

University Relations Internship Check List

Minimum Requirements

Read "Losing the News" by Alex S. Jones (book is provided). Write a three- to five-page paper describing its impact. Must be completed before internship begins.

Maintain a packet of all work completed as part of the internship, which can be used as a portfolio and as material for a presentation at the end of the semester.

Write a minimum of eight entries, or one every other week, for "Beyond the Belltower," the University's blog.

Write news releases about University events as directed. Monitor at least five through media channels to learn where they run and review how they were edited.

Write a two- or three-page paper about what you learned from following your news releases through media channels.

Write a minimum of five entries for the University's Facebook or Twitter feeds, using ideas you develop yourself.

Write a minimum of five feature stories you generate yourself for dissemination and promotion to local media. Develop a unique idea for one to generate media interest.

Spend five to 10 hours of the semester in an area of the office that interests you, such as video production, photography or graphic design.

Generate at least one marketing idea, which either connects to an existing campaign or creates a new one to add to the University's marketing efforts.

Help organize at least one campus event during the semester, including working with 1 University Relations staff generating media interest and organizing speakers.

Help with at least five media requests for interviews or sources in the semester. This includes following up with expert sources after the interview to assess experience.

The final internship requirement is to make a brief presentation to University Relations staff members outlining accomplishments of the semester.
