Direct mail industry begins intern program

Minority students from colleges across the country will be able to explore career opportunities in the rapidly growing $87 - billion direct marketing field through an industry - sponsored internship program, according to Richard L. Montesi, president, Direct Mail Marketing Educational Foundation.

Starting in June 1981, twelve minority students will intern for eight weeks at New York metropolitan area direct marketing firms.

The students' transportation to and from New York, room - and - board for two months, and a $200 - per - week stipent will be underwritten by the direct marketing firms participating in the DMMEF program.

In addition to on - the - job experience, the interns will benefit from a series of orientation and general meetings where they will discuss direct marketing with experienced professionals in the field.

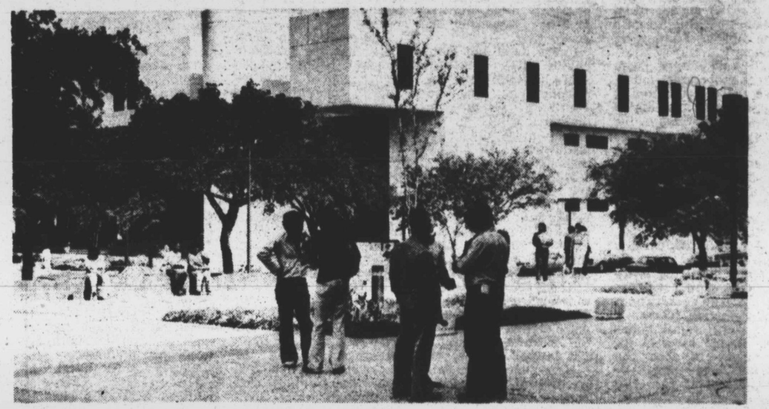
DMMEF internships are open to any racial minority student who has completed at least his or her junior year.

There are no requirements for degree specialization, although demonstrated interest in or preparation for a direct marketing career will be considered in selecting interns.

Applications for the program should be made through college placement officers and marketing - journalism professors who will be sent full information and applications in December.

The Direct mail Marketing Educational Foundation seeks to improve the scope and quality of direct mail and direct marketing education in colleges and universities and to encourage students to consider careers in the industry.

Established in 1965, the Foundation conducts semi - annual Career Days and Direct Marketing Institutes where hundreds of college students learn about direct marketing. Its offices are at 6 East 43rd Street, New York, N.Y. 10017.



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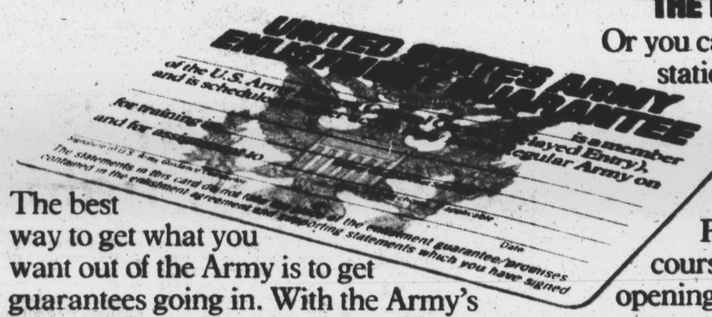

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