

McKenzi Loid Memorial Internship

Bowling Green High School Journalism Department



ABOUT THE POSITION:

Through a private donation in memory of BGHS and WKU PR alumna McKenzie Loid, the Bowling Green Independent School District Foundation, Inc. has created a paid internship for one Western Kentucky University Public Relations student per semester (spring and fall) beginning in the Spring of 2018.



The WKU PR student will work directly with the BGHS Journalism Department to develop and implement a public relations campaign, based on current events and/or local awareness initiatives. The goal of the program is to expand the BGHS journalism program, providing knowledge of public relations principles, and hands-on professional experience to a future PR professional. The student intern will help lead the campaign and develop content suitable for a PR portfolio, while reporting to Bowling Green High School journalism teacher and student newspaper advisor, Lindsey Houchin. Bowling Green Independent Schools Director of Communications, Leslie McCoy, APR, will also serve as a mentor.

The intern is expected to be on site at BGHS 16 hours per week during the WKU semester, and available to meet at least twice per week during the BGHS Journalism Class (MWF 10:30 - 11:25 and TR 10:20 - 11:10).

The internship meets the requirements for WKU course credit and is a paid position (\$1,000 per semester).

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Collaborate with BGHS student journalists and *Purple Gem* advisor, Lindsey Houchin, to determine a timely, relevant awareness campaign goal, based on current events;
- Develop a comprehensive public relations plan, including research, planning, implementation, and evaluation.

SKILLS REQUIRED:

- Ability to collaborate with both adult mentors and high school students;
- Ability to learn quickly and work independently;
- Knowledge of both traditional and social media;
- Excellent organization, communication, writing and problem solving skills;
- Excellent follow through with projects, while also keeping appropriate team members informed;
- Demonstrated interest in (or pulse on) current events and/or local awareness.

QUALIFICATIONS:

- A Western Kentucky University student pursuing a bachelor's degree in Public Relations;
- Excellent time-management skills;
- Strong communication skills: written, verbal, and interpersonal;
- At least three letters of recommendation from either WKU faculty/staff and/or current/former employer;
- Must pass a background check.

Interested students may apply online at www.bgreen.kyschools.us/employment. Deadline: November 15, 2017.