



BPS Marketing Public Relations Internship Spring

Build a Portfolio in a Semester

- OK, so technically that isn't what the BPS in BPS Marketing stands for, but it's our promise to you. If you accept our internship, we will see to it that you will be challenged mentally, rewarded experientially, and leave with a portfolio to be proud of!

Work Directly with Clients * Walk Away with Real Agency Experience

You will help with planning, publicizing and promoting for the following clients and events...

- American Dairy Assoc. of Indiana
- Eagle Creek Park Foundation
- Marion County Fair
- Indiana Wines
- Juncos Racing
- Suburban Indy Home & Outdoor Living Show
- Connecticut Flower & Garden Show
- Northeast Fishing & Hunting Show
- Ft. Wayne Home & Garden Show
- IndyVet Emergency & Specialty Hospital

Here's a rundown of how your internship will go...

- You will have an opportunity to earn a \$250 per month stipend, based on performance.
- You will help us write, edit and service news releases to/for publications.
- You will learn how to establish media relationships and arrange for client interviews, establish promotional partnerships, pitch to media and negotiate for media exchanges.
- You will learn how to plan, promote and execute client events.
- You will gain knowledge of the everyday workings of a full-service creative agency – you may even be able to help with design, production and/or sponsorship sales.

The internship period would be roughly early January - early May with a rare evening or weekend. Intern should be available at least 3 days a week (20+ hours per week).

Qualities and skills we're looking for...

- Knowledge of AP writing style
- Extra-curricular PR experiences
- A solid written portfolio
- Strong written and communication skills
- Ambitious, positive attitude
- Detail-oriented, organized and ability to multi-task
- Concise persuasive writing, editing, proofreading skills

Finally, we'd like to leave you with a note from a former intern...

"My internship with BPS Marketing was one of the most rewarding experiences I've had. Not only did I learn PR from talented people that had a lot to share, I was treated as an equal part of the team. Even when I made mistakes, it was used as a learning experience. The staff of BPS went out of their way to make me feel at home and wasted no time starting me on summer long projects. Watching something go from an idea to an event that takes place is such a rewarding experience and BPS taught me that this is what I want to do with my professional career."— Haley Williams – Former Intern

Sounds GREAT! How do I sign up?

- Send resumes and cover letters via email or mail to Kylie Money.
- BPS Marketing • 9135 N. Meridian St • Suite C-5 • Indianapolis, IN 46260
- 317-846-8965 • kylie@bpsindy.com