



# internship program

## Want to build a career in strategic communication?

Sturges Word Communications is looking for serious students who want to launch their careers as paid public relations interns in our downtown Kansas City office. At Sturges Word, our interns learn more than the latest techniques in photocopy collation and coffee preparation. They are an integral part of our team and gain hands-on experience in virtually every aspect of our business.

## About Sturges Word Communications:

Sturges Word Communications is a full-service integrated marketing communications agency based in downtown Kansas City, Mo., that was formed April Fools Day 1995, when Melissa Sturges and Linda Word teamed up. We help our clients get the results they desire through advertising, branding, community engagement, creative, crisis communications, event planning, public relations, social media strategy, and Web design.

Our work is award winning. But more importantly, it does what matters to our clients – builds brands, moves product and manages reputations.

Clients range in size from small local companies to publicly traded corporations, and are generally organized into four practice areas:

- Energy and Infrastructure
- Financial and Professional Services
- Real Estate and Development
- Cultural and Community Attractions

## Qualifications:

### The successful candidate will:

- Have completed at least 60 hours toward a baccalaureate degree in Communication Studies, Journalism, Political Science, Marketing, or a related field
- Be able to make at least a three-month (semester) commitment to the agency
- Be able to work a regular weekly schedule
- Have a working knowledge of the news media and social media
- Possess excellent writing skills, including a mastery of grammar, sentence structure, and Associated Press Style
- Demonstrate strong business acumen
- Be able to work collaboratively with different project teams to achieve clearly defined goals
- Be proficient in Microsoft Office, and able to learn industry-specific software applications
- Demonstrate a passion for the industry and a commitment to personal and professional excellence

## To apply:

Email your résumé, cover letter explaining why you decided to pursue a career as a public relations professional, and two or three relevant writing samples to Justin LaBerge, APR, intern program director, at [justin@sturgesword.com](mailto:justin@sturgesword.com).

Finalists for the position will be tested on their writing, editing and strategic thinking skills as part of the interview process.

## Deadlines:

### Application deadlines for each semester are as follows:

- Spring candidates must apply by **November 30**
- Summer candidates must apply by **March 15**
- Fall candidates must apply by **July 15**

(see next page for a list of duties)

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### Duties:

#### Media Relations:

- Media list development
- Various writing projects to include:
  - News releases
  - Pitches
  - Cutlines
  - Brochures/collateral pieces
  - Newsletters
- Pitching stories to media
- Researching social media channels that may be appropriate for client programs
- Monitoring and analyzing social media conversations about agency clients
- Development of fresh and compelling story ideas to pitch to media
- Writing for longer and more in-depth projects
- Media drops at local media outlets
- Key message/talking point development
- Other duties as assigned

#### Account Service:

- Interviewing clients for various writing projects
- Assist in the planning and coordination of client events
- Note taking and preparation of reports to clients
- Participation in planning and brainstorming sessions for both existing and prospective clients
- Various research projects
- Other duties as assigned

#### Administrative:

- Greeting visitors to the office
- Receiving mail and parcels, and delivering to their intended recipient
- Regular maintenance of media room
- Management of media clips
- Media kit assembly
- Copying
- Faxing
- Other duties as assigned