



September 16-20, 2022
Pa Farm Show Complex, Harrisburg, Pa

DAIRY SHOW

& Premier National Junior Events

ALLAMERICANDAIRYSHOW.COM

**ALL-AMERICAN DAIRY SHOW, PREMIER NATIONAL JUNIOR EVENTS SEEKS PROMOTIONS
INTERN FOR 2023 SHOW**

Applications Being Accepted until May 15, 2023

Harrisburg, Pa. (April 19, 2023) – The All-American Dairy Show and Premier National Junior Events is seeking a Promotions Intern to work with the shows' advertising committee to provide journalistic coverage of the 2023 show through press releases, social media, and photography. Applications for the paid position will be accepted until May 15.

“We’re seeking a highly motivated individual with a passion for the dairy industry and dairy cattle exhibition to help promote the All-American prior to, during and after the show,” said All-American Dairy Show President, Michelle Cornman. “An understanding of how the All-American Dairy Show operates is a plus, but this paid intern will be working with our experienced volunteer advertising committee who are some of the best in the business.”

Intern expectations include:

- Work with the advertising committee to write press releases and send to dairy publications before, during and after the show (ex: Farmshine, Lancaster Farming, Cowsmopolitan, Dairy Agenda Today, Pennsylvania Agriculture Department Communications Office, among others). Coordinate press releases with show advertisement placement for optimal impact.
- Be onsite and “cover” the All-American Dairy Show and Premier National Junior Events from September 16-20, 2023, at the Pennsylvania Farm Show Complex & Expo Center.
- Create social media content to promote event certain events such the Showmanship Contest, judging contest, award winners, sponsor recognition, etc., as well as the overall show.
- Work with Sponsorship Coordinator to create, schedule and post sponsorship recognition on the show’s Facebook page.
- During the show – cover each major event/award presentation by taking photos, writing and submitting press releases.
- Write detailed story of the All-American Dairy Show intern experience and submit to dairy publications.
- Work with advertising committee to post content on all social media outlets such as Facebook YouTube, Instagram, TikTok, etc.

