



Kotcher - Ketchum Scholarship Fund

Internship Funds Available for Public Relations Students

Scholarship Fund

Professor Raymond Kotcher (COM'83) and Ketchum Inc. are proud to establish the transformative Kotcher-Ketchum II Internship Fund at Boston University's College of Communication. Two students are eligible to receive \$3,000 to support expenses during the summer while interning as a Ketchum fellow. Ketchum is open to hiring interns in all the agency's domestic offices, however New York City, Washington D.C., San Francisco, and Chicago are preferred because of the size of the media communities in those locations. To qualify for this fellowship, you must be a student returning to BU after the internship ends.

How to Apply

Please review the fellowship description below. If you are a student studying public relations and interested in the program, you should first apply for consideration by

Email the following in **one pdf document** to Nichelle Cross: nicross@bu.edu **Rolling Deadline: Applications will be accepted and reviewed on an ongoing basis.**

- Resume
- Cover Letter
- Two essay questions:
 - Describe a time when you worked with individuals who had perspectives, experiences, or cultural backgrounds different from your own. What did you learn about how your identity and the backgrounds of others shape dynamics in the workplace?
 - Why this funding would be transformative for your experience living in New York or elsewhere during the fellowship.
- Cover sheet on page 2 of this form

Kotcher – Ketchum Scholarship Fellow

Are you ready to kick start your communications career? We look for candidates with strong writing skills, creative thinking abilities, intellectual curiosity, awareness (and perhaps obsession) with current trends, impeccable multitasking abilities, social media savvy and a strong work ethic. Candidates should also be eager to learn and willing to go above and beyond. Through the program, our Fellows learn about our business, serve clients and develop communications skills.

Fellows at Ketchum have the opportunity to work on one of our industry or communications specialty teams. You'll be an integral part of the industry or specialty group you join, contributing to your team's efforts from your very first day! Students who demonstrate our core competencies and values at the end of the program may be asked to extend their internship into their senior year.



Responsibilities:

- Attend client and team meetings
- Participate in internal meetings and agency events
- Write client and/or team materials
- Assist with research for new business opportunities and client presentations
- Participate in brainstorming
- Assist with event coordination
- Develop and maintain media lists
- Monitor and track media and write media updates
- Draft pitch material with the potential of pitching media
- Conduct research, including competitive analysis and influencers for potential client partnerships

Key Program Information:

- Program Dates: **TBD June – August**
- Qualifications: Must be a rising Sophomore or Junior or returning Graduate student during summer 2025 at Boston University. International students are eligible for this opportunity.
- All Fellows are paid an hourly wage dependent on their work location in addition to the stipend.

Cover Sheet

Demographic Information:

Legal First Name: _____
Last Name: _____
Preferred Name: _____
BUID#: _____
BU Email address: _____
External (non-BU) email address: _____
Cell Phone Number: _____
Major(s): _____
Undergraduate or Graduate student*: _____
Graduation date: _____
LinkedIn URL: _____