

— AMERICA'S NEXT GREAT —  
**INTERN**

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by RUBIN

**2025 Instructions for Rubin's  
America's Next Great Intern contest**

RUBIN  
PROPEL



**Category 1: Email Etiquette**

Interns must know how to write professional emails with proper grammar, punctuation and use of language. Employers need to trust that an intern can write a message appropriately on behalf of the business or organization.

## Instructions

Read the scenario below. Then you will write an email based on the scenario using the **Rubin Propel** email etiquette tool.

### *Scenario: Applying for a summer internship*

A friend sent you a flyer about a summer internship at the local veterinary hospital. The flyer includes the following information:

**Do you want to spend your summer around animals? CBK Veterinary Hospital offers a month-long summer internship to two high school students. The internship runs from June 30th - July 31st.**

**If interested, please email Mr. Joe Richards for more information at [jrichards@cbkvet.com](mailto:jrichards@cbkvet.com).**

### *What to do next*

Compose an email to apply for the fictitious internship. To write the email, [visit this page and use Rubin Propel](#). Enter the password **intern**.

After you enter the password, jump to Step 2 on the page and build your email with the boxes provided. *In the "Provide supporting information" box, give 1-2 details about your interests, hobbies, clubs or extracurricular activities.* Once you complete all boxes, click "Review my email."

Move to Step 3 and observe any green light bulbs on the right side. Click on the light bulbs, read the suggestions and edit your work in the boxes on the left side of the page.

Click the "Re-analyze" button as needed to see if you have corrected the issues.

Once you finish revising your email, copy and paste the email to the contest submission form.



## Category 2: Research and Critical Thinking

Interns must know how to research a business or organization and prepare questions about the work that goes on every day. Employers like to see that interns are curious, use critical thinking and want to understand the work environment.

### Instructions

You will watch sample videos from **Rubin Aspire**, a library of career exploration videos. The person in the Aspire videos is Michele DeMaio, an Amazon advertising executive who works in the company's East Coast headquarters outside of Washington, DC.

After you watch the videos, you will develop **two questions** to ask Michele about his job if you interned on his team.

*Note: The short videos start and end at designated times. You do NOT need to watch the entire conversation.*

- [Michele's introduction](#)

- [How does Michele manage clients for Amazon advertising?](#)
- [What is the Amazon Advertising Executive program?](#)
- [What kinds of skills are required to work for Amazon?](#)

Develop **two questions** based on Michele's answers. What do you want to learn more about? What questions would impress Michele?

Put your two questions in the contest submission form where directed.



## **Category 3: Ethical Dilemma**

Finally, an intern must know how to act in the face of a difficult decision or ethical challenge.

### **Instructions**

Read the sample ethical dilemma from Rubin Emerge, a library of employability skills activities. You will then provide a response as to how you would act in the situation.

### *Scenario*

You are helping your boss at a summer internship on a time-sensitive proposal for new business. Your team must submit the proposal to the potential client by 5 p.m. on Friday, May 6.

On May 6 at 3 p.m., your boss tells you he needs to run to a doctor's appointment but expects to be back by 4:30 p.m. with enough time to do a final review of the proposal and submit.

By 4:30 p.m., the boss has not returned, and he also is not answering his phone or emails. Then, it's 4:40 p.m. Suddenly, it's 4:50 p.m.

With only ten minutes to spare, you are the only person in the office who can make decisions on the proposal.

***As the time ticks down, do you submit the proposal or let the clock strike 5 p.m. and not send it off?***

In your answer, you must provide your decision and the reason *why* you made the decision. Put your answer in the contest submission form where directed.