

# General Motors and Black Automotive Media Group Formalize Multimedia Internships for Clark Atlanta University Students

*The Driving Force will provide HBCU students with multimedia career development while increasing automobile industry fairness and equity*

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EINPresswire.com/ -- A unique partnership has been created for the Department of Mass Media Arts students, a Division of Communication Arts at [Clark Atlanta University](#) interested in covering the automobile industry. Dubbed [The Driving Force](#)

(TDF), founding members of the Black Automotive Media Group (BAMG) recruited 15 scholars to participate in the 10-week, virtual, field-credit internship, which incorporates mentoring sessions, writing classes, video production, and media courses.



The Driving Force Internship program at Clark Atlanta University

“

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*George T. French, Jr., Ph.D.,  
President of Clark*

Greg Morrison, a Lincoln University alumnus whose 52-year career in the industry with media outlets such as CNN, NBC, The Black Family Channel, and others, said, “This brings my career full circle. Many events in our country led to the awareness that Blacks are underrepresented in many industries, and BAMG is proud to have created the synergy between the auto industry, HBCUs, and student media hopefuls.”

Supported by [General Motors](#) (GM), TDF’s guidance is designed to expose selected candidates to career


development opportunities as journalists, videographers, photographers, publicists, marketers, and digital and social media gurus covering the auto industry. Participants will showcase their newfangled work skills on various platforms at the end of the internship. They will also liaise with

GM communications executives, designers, and product planners through a series of presentations and interviews.

"General Motors is proud to partner with BAMG in support of these incredible students at Clark Atlanta University. We are excited to get to know the interns, learn from them, and help contribute to their professional journey and quest for excellence," added Joe Jacuzzi, Executive Director, Product and Brand Communications, General Motors.

TDF evolved following discussions between automakers and BAMG relating to increased programming for deserving but often neglected schools. While those conversations began to improve the diversity and inclusion of African American journalists covering the industry, an opportunity presented itself to help prepare the next generation of automotive media professionals. TDF's mission parallels that of the Department of Mass Media Arts, which provides students with rigorous academic and professional training that is complemented by a strong liberal arts education. The department's curriculum prepares students for careers in mass media as well as entertainment, politics, personnel management, advertising, education, business, public relations, public service, speech arts, social media management, content curation, digital filmmaking, and civil service.

"We continue to move with momentum to ensure our scholars at Clark Atlanta University have access to a world-class education and that mission includes offering initiatives that focus on technology and enhancing their analytical thinking skills," said Clark Atlanta University president, George T. French, Jr., Ph.D. "We want our students to exercise their creativity, be competitive in the world of technology and be included in the technology career pipeline. Initiatives such as this bring them one step closer to that goal."



**The Driving Force**  
HBCU Multimedia Internship Program  
General Motors, Clark Atlanta University, and the Black Automotive Media Group

**The Students**

Justin Boddie	Brianna Cook	Rashana Dudley	Kyron Forte	Kaylan Fox
Ly'Dymond Galloway	Sasha Green	Zachary Jackson	Halle Jones	MiKaiya Ma'at
Jason Sanford	Ashley Simmons	James Williams	Khalil Williams	Tevin Williams


**The Instructors**

Fritz Gerald Howard University Professor	Kimatni Rawlins Automotive Rhythms Publisher	Gregory Morrison Bumper2Bumpertv	Vernon F. Clarke Clark Atlanta University Professor
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**AR** | Automotive Rhythms

The Driving Force Internship program at Clark Atlanta University



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TDF is led by respected media experts Kimatni D. Rawlins, publisher of Automotive Rhythms Communications; Greg Morrison from Bumper2Bumpertv; Fritz Gerald, a Howard University adjunct professor and media producer; and an array of Black automotive media journalists and publishers.

"The goal is to expand educational opportunities to HBCU candidates who may not have taken a traditional path towards automotive communications," stated Kimatni D. Rawlins, BAMG founding member and Automotive Rhythms publisher. "My career was initiated by an internship with Jaguar and subsequent media tutelage from African Americans on Wheels magazine, which my father Randi Payton started. So, I am thankful for the industry competencies and the ability to extend my knowledge to Clark Atlanta enrollees."

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#### About General Motors

General Motors (NYSE:GM) is a global company focused on advancing an all-electric future that is inclusive and accessible to all. At the heart of this strategy is the Ultium battery platform, which powers everything from mass-market to high-performance vehicles. General Motors, its subsidiaries and its joint venture entities sell vehicles under the Chevrolet, Buick, GMC, Cadillac, Baojun and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety and security services, can be found at <https://www.gm.com>.

#### About Clark Atlanta University

Established in 1988 by the historic consolidation of Atlanta University (1865) and Clark College (1869). Clark Atlanta University continues a more than 150-year legacy rooted in African-American tradition and focused on the future. Through global innovation, transformative educational experiences, and high-value engagement. CAU cultivates lifted lives that transform the world. Notable alumni include: James Weldon Johnson; American civil rights activist, poet, and songwriter (Lift Every Voice and Sing "The Black National Anthem"; Ralph David Abernathy Sr., American civil rights activist; Congressman Hank Johnson, Georgia District 4; Kenya Barris, American award-winning television and movie producer; Kenny Leon, Tony Award-winning Broadway Director; Jacque Reid, Emmy Award-winning Television Personality and Journalist; Brandon Thompson, Vice President of Diversity and Inclusion for NASCAR; and Valeisha Butterfield Jones, Chief Diversity and Inclusion Officer at the Recording Academy. To learn more about Clark Atlanta University, visit [www.cau.edu](http://www.cau.edu).

#### About the Black Automotive Media Group

The BAMG is a distinguished group of Black reporters, publishers, writers, and entrepreneurs

representing over 200 years of combined experience in automotive journalism within radio, television, print, experiential marketing, and social media. BAMG members either work for or own various automotive media platforms targeting diverse audiences. BAMG's primary objective is to bring equity and equality to Black professionals who work in and around the automotive industry. For additional details regarding The Driving Force HBCU internship program, please visit [AutomotiveRhythms.com](https://AutomotiveRhythms.com).

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