

# Minimum requirements



## University Relations Internship Check List

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.

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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.

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

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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.

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

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

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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.

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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.

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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.

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

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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.

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

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