

## **Asatte Press Spring 2012 Internships Concept**

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## Overview

### Introduction

Asatte Press is offering three fourteen-week internship positions for the Spring 2012 semester:

1. **IT Internship** – The IT intern will have the opportunity to help us build out our software development environment and web site. The IT intern will write the initial draft of the Asatte Press IT operations manual.
2. **Publicity and Advertising Internship** – The Publicity and Advertising intern will play a key role in helping us figure out how to go to market. Given a very limited budget, how do we get our products noticed in the marketplace? What are the most cost effective venues for us to do direct promotional sales? The Publicity and Advertising intern will write the initial draft of the Asatte Press publicity and advertising strategy.
3. **Promotional Product Design Internship** – The Promotional Product Design intern will start with a very small target budget and work with suppliers to put together several promotional products for us to sell in conjunction with our books and software. This is a position for a graphics or art student who would like to get a more detailed feel for what it takes to actually put a real product on the market. The Promotional Product Design intern will write the initial draft of the Asatte Press product development manual.

### Hours and Pay

1. **Hours Per Week** – Each intern will work between 8 and 15 hours per week. This arrangement will allow for some flexibility during mid-term exams and the like. However, Asatte Press expects all interns to commit to a minimum of 8 hours for week. Conversely, Asatte Press will not pay for more than 15 hours per week.
2. **Salary:** \$15/hour
3. **Benefits:** No benefits other than salary.

### Term of the Internships

The internships will run for fourteen weeks. The term is designed to avoid the hectic first week of classes as well as finals.

- **First Day** – The internships will begin on Friday, 27 January 2012. All interns will be expected to come to our office (see below) for orientation at 3:00 PM on this day.
- **Last Day** – The internships will end on Friday, 4 May 2012. All interns will be expected to come to our office for a wrap-up session from 3:00 PM to 5:00 PM on this day.
- **Spring Break** – Interns will be free to work or not work during Spring Break.

## Location of Our Office

We are a boot-strapping, “Mom and Pop” start up (literally) and our currently working from our residence at 7307 Rain Creek Parkway. We have a very nice spacious dining room which we don’t use on a daily basis. This will be “the office” and will be similar to working in a nice conference room.

## Work Schedule and Location

1. Interns are free to work between 8 and 15 hours per week as mentioned above.
2. Each intern should come to the initial orientation on January 27th with a planned weekly schedule of work hours. During the orientation, we will discuss the schedule and adjust it as needed to be mutually convenient.
3. Each intern’s schedule should include at least the hours of 3:00PM to 5:00PM on Fridays at our office so we can have a weekly one on one discussion and a team meeting.
4. Interns should plan to work the initial week starting January 30<sup>th</sup> at our office so facilitate question and answer.
5. From the second week onward, other than the Friday afternoon meetings, interns are free to work at our office or remotely. We will be experimenting with an instant messaging system so that we can be online to answer questions during scheduled work times.

## What Interns Have to Provide

1. **Energy and Enthusiasm** – This is not a burger flipping job. Any candidate that is merely looking for a paid-by-the-hour burger flipping job should apply at MacDonalds.
2. **Notebook Computer** – Interns will need to provide a working notebook computer. Either an Apple or Windows computer should be fine (we use both). Your computer will need a legal copy of Microsoft Office 2007 or later on it so that you can collaborate and share documents. Linux computers will not be adequate because current open source alternatives to Microsoft Office do not offer a high enough level of interoperability with Office 2007 to allow smooth collaboration.
3. **Transportation** – Interns will need to be able to get themselves back and forth to our office.
4. **Bank Account** – Interns must have a valid Texas bank account for salary deposits.

## What We Will Provide

1. **E-Mail** – we will provide a [Jane.Doe@AsattePress.com](mailto:Jane.Doe@AsattePress.com) e-mail account that is web hosted and accessible for each intern.
2. **Telephone** – we will provide a prepaid cellphone for each intern. Asatte Press will pay all the charges for the cellphone. Each cellphone will also be assigned as an “extension number” off of our main 888 number which is hosted by RingCentral.
3. **Business Cards** – we will provide Asatte Press business cards for each intern.

This arrangement will allow each intern to operate and communicate with the rest of the world as an Asatte Press employee for the duration of the internship.

## Requirements for All Candidates

The following requirements are mandatory for all three candidates:

1. **Permission to work in the United States** – All candidates must either be United States citizens or have the appropriate permission to work
2. **Written Communication Skills** – We are a publishing company. If you are allergic to writing, these positions are not for you. Of course, we recognize that we are hiring students whose skills writing skills may still be developing. We are also willing to work with students who are not native speakers of English. Nevertheless, the written documents are a key deliverable for each intern. We will expect interns to produce outlines and drafts throughout the internship. These will be reviewed and marked up with a goal of producing high-quality documents by the end of the internship.

## **A Bit More About Asatte Press**

### **How Big a Company Are We?**

We are tiny. We have exactly two employees currently. Our management team is the entire company. Our management team biographies can be viewed at:

<http://AsattePress.com/Management/Management.html>

### **What Kind of Products Do We Make?**

Asatte Press is an information products company. Our mission is to provide books, software, content and tools that enable customers to enhance personal skills. Examples of such skills include:

1. Mixing the perfect martini.
2. Doing business in China
3. Reading Japanese
4. Finding a job
5. Writing a coherent academic paper.

The media for delivering this information include:

1. Traditional printed books
2. Supporting materials such as physical flashcards
3. Mobile applications
4. Social media applications
5. Specialized web commerce applications and stores for focused customer segments.
6. Seminars that deliver the information, provide motivation, and help to promote the other products.
7. Selected promotional products and accessories to enhance the customer enjoyment of the learning process.

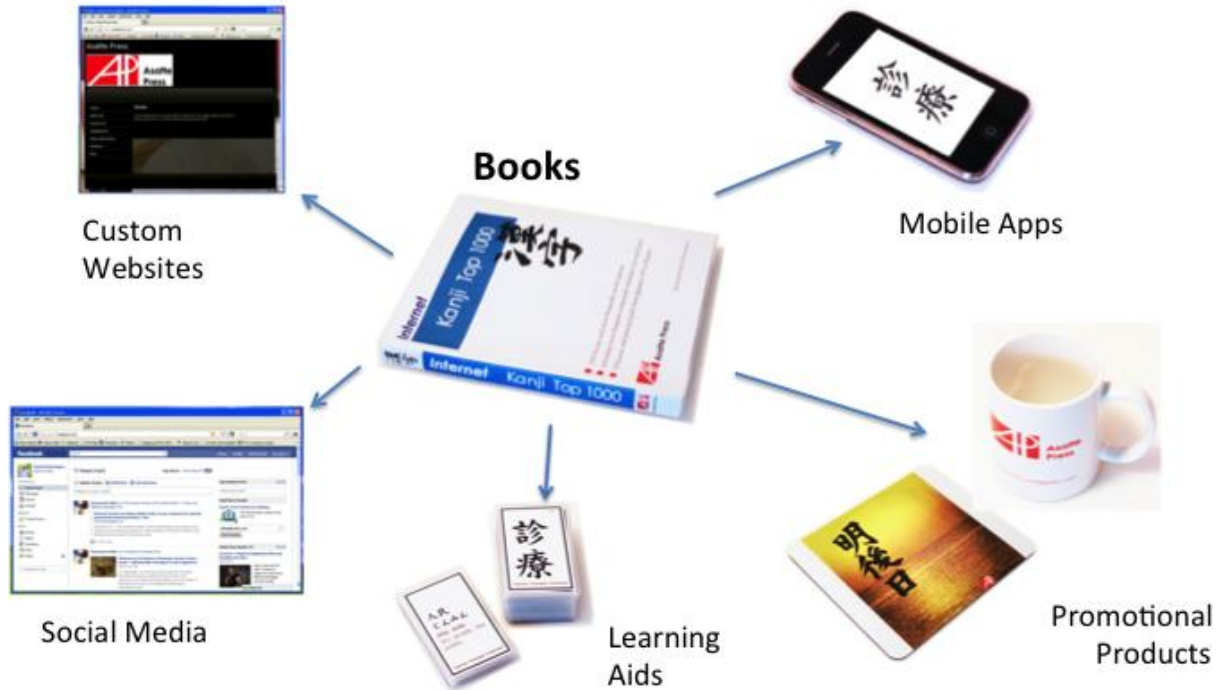


Figure 1 - Integrated Product Approach

Within each product line, individual products consist of integrated, but modular components. For example, one of our first products will be a book to help students independently study Chinese Characters. The components of the product will be expanded over time to include:

1. The book on the first 500 characters
2. Physical flashcards for those 500 characters.
3. Packages of paper practice sheets for those 500 characters.
4. iPhone and Android practice applications for those 500 characters
5. Facebook practice application for those 500 characters
6. Social media application to help students find practice partners.
7. Promotional items such as tee shirts and mouse pads.
8. All of the above for characters 501 to 1000, 1001 to 1500 and so on.

## What Are Our Business Goals for Spring 2012?

During the Spring of 2012 we will be bringing out our first core book for our first product line. That book will be titled: “Systematic Martini Mixing” and will focus on the detailed technical skills necessary to mix the perfect martini. This book will be designed and written for engineers and other highly technical readers who are enjoy learning things from high quality technical manuals of the type produced by O’Reilly Media.

[\(http://oreilly.com/\)](http://oreilly.com/)

The martini book in the Spring will be followed by a related social networking software application in the summer. Mobile applications to link to the social network are envisioned for late 2012.

Later in the Spring we will also be laying the foundation for a Business Chinese textbook and related applications. These will probably be produced during the summer with a goal of having a product ready for field trials during Fall Semester 2012.

Needless to say, all three internships are aimed at supporting these goals:

1. **IT Internship** – The IT intern be building out the fundamental IT infrastructure for the development of the software products and deployment of the social network.
2. **Publicity and Advertising Internship** – The Publicity and Advertising intern will be figuring out the approach, strategy and timing for generating market awareness and excitement around these initial products.
3. **Promotional Product Design Internship** – The Promotional Product Design intern will be making an initial set of eye-catching and interesting products that we can use to get attention at fairs and tradeshow where we setup booths to sell and promote our products. This intern will also be fleshing out our checklist process, ie: what are all the little parts and pieces that have to get produced for every product? (brochures, user manuals, packing boxes, bar code labels, press releases, cost estimates, etc...)

## The IT Internship

### Activities

We have enough IT needs to keep an army of IT interns busy for several years. Furthermore, it is notoriously difficult to predict the duration of IT projects. As such, the IT intern will have three activity streams:

1. **Support the other two Interns** – Help the other two interns post product announcements and similar information to our web sites. Also, help them learn to use the source code control system (see new IT function below).
2. **New IT function** – Start attacking the new IT functions we need from the list below.
3. **Asatte Press IT Operations Manual** - How do we setup a new employee? How do we clean up after an employee who has left? What sort of backups should we make? Who are our IT service suppliers? What is our IT cost structure?

Here is the initial list of new IT functions we need. These can be attacked as time allows in priority order:

1. **Document Control System** – The first order of business will be to setup a server to run Subversion for everyone else. We are already using GoDaddy.com for blogs and Network Solutions for the website. We will want to pick a new vendor to run this server. Determine the requirements for the server. Draft a target Subversion project structure. Find open source clients for Windows and Mac for non-technical users. Evaluate and select hosting vendor. Do the initial setup of the server. Do the initial loading of existing files (our website for example). Train the other employees on using the system. Document.
2. **Hosted Store System** – We already are setup on Amazon Seller Central. However, Amazon will not be able to meet all of our needs. We also want to setup an Asatte Press Web Store. We will want to use a full service hosted store vendor such as Volusion or BigCommerce. We also need a remote credit card charging solution. Determine requirements. Investigate potential vendors. Select. Implement. Document.
3. **Requirements/Defect Tracking System** – We need to setup Bugzilla or something similar to track defects and product requirements.
4. **User Support Functions** - We need to add some sort of user comment forum capability to our web site. This step involves setting up the ability for customers to create a profile on our web site as well as an underlying database application to manage the discussion forum. Some sort of systematic interface to the defect tracking system would be desirable as well.
5. **XML Authoring Tools** – Our books will be edited entirely with open standard XML tools. The full tool chain to generate a complex publication like a book with professional graphics, indices, table of contents, covers and so on is quite intricate. We will need to setup a production build system for the PDF files which we send to the printing company.
6. **Web Site Enhancements** – Our current website looks quite simple, but is implemented using the latest HTML5 and CSS3 coding standards. Nevertheless, there are any number of further enhancements that are needed. One of the first is to setup an Apache Ant based build system to

Minimize the HTML and Javascript code. Our Google Analytics implementation could use further tuning. We could also use some snappier features such as moving banners or advertising images.

However, beyond these direct activities, one of the most interesting areas of research for the IT intern is to help define both the function and implementation strategy for our forthcoming social networking products.

## Learning Objectives

The IT intern will have two main learning objectives.

1. **Hands On Practice** – This is an unusual opportunity for a student to setup a real system from scratch. Students who work for a larger company will rarely get a chance to do a full implementation. Larger companies will constrain a student to simple data entry activities or minor polishing of a system.
2. **Scaling Strategy** – We have two employees now. We are about to add three interns. We want to be able to grow to a few hundred in a few years. We want to be fully virtualized and not waste money on our own servers. How do we do it? The IT intern will be on the front line of figuring out how to make this work.

## What Kind of Student Are We Looking For?

Unlike some companies, we are willing to consider a wide range of candidates. Asatte Press believes in training and does not believe in rigidly over-specifying positions.

That having been said, candidates have to have at least some minimum experience and competence in practical IT operations. For example, some experience installing operating systems on PCs, setting up web sites, doing simple multi-user administration, and writing simple scripts would be helpful.

Probably the best candidate would be someone doing a business degree with a specialization in IT. Some programming skill would be helpful, but we are not writing compilers for parallel Turing machines here. More important is a student who has a strong interest in the problem of managing complex business IT operations.

We would also consider a Computer Science student with the caveat that the emphasis is on true software engineering. I.e: the stuff has to work. It has to work reliably. It has to be cheap. It has to be easy to use. Someone who is fascinated with the idea of re-implementing Apache in LISP will not be a good fit.

Finally, we will consider an Engineering, Math, Physics, Natural Science or in fact any other kind of student who has some sort of compelling real experience in setting up web systems and a strong desire to learn how to implement scalable, repeatable, reliable, software systems.

## How to Apply

Students who are interested in applying for this position should sent an e-mail with the subject line “IT Internship” to [Info@AsattePress.com](mailto:Info@AsattePress.com). The e-mail should have the following attachments:

1. **Simple Resume** – don’t worry too much about the format. One page should be fine. Just cover the basics like your name, contact information, what degree you are pursuing, what relevant courses you have taken and so on. Please be sure to include a confirmation that you have permission to work in the United States.

2. **Experience and Interest** – Please provide a separate document explaining what experience you have had so far and what you hope to get out the internship. Don't worry; we understand that we are hiring students. Setting up a website for your girl scout troop counts. So does helping your uncle migrate from a 20-year-old DOC PC to a new Windows 7 machine.
3. **Sample Research Paper** – Please send a paper that you have written for a class. Any topic is OK. Please send something you are proud of.

## The Publicity and Advertising Internship

### Activities

The Publicity and Advertising intern must be someone who is looking for a challenge. We are not promoting a local carwash here. This is not a matter of handing out coupons for a sandwich shop. The problem at hand is the core social media internet problem: How do you get attention?

Furthermore, we don't have the luxury of pouring a million dollars of venture capital money on the problem. Every ounce of cleverness and resourcefulness will be required.

1. How do we build the buzz for a new social networking product? Timing is critical. Build the buzz too soon and it will fall flat. Build it too late and early users will be disappointed to find a "nobody there" social media site. Even worse, we can't afford to pour oceans of money on the problem.
2. How do we build alliances? Local Austin brewers? Teachers associations for the language products?
3. What is our age demographic? Can we get mature Martini drinkers to virally spread information? If not, can we get younger more gregarious users to pay attention?
4. How do we get opinion leaders like GQ Magazine to pay attention to us?
5. How do we build the PR platform of Asatte Press and its founders? That is, publications and social media are a giant spin game. There really isn't a separation between the product and the personalities involved. Promoting the story of the company and its founders is part of the challenge.
6. How do we do direct sales? What festivals and tradeshowes can we go to? Which ones are most cost effective? What works at an in-person event?
7. How do you build a quality following for a blog that does not involve cute kittens, post-partum depressed mothers, or frothing political rants?

The Publicity and Advertising intern will drive initial tests of online publicity strategy, help develop and test our initial direct sales approach and write the initial draft of the Asatte Press publicity and advertising strategy.

### Learning Objectives

The IT intern will have two main learning objectives.

1. **Hands On Practice** – This is an unusual opportunity for a student to setup a real PR and advertising strategy from scratch. Students who work for a larger company will rarely get a chance to do a full strategy from scratch. Larger companies will constrain a student to rather simple tasks or even simple sales.
2. **Scaling Strategy** – We have two employees now. We have one coffee mug for sale. We want to scale this over the next three to five years to hundreds of products and dozens of similar web sites. How do we boot strap so that incoming revenue funds growth? How do we make maximum leverage of free "viral" social promotion effects? If we have to spend money, what is the very largest impact we can get for the very smallest expenditure?

## What Kind of Student Are We Looking For?

Our ideal student would be in the School of Communications pursuing a career either in advertising or public relations. Business students with a strong interest in marketing could do well in this position as well. Finally, we will consider students in other fields such as Political Science that have some sort of compelling previous experience and/or concept of how to make this work.

## How to Apply

Students who are interested in applying for this position should send an e-mail with the subject line “Publicity and Advertising Internship” to [Info@AsattePress.com](mailto:Info@AsattePress.com). The e-mail should have the following attachments:

1. **Simple Resume** – don’t worry too much about the format. One page should be fine. Just cover the basics like your name, contact information, what degree you are pursuing, what relevant courses you have taken and so on. Please be sure to include a confirmation that you have permission to work in the United States.
2. **Experience and Interest** – Please provide a separate document explaining what experience you have had so far and what you hope to get out of the internship. Do you have any specific ideas about how to attack the challenge? Don’t worry; we understand that we are hiring students. Fund raising for your girl scout troop counts. So does managing the campaign for someone who successfully ran for president of your high school’s student body.
3. **Sample Research Paper** – Please send a paper that you have written for a class. Any topic is OK. Please send something you are proud of.

## The Promotional Product Design Internship

### Activities

The Promotional Product Design intern has the most straightforward objectives.

1. **Produce Promotional Products** – The intern will start with a target budget of \$1000 and develop four or five promotional products. This budget needs to cover the initial production samples, printing, packaging, photographs, brochure printing and so on. In short, the intern needs to do everything necessary to get these products onto our web store (and/or Amazon) and ready to ship. The products need to be provocative and interesting. When visitors to an international book fair walk by our booth, these products need to stand out from the ocean of books in the surrounding booths and get attention. The products have to be affordable (but not cheap) and of a high quality. One of the products will be Asatte Press shirts for our team. Other products can be anything we can sell, for example: martini glasses, golf tees, posters, whatever works – the goal is to get the maximum effect from the \$1000.
2. **Asatte Press Product Development Manual** – The products are simple. The process is not. Even a coffee mug has dozens of collateral items that need to be developed in order to put it on the market. How much does it cost? How heavy is it? How do we package it? What does the User Manual look like? What about a press release? What are the requirements for the JPEG image files of the product for the web store? For Amazon? For the product brochure? The intern will write the first draft of the process manual that nails down all the different things that have to be done to put an Asatte Press product on the market.

### Learning Goals

The Promotional Product Design intern will have two main learning objectives.

1. **Hands On Practice** – The intern will have an opportunity to produce art/graphics products in several different media: clothing, posters (?) dining ware(?) dog leashes (?)
2. **Real World Business** – The intern will get an in-depth introduction to the nuts and bolts of producing and marketing a product. The intern will also get an introduction to the problem of defining a repeatable production process – the core of every business from a fine dining restaurant to an architectural consulting firm.

### What Kind of Student Are We Looking For?

We definitely want someone who has some art skill. For these products to be effective, they have to be interesting and appealing. Physical design and aesthetics are critical. That having been said, we can imagine a wide variety of students who might be successful in this role. Graphics/Arts students are an obvious choice. So are students in the Textile and Apparel program. Architecture students could be of interest. Music students might work as well.

That having been said, we need students with strong interest and motivation in real-world success. Analyzing product costs are an important part of the activity. We don't need calculus skills, but students who can't balance their checkbook or are terrified of Microsoft Excel will not be successful. Disciplined work habits and written communication skills are also key.

### How to Apply

Students who are interested in applying for this position should send an e-mail with the subject line "Promotional Product Design Internship" to [Info@AsattePress.com](mailto:Info@AsattePress.com). The e-mail should have the following attachments:

1. **Simple Resume** – don't worry too much about the format. One page should be fine. Just cover the basics like your name, contact information, what degree you are pursuing, what relevant courses you have taken and so on. Please be sure to include a confirmation that you have permission to work in the United States.
2. **Experience and Interest** – Please provide a separate document explaining what experience you have had so far and what you hope to get out of the internship. Do you have any specific ideas about potential interesting products? Don't worry; we understand that we are hiring students. Designing shirts for your softball team counts. So does calculating the break-even price for a hamburger at your uncle's cafe.
3. **Sample Research Paper** – Please send a paper that you have written for a class. Any topic is OK. Please send something you are proud of.
4. **Art Portfolio** - Please send an image, a PDF file, a pointer to a web site, or some other example of your previous art, music, graphical design or similar.