

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, Director, LSU AgCenter Communications and Public Relations. Annabelle Lang, communications coordinator, LSU College of Agriculture

News and Social Media/LSU AgCenter and College of Agriculture

Weeks 1-5 – Tobie Blanchard

Week 6-10 – Annabelle Lang

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

Success Measures

- Intern will meet regularly with mentors 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 director of LSU AgCenter Communications over news and media relations. 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.

Annabelle Lang is the communications coordinator for the LSU College of Agriculture. Through her role, she is responsible for telling the story of student, faculty and alumni within the college and highlighting the college's achievements. She works with a team of student workers and manages communications internships.