



Internships at Avalon Travel & Seal Press in Berkeley, California

For anyone interested in a publishing career, experience is a must. Avalon Travel, located in Berkeley, California, has a strong reputation for providing interns with the skills they need to build a career in the competitive field of book publishing. We offer a comfortable atmosphere in which the challenges of hard work and tight deadlines are met with enthusiasm. We seek interns who are both hardworking and fun, and who will welcome the opportunity to take on more significant responsibilities than those typically offered in internship programs.

Avalon Travel publishes several major travel guidebook series: Rick Steves; Moon, which includes Moon Handbooks, Moon Metro, Moon Outdoors, and Moon Living Abroad; The Dog Lover's Companion; the best-selling guidebook *Road Trip USA*; and individual travel titles.

Seal Press specializes in books by women writers, and has published groundbreaking books including *Cunt*, *Full Frontal Feminism*, *Hijas Americanas*, and *Egalia's Daughters*.

Position: Marketing & Publicity Intern

Reports to: Online Marketing Manager
Minimum number of hours/week: 16

Job summary:

The Marketing & Publicity intern is involved in a variety of marketing and publicity related projects, including writing press releases and galley letters, pitching both traditional and online media, writing copy, and doing web research. The intern will also be involved in administrative tasks such as review copy mailings, filing, and other projects as needed.

Specific Duties:

Duties may include, but are not limited to the following:

- Manage publicity and marketing mailings as requested
- Writing press materials including press releases and galley letters
- Helping with media follow-up calls and emails
- Monitoring the online clipping service, and recording and filing clips as they come in
- Sending out review copy requests as needed
- Requesting media kits and researching ad rates

Application Schedule:

Winter/Spring: Applications accepted November 15–January 15.
Summer: Applications accepted April 15–June 1.
Fall: Applications accepted June 15–September 1.

How Do I Apply?

If you'd like to apply for the available internship, please follow the instructions below:

- Send a RESUME and COVER LETTER, both as MICROSOFT WORD or PDF attachments, to internships@avalonpub.com. DO NOT send any other material or in any other form. Other materials will be discarded and other forms will not be opened.
- Please write the internship name in the subject of your email so we notice your inquiry faster.
- We do not accept phone calls concerning the internship program. Email with questions at internships@avalonpub.com. This is an UNPAID internship.

To learn more about Avalon Travel and Seal Press, please visit www.avalontravelbooks.com and www.sealpress.com.