LSU College of Agriculture/ LSU AgCenter Communication Internship

This internship will provide hands-on experience in public relations in an academic setting. The intern will gain valuable communications knowledge he or she can leverage when entering the workforce. The intern will work with both the LSU College of Agriculture and AgCenter communications team, with the LSU College of Agriculture providing oversight and direction.

Qualifications

1. Minimum qualifications: Rising juniors and seniors from LSU and partner institutions studying mass communication, public relations, journalism, agricultural communications, agricultural education or related field with at least a 3.0 GPA are most competitive. Second-year students and those with a minimum 2.5 GPA are also eligible and encouraged to apply.

2. Preferred qualifications: Demonstrate an understanding of public relations and news principles, how to use social media as a promotional tool, basic graphic design and photography skills, and have some web development experience. Have strong writing and editing skills. Video production experience is preferred, but not necessary.

Primary Contact: Tobie Blanchard, assistant director, LSU AgCenter Communications and communications coordinator, LSU College of Agriculture.

News and Social Media/LSU AgCenter and College of Agriculture
Weeks 1-5 – Tobie Blanchard
Written Communications:
- Write for website, social media, e-newsletters
- Write news releases
- Write for promotional material
- Write for College of Ag and AgCenter publications
- Set up and conduct in person or written interviews
- Help plan social media strategies
- Post across social media platforms
- Cover events for social media
- Monitor College of Ag and AgCenter social media accounts
- Monitor and engage with accounts we follow
- Assist with the maintenance of the College of Ag’s website
- Develop web content
- Photography for events, news releases and marketing material

Marketing and Public Relations
Weeks 6-10 Elma Sue McCallum
- Work with design team to learn graphic design tools
- Create online graphics
• Assist with publication editing
• Assist with photo archiving
• Online store maintenance

Success Measures
• Intern will meet regularly with Tobie Blanchard to gauge success, discuss any concerns, issues.
• Intern will complete an exit interview and conduct a presentation on their experience.
• Intern will complete intern course in their respective department if applicable.

Mentors
Tobie Blanchard is the assistant director of LSU AgCenter Communications over news and media relations and is the communications coordinator for the LSU College of Agriculture. Through her role, she tells the stories of agriculture and highlights achievements of students, faculty and alumni. She works with student workers and manages communications interns.

Elma Sue McCallum is the assistant director of LSU AgCenter Communications. Over the past 20 years, McCallum has worked with undergraduates who are employed as designers and marketing assistants. They have produced layouts for publications, displays and brochures and have worked on a retail database, website updates and order fulfillments.