Department of Communication
Internship Handbook

Internship Coordinators:
Public Relations, Interpersonal, Theatre & Comedy, Editorial
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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
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: www.wpunj.edu/career-advisement.
3. Review the university’s job connect page (http://www.wpunj.edu/career-advisement/wpjobconnect) and the Department of Communication Internship Resources site on Blackboard (available for COMM majors/minors only).
4. Meet with your area’s internship coordinator. Bring your resume, cover letter and target internship sites to the meeting.
5. Apply for internships via each organization’s application procedure.
6. Complete the internship application form and email it to your internship coordinator: http://www.wpunj.edu/coac/departments/communication/undergraduate/internships.dot
7. 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.
8. Once you secure an internship, determine expectations, hours, and clear start/end dates.
9. The internship coordinator sends credit verification letters to site supervisors on the first week of the semester.
10. 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.

All Communication students are eligible for internal internships.

External 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 students credit for working on campus-based media, organizations or departments such as radio and television, theatre productions and public relations. Permission from the instructor in charge of the area and the internship coordinator is needed to enroll.

To explore opportunities for internal internships, contact:

88.7FM Brave New Radio
Dr. Robert Quicke [quiker@wpunj.edu]

WPTV-6
Dr. Jamsheed Akrami [akramij@wpunj.edu]

Pioneer Times
Elizabeth Birge [birgee@wpunj.edu]

Admissions Office
Michelle DiMartino [demartinom1@wpunj.edu]

WPU Marketing & Public Relations
Phillip Sprayberry [sprayberryp@wpunj.edu]

Career Development & Advisement Center
Sharon Rosengart [rosengarts@wpunj.edu]

Sports Information Office
Heather Brocious [brocioussh@wpunj.edu]
External Internship

This course will be open to all qualified students during registration. Once approved for the course, students are required to:

1. Confirm that you agree to the terms of the syllabus.
2. Complete a minimum of 120 hours on the site or more as arranged in advance.
3. Submit a weekly online journal entry and complete a paper as described in the syllabus.
4. Receive a satisfactory evaluation from the internship site supervisor.

Registration Process

If you know where you’re internship will be:

This course will be open to all qualified students during registration. Once approved for the Fill out the internship application by clicking the links at the bottom of the following web page:
http://www.wpunj.edu/coac/departments/communication/undergraduate/internships.dot.

You will be contacted if your permit to register is approved. The course remains open to qualified students through all registration periods, but you must be registered by the time the

If you do not know where you’re 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 his/her 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.

Compensation 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.

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 and Gloria S. Williams Advisement Center
Students should visit the Career Development and Gloria S. Williams 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 WP Job Connect, sponsored by Experience. It is an online computerized 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.

Blackboard Internship Resources Site
For Communication students, a Blackboard organization has been created to provide internship and job listings and leads. It is a compilation of hundreds of possible internship sites, current internship postings, search tips, industry specific resume/cover letter samples and more.

Internship and Career 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. They may also leave resumes and cover letters, provide writing samples and showcase their portfolio.
Job Boards and Websites
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.

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 in which employers learn about a candidate. Resumes should:

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

For industry specific resume and cover letter resources, please see the materials tab on the Communication Internship Resources site. See page 14 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.

For industry specific cover letter resources, please see the materials tab on the Communication Internship Resources site. See page 12 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): [http://lorrambrown.wordpress.com/2012/08/27/my-favorite-pr-cover-letter-resume-links/](http://lorrambrown.wordpress.com/2012/08/27/my-favorite-pr-cover-letter-resume-links/)


Resume Writing Outline: [www.wpunj.edu/career-advisement/career-development/job-search-tools/resume-writing/](http://www.wpunj.edu/career-advisement/career-development/job-search-tools/resume-writing/)

Interview

Many internships will require an interview process. Internship interviews should be treated like an entry-level job interview. Candidates should put together a portfolio of writing 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; business casual is acceptable. For guys, slacks and a dress shirt, tucked in with a belt and nice shoes is appropriate; a tie and jacket are optional. For girls, dress pants or a conservative skirt with a blouse, a conservative dress or pantsuit is appropriate. Clothes should fit appropriately, not revealing skin; tattoos should be covered as much as possible; loud colors or accessories should be avoided. Do not experiment with fashion, or dress for a night out or 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 all 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.

Check out Professor Lorra Brown’s “12 tips from employers for acing PR internships” on PR Daily at www.prdaily.com/Main/Articles/12_tips_from_employers_for_acing_PR_internships_11720.aspx

Professional Portfolio
A portfolio is a compilation of supplementary materials to bring on an interview, showcasing your talents and best work. Portfolios should include:

- Writing samples
- PR/Marketing plans
- Research
- Social Media evidence
- Graphic design, production or editing work
- Reference letters, certificates of appreciation and kudos letters

See Professor Lorra Brown’s “10 things every PR portfolio must have” on PR Daily at www.prdaily.com/Main/Articles/10_things_every_PR_portfolio_must_have_14103.aspx

Resources
Journalism:
- Poynter: poynter.org
- Society of Professional Journalists: sj.org
- MediaBistro: mediabistro.com
- NY Press Association: newyorkpressassociation.com
- NJ Collegiate Press Association: njpa.org/collegepress
- NJ Newspaper Network: njpa.org/njnn
Interpersonal:
- American Society of Administration Professionals: aspaorg.com
- Social Work Today: socialworktoday.com
- Society for Interpersonal Theory and Research: sitarsociety.weebly.com

Media Production/Film/Theater:
- RTDNA: rtdna.org
- Alliance for Women In Media: allwomeninmedia.org
- MediaAction: mediationproject.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: sagastra.org
- Broadcast Education Association: beaweb.org
- Maslow Media Group: maslowmedia.org
- NYC Mayor’s Office of Film, Theatre & Broadcasting: nyc.gov/film
- 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: nacomedy.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
November 19, 2010

Glamour Magazine
4 Times Square
New York, NY 10036

Subject: Summer Internship

To GET NAME OF INTERNSHIP CONTACT:

Please accept this letter as an application for the position of a spring intern.

As a staff writer/intern for The New Jersey Herald newspaper as well as my campus newspaper, The Pioneer Times, I am exposed to the responsibilities of various editorial positions. I conduct interviews, take photographs, and write articles for both newspapers. At the New Jersey Herald, with no prior experience and minimal guidance from the staff, I interviewed politicians, police officers, firemen, doctors, and teachers. I was confident in speaking with them and developed articles that were published in the paper.

I’ve been a subscriber to Glamour for years and I’m eager to become a valuable asset to the organization. I am capable of working independently or as a member of a team, and feel confident of my ability to provide quality performance in any assignment that I undertake.

Letters of recommendation from employers and professors, as well as writing samples, will gladly be provided upon request. I would appreciate the opportunity to discuss this position with you at your convenience.

If chosen for the position, I am available to start any time and can work at least three days per week throughout the spring semester. Thank you for your time and consideration. I look forward to meeting with you at your convenience to discuss internship opportunities.

Sincerely,

Jane Green
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
EDUCATION

  • B.A. Communication / Minor, Political Science
  • Concentrations in Journalism, Public Relations, Film, TV, and Pre-Law
  • Dean’s List

RELEVANT EXPERIENCE

Pioneer Times (student-run campus newspaper) Wayne, NJ
  Managing Editor  Spring 2007- present
  • Renewed print edition of PT by conducting persuasive e-mail campaign to 22,000 faculty, students and alumni.
  • Brainstorm and assign weekly article ideas.
  • Managed day-to-day aspects of newspaper including more than 35 writers.
  • Responsible for editing articles and laying out articles for print.
  • Created intensive business plan for future operation or newspaper.
  Staff Writer  Fall 2006- Spring 2007
  • Write variety of articles on numerous topics, up to three per week.
  • Articles typically published with minimal editing.
  • Conducted many interviews pertaining to many different subject areas.

WPU Student Public Relations Association Wayne, NJ
  Co-President  Fall 2007- Present
  Active Member  Spring 2007- Present
  • Planned HPV Awareness Day and messaging aimed at educating university community.
  • Responsible for the creation and development of educational carnival games.
  • Led promotional initiatives to build SPRA membership and awareness amongst the WPU community.

S. G. Communications  Spring 2007 Montville, NJ
  Intern
  • Responsible for contacting editors of news sources and pitching story ideas.
  • Wrote press releases and pitch letters for submission to newspapers and magazines.
  • Researched and compiled media and contact lists.

WPBN Television Network  Fall 2006 Wayne, NJ
  • Experience in production of both live to tape and live to air student television shows.
  • Directed, wrote scripts and editing programming for campus shows.

OTHER EMPLOYMENT

Ritacco Brother’s Pizzeria  Winter 2004-Present Nutley, NJ
  Delivery Driver
  • Work more than 25 hours per week during rigorous class schedule.

Vector Marketing Corporation  Winter 2003-2005 Parsippany, NJ
  Field Sales Leader
  • Close rate of 75% compared to company average of 55%
  • Cutlery sales of more than $14,000 in less than 6 months.
  • Led direct sales team with over 30 sales associates

COMMUNITY SERVICE

William Paterson University Orientation Leader Wayne, NJ
  • Lead orientation tour groups of potential incoming students to WPU.

Belleville Recreation Department Belleville, NJ
  Head Umpire
  • Umpire for youth league games.

SKILLS

  Proficient in Final Cut Pro, Avid, Adobe, Quark, Pro-tools, Word, Excel, Power Point, Lexis/Nexis, social media, etc.

REFERENCES & WRITING SAMPLES FURNISHED UPON REQUEST
SAMPLE RESUME

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
Bachelor of Art Communication
Journalism/Public Relations Concentration  GPA: 3.3
Alumni Community Service Scholarship 08-09
Work 20 hours per week to help finance my education while maintaining a full course load.

RELATED EXPERIENCE

Deecent Exposure Edgewater, NJ
Digital PR team; On-line Marketing
\- 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
President
\- 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 SPRSA newsletter
\- “Just Vote” – WPUNJ – Fall 2008
\- 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” – WPUNJ – Fall 2007
\- 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
\- Ads Editor for student-run campus newspaper
\- Contributing writer for several on-campus and op-ed stories
\- Created and distributed flyer pitches electronically
\- Communicated with local vendors for ad placements

RELEVANT COURSE WORK

PR Case Study: 720 Modeling Group
\- Created a step-by-step public relations plan including goals, objectives, and strategies for the semester.
\- Helped increase general awareness of the club and promote their first ever fashion show

PR Workshop: Apple IPOD
\- Created a comprehensive public relations plan to support a relaunch of the Apple iPod which included research, SWOT analysis, objectives, strategies, target audiences, competitive analysis and tactics including events, social media, releases, pitches, alerts, editorial calendar and pitch ideas, etc.

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

OTHER EMPLOYMENT

Fort Lee Orthodontics
Reception
\- Assisted patients with appointments and account information
\- Promoted company by working annual patient appreciation events and health fairs
\- Responsible for opening and closing the office, ordered supplies, buzzy phones, filing, training, general administrative tasks

http://fortleeortho.com

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

References and writing samples available.
External 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 appropriate internship supervisor and our department secretary, Yolanda Martinez, at martinezy3@wpunj.edu

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

Students must work at an approved off-campus site for no less than 120 hours (weekly hours, 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.
Semester of Internship:
Spr______Su ______ Fall_______ Today's date ________

Your Name ________________________________________________________
Student ID 855#____________________________________________________
Phone Number _____________________________________________________
WPU Email Address _________________________________________________
Mailing Address____________________________________________________

Anticipated Graduation date / major _________________________________
Internship Supervisor’s Name _________________________________________
Supervisor’s Title and Department _________________________________
Supervisor’s Email Address___________________________________________
Company Name ___________________________________________________
Company Address ___________________________________________________
Company Telephone ________________________________________________

To be completed by the Communication Department:
Current GPA: ______________________________________________________
Credits completed: _________________________________________________
Permit Issues Y/N: _________________________________________________
Syllabus sent: _____________________________________________________
Processed by: ______________________________________________________