

## Public Relations Internship

Broadway Festivals, Inc. –Fourth on Broadway Celebration

Organization Profile: Broadway Festivals Inc. ("BFI") is a non-profit corporation whose purpose is to organize, conduct and finance downtown celebrations to focus attention on the historical significance and overall importance of the central core of Lubbock, Texas.

The Event: Lubbock's "Fourth on Broadway" celebration is the *largest free festival in Texas*. Held on July 3<sup>rd</sup>-4<sup>th</sup>, it consists of a Street Dance held on the night of the 3<sup>rd</sup>, a large Parade, a Street Fair on Broadway, and an Evening Concert with Fireworks in Mackenzie Park. As a whole the celebration draws over 150,000 people. An Event Chairperson coordinates the event and directs a Steering Committee of dedicated volunteers. The Chair and the Committee are supported by Broadway Festival's Executive Director and its Board of Directors.

The Internship(s): The BFI internship program involves a variety of projects, including research, writing, event coordination and staffing, media pitching, and brainstorming. You will work closely with the Executive Director, the Event Chair, and members of the BFI Board and the Steering Committee. Duties include: Media Relations duties –Write Press Releases/Media Advisories to be distributed by the Price Group, update media list, help with speakers bureau Event Planning/Production Duties –Help with vendor/parade applicants, attend Steering Committee meetings, General office duties –The glory stuff –Help check mail, answer phones, run errands, research grants. We are looking for an Intern, or interns, seeking experience in public relations, particularly the non-profit sector. Applicants should have excellent writing and critical-thinking skills as well as a commitment to the challenge of public relations. We offer a friendly and fast-paced environment to any student looking to get rich (in experience of course). As a non-profit we are unable to offer monetary compensation beyond some basic expense reimbursement and mileage –but you will meet and work with some of our community's best leaders. Past interns have found that they receive great work experience and solid professional training. As a prerequisite, students must possess strong writing skills, strong work ethic, the ability to juggle several tasks at the same time while meeting deadlines, and good organizational skills. We want an intern who will be detail-oriented, self-motivated, creative, resourceful, and possess a sense of humor.

Computer skills, including a working knowledge of Microsoft Word and Access or Excel, will be helpful. Positions are available for the Spring semester and the Summer sessions. Applicants who can be in Lubbock on July 4<sup>th</sup> are preferred. Contact [Stephanie](#) Nairn at 806-749-2929