



**International Dairy Foods Association**

Milk Industry Foundation

National Cheese Institute

International Ice Cream Association

August 1, 2013

Ms. Julie S. Gowin  
Outreach Coordinator  
Department of Communications  
R2130 Skinner Building  
College Park, MD 20742

Dear Julie:

We thoroughly enjoyed having Justine Hong work for IDFA this summer as a communications intern. She brought a great set of skills and abilities to our promotion and communications efforts, especially in social media, and she approached each project with a professionalism and level of maturity that was exceptional.

IDFA is a trade organization with member companies, not individual members, so our communication efforts are mostly business to business. Justine quickly learned the difference between speaking directly to members and reaching out to consumers on our social media platforms. She also learned the nuances of reviewing the photos or videos before posting to make sure they represent a balance of brands and products from members and non-members and they promote healthy ingredients, not raw milk, which can be dangerous.

Justine was a key member of the IDFA communications team that roamed the halls of the Capitol Building during our member Legislative Fly-In, June 19-20. She snapped photos of the CEOs as they arrived to meet with their state legislators and posted updates on social media sites in real time.

She also did a stellar job researching and revising our ice cream media kit, which we provided to reporters at the Capitol Hill Ice Cream Party, June 20. During the party, she became our official videographer and captured fun footage that she edited and set to music, then posted to our YouTube channel. She added several creative touches, such as speeding up time for face painting, that added great variety and depth.

Promoting ice cream during National Ice Cream Month was the main goal of the internship, and Justine worked closely with IDFA's communications team to devise a strategic communications and promotion plan for the month of July. She suggested several ideas and tactics and implemented them with excellent follow through. Here are a few examples.

- She recommended an Instagram ice cream photo contest, then created a PDF and Instagram header to promote it;
- She created and populated a Pinterest board for ice cream; and
- She kept the social media conversation going on her days off by using Hoot Suite to schedule tweets.





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We aimed to promote the fun and enjoyment associated with eating ice cream, gaining positive recognition for a product that some view as too high in fat, sugar or calories. We also wanted to share that there are many ice cream and frozen dessert options to fit a variety of diets. We're very pleased with our success, which we measure in quantity and quality of coverage and conversations. Justine played a big part in helping us to reach this success. Here are a few of the highlights:

- The Washington Post featured several photos from our Ice Cream Party [http://www.washingtonpost.com/local/congress-members-reach-bipartisan-agreement--they-like-ice-cream/2013/06/20/ca1efa52-d9f7-11e2-a9f2-42ee3912ae0e\\_gallery.html#photo=1](http://www.washingtonpost.com/local/congress-members-reach-bipartisan-agreement--they-like-ice-cream/2013/06/20/ca1efa52-d9f7-11e2-a9f2-42ee3912ae0e_gallery.html#photo=1) and ran a full-page infographic on ice cream, using many facts we provided in our media kit <http://apps.washingtonpost.com/g/page/lifestyle/ice-cream-heres-the-scoop/286/>.
- On Twitter, @WhiteHouse featured a photo of President Obama eating ice cream and wishing the country a "Happy National Ice Cream Day" on July 21. <https://twitter.com/whitehouse/status/359033926309801984/photo/1>
- The TODAY Show contacted us and ran a positive feature on ice cream and National Ice Cream Month. <http://www.today.com/video/today/52597013#52597013>
- The Instagram contest drew several entries and two fun winning photos, which were selected by number of likes.
- Through Google alerts, we counted hundreds of positive mentions of ice cream and National Ice Cream Month in national and regional media outlets.

In just two months, it was easy to see that Justine has several attributes that will make her a leading candidate for future positions. Her writing and editing skills are excellent, and she works quickly and independently with great attention to detail. She's an eager learner who exhibits strong confidence in her abilities and ideas, which were very creative. I especially appreciated how she searched promotions and techniques used by others for ideas and found innovative ways to incorporate them into our efforts.

No job was too big or too small; she took on each task with enthusiasm and frequently surprised us with her efficiency and insight. We definitely will be sorry to see her go!

We hope to have the opportunity to work with other interns from the University of Maryland's Department of Communications, so I will stay in touch. Thank you for your help.

Sincerely,

Marti Pupillo

Director of Communications