

The **INTERNSHIP** Handbook

Internship Coordinator:

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Appointments:

www.lorra-brown.youcanbook.me/



Department of Communication

**WILLIAM
PATERSON
UNIVERSITY**

Department of Communication

Designed by Michele Ciz, Graduate Assistant, M.A. in Professional Communication

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WHAT IS AN INTERNSHIP?

An internship is a professional experience designed to provide practical experience to students outside of the classroom. In the ever-changing communication industries, professional experience is essential to career success.

Communication majors in every concentration can benefit from the opportunities and contacts internships can bring.

Internships provide students with the opportunity to become a vital part of a company, and can often lead to future positions at an organization.

Internships offer students an expanded professional network and experience that makes them more valuable as they enter the job market.



NEARLY 150 ON-CAMPUS AND OFF-CAMPUS INTERNSHIPS ARE COMPLETED EACH YEAR BY WILLIAM PATERSON COMMUNICATION STUDENTS.

GETTING STARTED

The department has many resources to help students prepare for an internship. The handbook should be carefully reviewed before meeting with your advisor, professor or internship coordinator. Students should take the following steps as they begin to explore the internship process:

1. Review department internship eligibility requirements
2. Attend a free career workshop at the Career Development center. The center offers resume writing assistance, interview training and more:
<http://www.wpunj.edu/career-development/>
3. Review the university's job connect page:
<http://www.wpunj.edu/career-development/trailblazer/>
4. Review the Department of Communication Internship Resources site on Blackboard (available for COMM majors only): <http://bit.ly/HobartInterns>
5. Meet with your area's internship coordinator. Bring your resume, cover letter and target internship sites to the meeting.
6. Apply for internships via each organization's application procedure.
7. Complete the internship application form and email it to your internship coordinator: <https://bit.ly/2O0YVs9>
8. You will be contacted when an internship permit is issued. Register by typing in the CRN number for the internship. You may add / drop the class per the registration semester calendar.
9. Once you secure an internship, determine expectations, hours, and clear start/end dates.
10. The internship coordinator sends credit verification letters to site supervisors on the first week of the semester.
11. Submit internship journals, time sheets and reflection paper to the internship coordinator per the syllabus.

ELIGIBILITY

There are two types of internships offered by the Department of Communication: Internal and External.

External and internal internships are open to juniors and seniors only (58 or more credits completed). Both internal and external internships require a GPA of 2.5 or higher. It is strongly recommended that students complete some of the core major coursework prior to an internship experience.



Earning Credit

Internships are worth 3 credits. To earn credit, students must be officially registered and meet the requirements for the course. Most larger companies require that students earn college credit for their internships so that the company will not be violating labor laws or union contracts. However, some sites do not require credit. In this case, a student can choose whether to enroll in the internship course. It is important to discuss options with the company and the internship coordinator.

INTERNAL INTERNSHIPS

COMM 3301: Communication Practicum (Internal)

An internal internship offers credit for working with campus-based media, organizations or departments. Student opportunities include video production, writing, editing, social media, events, design and more. Permission from the internship coordinator and the supervisor in charge of the area is needed to enroll. Just like our external internships, you must apply directly (contacts below), interview and confirm a position prior to the add/drop date of the semester of the internship. Opportunities vary by department.



Campus Internship Position Contacts:

- 88.7FM Rob Taylor taylorr29@wpunj.edu
- WPTV-6 Al Clarke clarkea10@wpunj.edu
- Pioneer Times Elizabeth Birge birgee@wpunj.edu
- Social Media Lab Angie Yoo Yook2@wpunj.edu
- Career Development & Advisement Center Mary Alice Barrows Barrowsm@wpunj.edu
- Athletics / Sports Information Office Heather Brocious brocioush@wpunj.edu
- Admissions Office Michelle McManus mcmanusm5@wpunj.edu
- WPU Marketing & Public Relations Marybeth Zeman zemanm@wpunj.edu
- Special Events Meredith McCarthy mccarthy@wpunj.edu
- College of Arts Humanities and Social Sciences Lavene Gass gassl1@wpunj.edu



- | | | |
|-------------------------|--------------------------|-------------------|
| Frontline Entertainment | MTV | Gotham Casting |
| ESPN | A&E Networks | CBS Radio |
| HBO | Cablevision | Johnson & Johnson |
| The New Jersey Devils | I Heart Radio | Novartis |
| ABC 7 | PR Revolution | Disney |
| Telemundo | MWW Group | Sony |
| Mercedes-Benz SiriusXM | Viacom | The Record |
| CNN | NBC Universal | Bauer Media |
| The Colbert Report | Ogilvy | CNBC |
| Coyne PR | CPR Strategic Marketing | Litzky PR |
| Live Nation | Glamour Magazine | Fox News |
| The New York Giants | Holy Name Medical Center | Today's Business |
| New York Fashion Week | New Jersey Botanical | Univision |
| News 12 | Gardens | Edelman |
| Z100 | Sirius XM | Finn Partners |

EXTERNAL INTERNSHIPS

COMM 3300: Communication Internship (External)

REGISTRATION

External Internship

This course will be open to all qualified students during registration. Students are required to:

1. Submit an application for a permit to BrownL50@wpunj.edu. Register for the course if approved.
2. Apply, interview, secure an internship prior to the add/drop deadline of the semester you plan to intern.
3. Confirm that you agree to the terms of the syllabus.
4. Complete a minimum of 120 hours on the site or more as arranged in advance.
5. Submit a weekly online journal entry and complete a paper as described in the syllabus.
6. Receive a satisfactory evaluation from the internship site supervisor.

Internal Internship

1. Contact the supervisor/instructor in charge of the on-campus area where you hope to intern. Follow that department's process for interviews, resume submissions and follow up to confirm you secured the position.
2. Fill out and email the application form to internal internship coordinator to receive a permit to register in the course.

Registration Process

To qualify you must:

1. Be a communication major or minor.
2. Have at least 58 credits completed by the start of the course
3. Have a cumulative GPA of 2.5 at the start of the semester in which you are taking the course.

If you know where your internship will be...

Fill out the internship application by clicking the links at the bottom of the following web page: <https://bit.ly/2OOYVs9>
You will be contacted if your permit to register is approved.

If you don't know where your internship will be...

You may register before you have a confirmed site following the procedures above. If you do not have a confirmed site by the start of the semester but expect to find one, be sure to register before registration ends. Once registration ends, you cannot add the internship course. If you are not able to find an internship site but you have registered for the course, to avoid failing the course you must withdraw from the internship course by the deadline for withdrawing from a course, usually about six weeks into the semester.

COMPENSATION

Due to revised Federal Compliance Standards, internships are increasingly paid. However, many students may still secure unpaid internships where they receive training for their own educational benefit or for their own interest. Employers provide aid and instruction. Interns are not employees of a business. They are “students,” there to learn and gain experience, not replace employees.

Review Unpaid vs. Paid standards to see if your internship site is in compliance:

<http://www.dol.gov/whd/regs/compliance/whdfs71.htm>

Some companies offer students compensation for their work. We encourage students to explore paid internship opportunities. Students may receive pay as interns and still earn credit. Some sites provide a small stipend or travel expense reimbursement, which doesn't affect earning credit. The course only gives credit for internships—it doesn't give credit for regular work experiences.



FAQS

Do students still need to pay tuition for an internship?

Yes. In order to receive credit for an internship, students must pay the associated tuition, like any other course. Some companies offer tuition reimbursement, so be sure to discuss this with your site supervisor. We do also encourage PAID internships...you can still earn credits and get paid.

Will students receive a grade for their internship?

Internships are designed as Pass/Fail courses. If a student meets all the requirements outlined above, they will pass the course and receive credit. If they do not, they will fail and receive none.

Can students take other courses concurrently with an internship?

Yes. The internship program is designed to have students work part-time, leaving time for students to take other courses. Schedules vary based on a student's ability and motivation.

Finding an Internship

Finding an internship can be challenging. Students often think they are guaranteed placement in an internship; however this is not the case. Students must seek out and earn placement at their internship. Professors and faculty can help students, but cannot guarantee a position. There are several resources available to WPU students to help in their search for an internship.

CAREER DEVELOPMENT CENTER
 WILLIAM PATERSON UNIVERSITY
Your Career Journey Starts Here

- Resumes, Cover Letters & LinkedIn
- Career Coaching ■ Interview Skills
- Job & Internship Search
- Professional Career Mentoring

follow us on @WPCareerCenter



Students should visit the Career Development and Advisement Center (3rd Floor Student Center) for resume, cover letter and interview assistance.

This office provides academic advising, resource information, training, career counseling, job search tools and employment connections.

Students may schedule an appointment for personalized career guidance, resume writing, interview skills and strategies to penetrate the job market.

Along with appointments, students may attend drop-in service during the semester between 11:00 a.m. and 3:00 p.m., Monday-Thursday.

Drop-in service will provide immediate feedback or information on short-term advisement and career-related needs, concerns, last minute interview advice, resume critique, etc.

Take advantage of the HANDSHAKE APP. It is an online job matching service offered at no charge to WPU students through the career development center. This online service enables students to create a professional, quality resume and register with the Career Center for computerized job referral. Career Development and Advisement Center.




Handshake is the #1 way college students find jobs.




CAREER AND INTERNSHIP FAIRS



William Paterson University holds career and internship fairs each semester on campus, bringing companies from throughout the North Jersey and Greater New York City area. Students can meet key hiring officers and learn more about potential internship opportunities.

Websites and LinkedIn

Students are encouraged to search for internships on their own, via various job listings sites and advertisements. Most internships are posted alongside full- and part-time employment opportunities. Sites like Internships.com, Monster, Indeed and LinkedIn are good places to start searching for an internship. YOU MUST create a strong LinkedIn profile to increase your visibility and build your professional network.

Resume

Resumes are brief, written accounts of professional, educational, and personal qualifications a person has for a particular job. A resume is a critical tool to acquire any job, including an internship. Along with a cover letter, resumes are the initial means by which employers learn about a candidate.

Resumes should: Include key words for the positions you are seeking!

Resumes must be optimized for online submissions.

Be concise. One page is the preference, especially for entry level or internship candidates.
Use simple fonts. Times New Roman, Arial, Calibri or similar fonts are best, sized between 10 and 12 points.
Be organized. Sections should be uniform.
Be accurate.

See page 17 for resume samples.

COVER LETTER

Cover letters accompany resumes and supporting documents when applying for jobs and internships. Students should learn the appropriate format for cover letters, but avoid using templates and general letters when applying for internships. A cover letter is the first example of writing skills and style an employer will see. Cover letters should:

Be tailored for the position; never use a template.
Describe who you are and why you are qualified for the position.
Discuss relevant experiences.

See page 18 for cover letter samples.

Cover Letter/Resume Links

Before preparing for a job or internship search, read these short and essential guidelines to ensure your materials get noticed (for the right reasons): <https://bit.ly/2PEOufn>

Career Development Center's Resume Writing Guide: <https://bit.ly/2D5d4iT>

Resume Writing Outline: <https://bit.ly/2AOFX1n>



INTERVIEW

Many internships will require an interview process.

Many times this is in person and also may be on ZOOM.

Internship interviews should be treated like an entry-level job interview. Candidates should put together a portfolio of writing/digital samples, references and bring extra copies of their resume in a neat folder. A firm handshake and eye contact with the interviewer are crucial tactics.

Proper attire is essential (EVEN FOR ZOOM INTERVIEWS)! Business casual is acceptable. For men, slacks and a dress shirt, tucked in with a belt and nice shoes is appropriate; a tie and jacket are optional. For women, dress pants or a conservative skirt with a blouse, a conservative dress or pantsuit is appropriate.

Do not experiment with fashion, or dress for a night out or for the gym when going on an interview.



BEST PRACTICES

Successful completion of an internship is not a difficult feat. Proper preparation, attitude and motivation are essential skills to meeting and exceeding requirements.

Students should show up eager to learn and participate at their internship site. The more involved students are, the more they will get out of the experience. Showing up on time is important, and early is even better. Following dress code rules and adopting proper office etiquette is necessary. Etiquette may include: not using your cell phone, staying professional in emails, following the dress code, keeping noise levels down, and maintaining personal workspace.

Internships are opportunities to show employers how capable, resourceful and valuable you are. Networking during internships is a good idea; you will come in contact with many key hiring decision-makers and industry professionals. These connections can help you in your future employment search.

PROFESSIONAL PORTFOLIO

A portfolio is a compilation of supplementary materials to bring on an interview, showcasing your talents and best work. There are several FREE sites to host your portfolio including Wix and Wordpress.

Portfolios should include:

Writing samples PR/Marketing plans Research

Social Media Content Graphic design samples Production or editing work

Professional Certifications Elevator Pitch Video Kudos Letters

INDUSTRY SPECIFIC RESOURCES



backstage★



RAGAN'S
PR Daily

Communication Studies:

American Society of Administration Professionals: asaorg.com
Center for Communication: <https://www.centerforcommunication.org>
Social Work Today: socialworktoday.com
Society for Interpersonal Theory and Research: sitarsociety.weebly.com

Journalism:

Poynter: poynter.org
Society of Professional Journalists: spj.org
MediaBistro: mediabistro.com
NY Press Association: newyorkpressassociation.com
NJ Collegiate Press Association: njpa.org/collegepress
NJ Newspaper Network: njpa.org/njnn

Media Production/Film/Theater:

RTDNA: rtdna.org
Alliance for Women In Media: allwomeninmedia.org
MediaAction: mediactionproject.org
Backstage.com: backstage.com
College Broadcasters Inc.: askcbi.org
National Association of Broadcasters: nab.org
National Academy of Television Arts and Sciences: emmys.tv
National Cable Television Association: ncta.com
International Radio and Television Society: irtsfoundation.org
American Federation of Television and Radio Artists: sagaftra.org
Broadcast Education Association: beaweb.org
Maslow Media Group: maslowmedia.org

Media Production/Film/Theater (Cont.):

NYC Mayor's Office of Film, Theatre & Broadcasting: nyc.gov/film
FCC: fcc.gov
NJ Motion Picture & Television Association: njfilm.org
Theatre Communications Group: tcg.org
Association for Theatre in Higher Education: athe.org
Directors Guild of America: dga.org
Dramatists Guild of America: dramatistsguild.com
New York Women in Communications, Inc: nywici.org
American Theatre Wing: americantheatrewing.org
National Alliance of Musical Theatre: namt.org
National Association of Comedians: nacomedymedia.com
Audio Engineering Society: aes.org/about

Public Relations/Social Media:

The Firm Voice: prfirms.org
PR Week: prweekus.com
PR News: prnewsonline.com
PR Daily: prdaily.com
PRSA: prsa.org
O'Dwyer's: odwyerpr.com
Institute for Public Relations: instituteforpr.org
Mashable: mashable.com
Social Media Week: socialmediaweek.org
Social Media Club: socialmediacub.org



Name, Address, Phone, Email

OBJECTIVE To support XX company's goals and offer a vital role while furthering my knowledge and experience within the field.

EDUCATION

William Paterson University Wayne, NJ
Bachelor of Art Communication Anticipated May
Public Relations Concentration GPA: 3.7 2022 Dean's List
Alumni Community Service Scholarship
Work 20 hours per week to help finance my education while maintaining a full course load.

RELATED EXPERIENCE

Great PR, Inc. Edgewater, NJ
Digital PR team; On-line Marketing 08/18-present
▪ Researched and compiled lists of target media/bloggers/web staff for outreach
▪ Wrote digital PR pitches to send to all forms of online media
▪ Contributed to various online social campaigns/projects for a variety of reputable clients

Student Public Relations Association Wayne, NJ
President 02/19- present
▪ Led club initiatives including various fundraisers and public service campaigns
▪ Successfully researched and contacted sponsors for product donations, created sponsor pitch letters
▪ Created press releases and media alerts for events to inform campus media and community
▪ Writer for SPRA newsletter
▪ **"Just Vote"**
○ Led campaign and event to encourage the WPU community to register to vote and educated them about the 2008 presidential candidates. Registered 200 first-time voters for WPU's American Democracy Project.
▪ **"We Want Your Blood"**
○ Managed Halloween-themed blood drive with Community Blood Services. The event secured more blood donations than any other WPU blood drive to date. Created themed activities to generate interest and dispel fears about giving blood.

Pioneer Times Wayne, NJ
Ads Editor for student-run campus newspaper 09/18-05/19
▪ Contributing writer for several on-campus and op/ed stories
▪ Created and distributed flier pitches electronically
▪ Communicated with local vendors for ad placements

RELEVANT COURSE WORK

Digital & Social Media Communication: created strategic social media plan including editorial calendar planning, hyper linking, video, SEO, tagging, community management, etc. Hootsuite certified.

Public Relations Workshop: Wrote integrated communication plans featuring research, SWOT analysis, objectives, strategies and tactics. Created press releases, social media strategies, media lists, event outlines, etc.

Corporate Social Responsibility: Created and presented case studies and reports featuring stakeholder analysis, environmental sustainability, employee engagement, human rights, corporate ethics, advocacy, philanthropy, social justice, diversity implementation and compliance strategies, etc.

Journalism: Wrote original well-researched articles about a variety of topics including school parking, tuition increases, movie reviews and politics

OTHER EMPLOYMENT

Pizza Fun Restaurant, Waitress Wayne, NJ
02.19 - Present
▪ Successfully serve dozens of clients while ensuring a positive dining experience
▪ Increase restaurant sales by upselling premium menu and bar items
▪ Write social media content and promotional flyers for discount and theme nights

SKILLS MS Word, MS Excel, Publisher and MS PowerPoint, WordPerfect, Adobe Acrobat Reader, writing, editing, proofreading, Final Cut Pro, Lexis/Nexis, Google/Yahoo/Facebook ad usage, social media, Technorati Blogs and search engines. Hootsuite and Google AdWorks certified.

References and writing samples available.

Date
Your Contact INFO
Company Contact info

Dear Ms. Jones (always get a name):

Please accept this letter of interest for consideration for the spring public relations internship position at Ogilvy Public Relations Worldwide. I would be honored to apply my knowledge, experience and passion to your organization.

As a junior at William Paterson University, I have built credentials that would make me an ideal candidate for an internship position. I am the vice president of our Student Public Relations Association (SPRA) where I have successfully led a variety of initiatives. I serve as editor-in-chief of our public relations newsletter, *The Pioneer PR Report*. I also managed logistics for a major campus event which helped raise more than \$1,000 for Special Olympics New Jersey. The event was attended by more than 500 students and faculty members and featured educational games and guest speakers. For this event, I secured media coverage on our campus radio station, television station and in our campus newspaper *The Pioneer Times*.

In my public relations and journalism courses, and as part of the SPRA, I have written press releases, pitch letters and media alerts. I also have produced public relations plans which feature research, objectives, strategies, calendars, budgets and tactical elements. I am familiar with media monitoring and analysis and I am proficient with Lexis/Nexis and other online search databases.

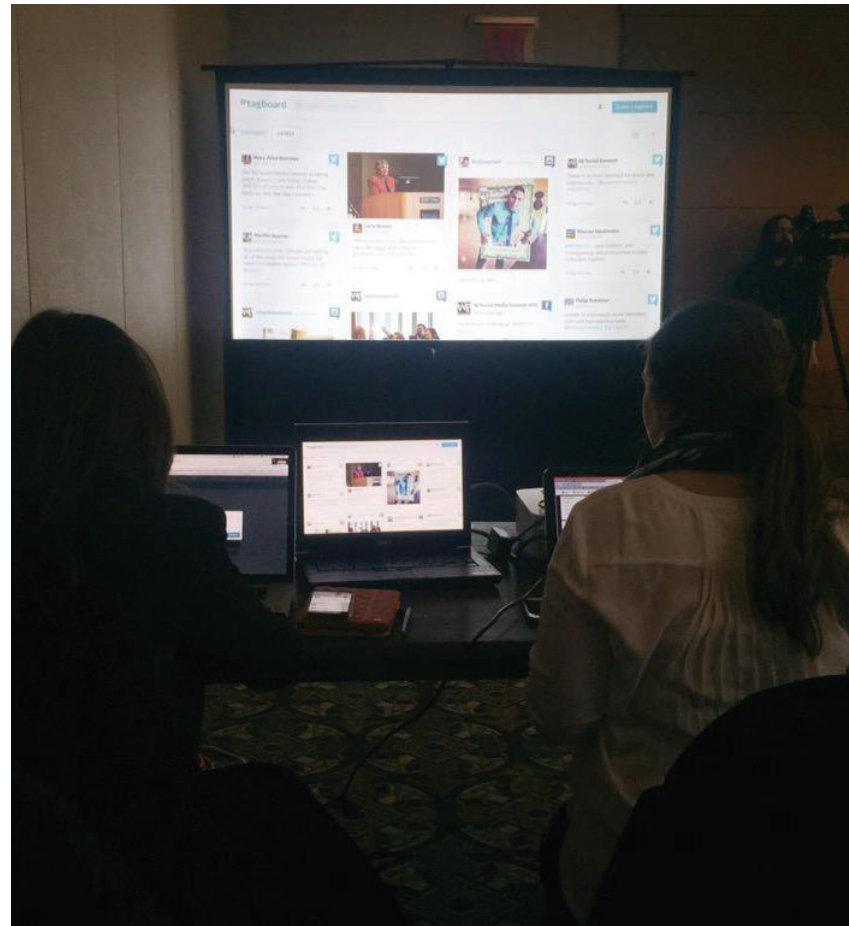
I understand Ogilvy is a leader in social media marketing. In this area, I have created a Facebook career networking page for students, which now boasts more than 2,000 members and run both Twitter and blog accounts. I am happy to share links to these pages with you.

In addition to my academic and extra-curricular background, I work more than 20 hours per week to finance my own education. My work as a waitress has taught me to successfully multi-task and to deal with a variety of people. I would certainly apply these skills to the fast-paced business of public relations at Ogilvy PR.

Thank you for your consideration. I look forward to meeting with you to further discuss my interest and qualifications for the internship position.

Sincerely,

Lorra M. Brown



INTERNSHIP APPLICATION

WPU Communication Department majors must have completed at least 58 credits and have a minimum cumulative GPA of 2.5 at the beginning of the internship semester. Complete as much of this form as possible, save it as your FIRSTLASTNAME and EMAIL it to the appropriate internship coordinator.

You will be contacted if your permit has been approved for registration.

Students must work at an approved site for no less than 120 hours (weekly hours and start/end dates to be agreed upon with student and the site). Work must be completed under the supervision of a qualified professional at the site. See syllabus for full instructions and requirements.

External AND Internal Internship Application FOR A PERMIT TO REGISTER Department of Communication

WPU Communication Department majors must have completed at least 58 credits and have a minimum cumulative GPA of 2.5 at the beginning of the internship semester. Complete as much of this form as possible, save it as your FIRSTLASTNAME and EMAIL it to appropriate internship supervisor. You will be contacted if your permit has been approved for registration.

EXTERNAL INTERNSHIP 3300 _____ INTERNAL ON-CAMPUS INTERNSHIP 3301 _____
Semester of Internship: Spr _____ Su _____ Fall _____ Today's date _____

YOUR NAME	
STUDENT ID 855 #	
PHONE NUMBER (cell or campus)	
WPU EMAIL ADDRESS	
MAJOR / MINOR / TRACK	

Students must work at an approved site for no less than 120 hours (weekly hours, start/end dates to be agreed upon with student and the site). The work must be completed under the supervision of a qualified professional at the site. See syllabus for complete instructions and requirements. **You may submit the permit application to register prior to confirming a site, but must have a company site before the add/drop date of the semester you are interning.**

Internship Supervisor's Name	
Supervisor's Title and Department	
Supervisor Email Address	
Company Name	
Company Address City, State, Zip	
Company Telephone #	
Paid/Unpaid/Stipend amount	

Internship Description/Intern Responsibilities

Send to Professor Brown, Internship Coordinator
BrownL50@wpunj.edu