

EDUCATION

Audi, Black Automotive Media Group collaborate on education initiative

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Ten Lincoln University Students awarded "The Driving Force" internship. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

Automaker Audi of America has joined forces with Black Automotive Media Group (BAMG) to launch an internship and guest lecture series at Lincoln University in an effort to introduce students to the global automotive industry.

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"The Driving Force" internship program will provide ten mass communications students with multimedia career development, and create opportunities for diverse student talent to engage with automotive manufacturers and other industry suppliers and businesses. Through the collaboration with Lincoln University, student recipients will experience a 10-week virtual, field-credit internship including training and mentoring sessions focusing on the field of automotive journalism.

"At Audi, we recognize that people of diverse backgrounds, including people of color, are underrepresented and undervalued within the automotive industry," said Tara Rush, chief marketing officer at Audi of America, in a statement. "That is why we've chosen to collaborate with [BAMG] and Lincoln University to sponsor an internship program that will help introduce students of color to the exciting world of auto journalism.

"We believe that embracing diverse and unique perspectives is the key to discovering new and innovative solutions within the automotive industry and beyond."

The Driving Force

The program will be led by respected media experts Kimatni D. Rawlins of Automotive Rhythms Communications, Greg Morrison of Bumper2Bumpertv and guest host automotive journalists and publishers.



The "Driving Force" initiative will begin in February and run for 10 weeks. Image credit: Audi

Course content will expose interns to possible careers as reporters, videographers, photographers and digital and social media influencers.

Audi of America will lend its expertise to students with guest lecturers from product planning and marketing to bring a real-world perspective from the automotive sector to the course curriculum.

Throughout the program, students will practice vehicle review writing and production of YouTube-style videos, and will have the opportunity to connect with industry executives and automotive subject matter experts.

The Driving Force program launches as more businesses are becoming proactive about building more diverse workforces. Lincoln University is one of the oldest historically Black colleges in the U.S.

In November, Audi of America recruited Ms. Rush as the first woman to take over the role of senior vice president and chief marketing officer. Ms. Rush oversees brand strategy and is responsible for all of Audi's marketing efforts across the United States including advertising, retail marketing, brand partnerships and social media ([see story](#)).

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