



# Public Relations Internship University Relations

## Welcome to the Internship Program through Western's Office of University Relations

This internship offers juniors, seniors and graduate students from the College of Arts and Sciences (CAS), College of Education and Human Services (COEHS), College of Business and Technology (CBT) and College of Fine Arts and Communication (COFAC) the opportunity to complete a campus internship (unpaid) while receiving the experience of working in a public relations office. The Office of University Relations promotes the University to prospective students, alumni and the region. One student will be selected each semester, including the summer semester, to work in the public relations office.

### Requirements

- Graduate students will typically be asked to work 150 hours per semester, while undergraduates work 120 hours for three credit hours. Hours may change based on differing college requirements.
- A minimum GPA of 2.5 or higher will be required to apply for the internship.
- Students must be studying through an academic program in the College of Arts and Sciences (CAS), the College of Fine Arts and Communication (COFAC), College of Education and Human Services (COEHS) or College of Business and Technology (CBT).
- Applications are due by:
  - Fall semesters - March 30
  - Spring semesters - Oct. 31
  - Summer semesters - Feb. 28
- An in-person interview with University Relations staff members will be required.
- One intern per semester will be selected.
- Selected applicant will be required to sign a confidentiality agreement. Refusal to sign will void the internship agreement.
- Three writing samples or examples of pr/journalism/broadcasting experience required. Course assignments are acceptable.

### Find us online!

For more information about Western visit:  
[wiu.edu/universityrelations](http://wiu.edu/universityrelations) or

@westerniluniv     

**Your Potential. Our Purpose.**

## Expectations

- Graduate and undergraduate interns will be asked to be active participants in the day-to-day work of University Relations.
- Interns will be asked to contribute original content to University Relations' existing social media accounts, such as Facebook, Twitter, Instagram and LinkedIn.
- Interns must write eight blog entries for "Beyond the Belltower," the University's existing blog that highlights student, faculty and alumni achievements in a more in-depth manner.
- Student interns will be asked to write press releases on an as-needed basis as events arise through the daily course of operations.
- Students will have the opportunity to explore other areas of interest, which could include but are not limited to graphic design, video production and photography.
- The book, "Losing the News," by Alex Jones will be provided to the intern and will be required reading by the end of the semester. A paper about the impact of the book on the intern's field of study will be due to the internship coordinator by the end of the semester.

## The UR Office

**The University Relations (UR) Office at Western Illinois University promotes the University, as well as its faculty, staff, students and alumni through a variety of means. Daily work in the office may include:**

- Writing press releases for any of Western's academic or extracurricular activities and promoting them through local and regional media in a 90-mile radius of Macomb.
- Maintaining the University's social media presence through Facebook, Twitter, Instagram and LinkedIn.
- Staffing office press conferences and providing the media with information necessary to promote the University.
- Providing expert sources to media.
- Designing promotional items, such as billboards, ads, etc.
- Working with WIU faculty members to highlight their research and academic successes. Feature stories about student successes are also generated in this office.
- Additional opportunities include crisis communication, special events planning, committee membership and organizing photo shoots.

**For more information about the internship program:  
Contact Assistant Director of Communications Jodi Pospeschil at:**

**University Relations  
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1 University Circle  
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