ideas and design descriptions for packaging, if needed**
- **Copy ideas and design direction for the retail display**

2. Writing (Verse)

Although rhymed and metered verse is one of the most familiar forms of social expression writing, it’s not easy. Finding new ways to convey universally specific sentiments—using fresh casual language and unexpected imagery—is part of the Hallmark writers’ challenge.

Just take a look at the following example:

Example

What did I do before you came along
with your fresh, for-real ways
and a spirit so strong?

You’re a fun, unpredictable
lifesaving blend of diva, amiga, and sister-girlfriend.

Write a serious rhymed and metered verse (12-16 lines) for one of the following:

- **A romantic relationship (new love, long-term commitment, etc.)**
- **Friendship (new, BFF, etc.)**

3. Writing (Short Prose)

Consumers frequently send us e-mails thanking us for providing the perfect message to help them begin, enhance, or mend relationships. Often that message is short prose, which may include one or more of the following: casual tone, word play, powerful imagery, fresh insight, humor, whimsy, and surprising (yet relevant) word choices.

Example

“Believe in a thousand impossible Things

You’ve never believed before.”

Example

“I trust you with my hair.

That’s real friendship.“

Write copy in short prose style for each of the following situations:

- **Missing a friend**
- **Encouraging a friend or relative going through a difficult time**

4. Understanding the Consumer.

At Hallmark, one of our goals is to provide a variety of products that meet a variety of consumers’ needs. Greeting cards, for example, provide a range of suitable messages for occasions ranging from celebrating the birth of a child to mourning the death of a grandparent. Increasingly, consumers are looking for authentic messages that “feel and sound like something I would say.” To help accomplish this, Hallmark writers and editors have to be able to research, get to know, and understand people who may be different from themselves, create from the heart, and match writing to specific needs.

Take a look at the following situations and consider each one individually. What elements from the lives or relationships of the people described can be incorporated into a message that will make it personal and accessible without overly limiting its use? What manners of speech are best suited in each case? Are there particular phrases or specific images that will make the message “sound like something I would say?” Please write an authentic message appropriate for each of the following situations.

1. Abby and Sarah have shared over 50 years of sisterhood. Abby still lives in the small town they where they grew up. Sarah moved to a large city in another state after attending college. Despite the fact that they live far from each other, they’ve maintained a close sisterly relationship through frequent phone calls and occasional visits. Both sisters have had their share of difficulties, and through them all they’ve been there for each other. Abby is fairly traditional while Sarah is more of a free spirit and they have come to respect and value each other’s choices. It is Abby’s birthday, and Sarah wants to give her sister a card that will please them both and let Abby know how grateful she is for Abby’s love and support.

2. Peter and Emily met two weeks ago at a college party. Since then, they’ve been connecting quite often (texting, cell, etc.). They haven’t had a real date yet or even an opportunity to talk in depth face to face. Peter really likes Emily and has said as much, but Emily has been fairly guarded about her feelings for him. Peter wants to send Emily a card to try to move the relationship to the next level.

3. Katie wants an Easter card for her very religious elderly uncle. They aren’t particularly close and know each other mainly from seeing each other at family gatherings. Recently, Katie’s learned a lot more about her uncle from her mother and has come to respect and admire him more than she ever could before. This Easter, she wants to honor their connection and let him know she’s thinking of him.

5. On your own.

Each Hallmark writer and editor brings to his or her work a new perspective, outlook, and style, which helps make our social expression products authentic and unique. And now that you've seen examples of the work we do (and written some of your own), we'd like to let you take the lead.

What new perspective, outlook, or style would you add to Hallmark?

Or you may choose from the following in your own style:

- **Something funny that happened to you**
- **Something interesting about you**
- **A description of a memorable “Hallmark moment”**
- **A poignant lesson learned**
- **A description of a favorite mentor**

6. Additional Writing – Include in a separate file.

Please include three to five writing samples (print and interactive)—poems, articles, essays, music reviews, excerpts from short stories, screenplays, scripts, advertising campaigns, marketing collateral, or any other recent work that you think will show us the full range of your talents. If you have a website with work you would like us to see, please include the url(s).