GRADUATE FELLOWSHIP PROPOSAL

Position Title: Public Relations Graduate Fellow within the Marketing Department
Reports To: Director of Media and Public Relations
Dates: September 10, 2019 – May 31, 2020

SUMMARY
The Media and Public Relations Department within the Marketing division of The Children’s Museum of Indianapolis is charged with driving attendance to the museum by promoting and publicizing many facets of the museum and its brand including but not limited to: exhibit openings, special events, Family Programming, Development news and events, VIP visits and more. Through print publications, broadcast media and online media, the Public Relations Department seeks local, national and international coverage.

In support of this effort, the Public Relations Department would love to mentor a graduate fellow who would assist with research, strategic planning, written material, and promotion of the museum. In particular, this fellow would have the opportunity to assist public relations and media regarding Mission Jurassic, a huge project that includes a dinosaur dig, a new Paleo Prep Lab, reimagined Dinosphere and international partnerships in which public relations plays a key role. In return, the fellow would gain valuable museum and media contacts through networking, direct hands-on experience with the museum culture in addition to the scientific community, writing opportunities in the form of press releases and ready to run stories for print media, which could provide solid portfolio material. The candidate would also be encouraged to write and help produce ongoing ready-to-run video stories to be used by the media regarding Mission Jurassic to help keep the story alive in the ‘off-season’.

FELLOWSHIP DESCRIPTION
The fellowship will take a project-based approach. As The Children’s Museum of Indianapolis prepares to open a new Paleo Prep Lab and literally dig in to a huge dinosaur excavation and scientific research project over the next 15-20 years. The graduate fellow will assist in planning and preparation of promotion of the reimagined Dinosphere exhibit, Paleo Prep Lab and begin execution of the public relations plan by assisting the Public Relations team by:

• Researching and creating a contact list of targeted media outlets likely to write about or report on science, paleontology, STEM.
• Researching the various dinosaurs that may be discovered at the dig site. Find unique and compelling reasons for the public to see them.
• Developing a plan to educate the community about the dinosaurs, the dig site and Dinosphere along with the many changes to the museum, science and research being conducted on the fossils, and the potential additions to the exhibit and lab.
• Developing a strategic plan to reach out to media (locally, regionally, nationally, and internationally) to promote the dig site, science conducted on the dinosaurs and the updates to the museum and Dinosphere.
• Developing a plan to host media (locally, regionally, nationally, and internationally) at the museum

Throughout the fellowship, the graduate fellow will:
• Attend each component of the on-boarding process.
• Attend monthly Extended Team and Core Team meetings concerning the content, design and development of all things dinosaur related.
• Attend weekly Marketing Meetings that concern science and dinosaurs.
• Brainstorm ways to promote the changing exhibit spaces and dinosaur digs.

Anticipated activities for the focal projects include:
• Review of relevant academic literature regarding dinosaurs and science education.
• Review of relevant print, online and broadcast media to learn of similar exhibits and presentation.
• Assist in writing a strategic Public Relations and Media Plan surrounding dinosaurs and the museum’s science efforts.
• Data collection including but not limited to observing visitor behavior in Dinosphere, interviewing visitors, assisting with focus groups, online surveys, and telephone interviews.
• Write stories for potential publication in a variety of media outlets.
• Write press alerts and releases regarding dinosaurs and science.

REQUIREMENTS:
The ideal candidate will:
• Be pursuing a graduate level degree in one of the following fields: Public Relations, Communications, Journalism or other related fields
• Have excellent written and oral communications skills
• Have proficiency with Excel, Microsoft Word, Photoshop
• Have excellent time management skills, be a self-starter and self-directed
• Work well independently or as part of a team
• Be able to devote 15 to 20 hours a week onsite during the 2019-2020 school year.

OTHER:
Due to the fast-paced nature of public and media relations, the candidate will need to be flexible in assisting with multiple press releases and ready-to-run stories on other topics such as:
• STEM (science technology engineering and math)
• American Pop
• Riley Children’s Health Sports Legends Experience
• Treasures of Ancient Greece
• Take Me There: ® Greece
• Power of Children
• POCA
• Haunted House
• Jolly Days