

COMM Internships – Summer of 2014

Erica Anderson -- PR Intern, Genoa Chamber of Commerce. Genoa, IL, Summer 2014

This past summer I interned at the Genoa Area Chamber of Commerce in Genoa, IL. Throughout the summer I had a hand in many different tasks and worked closely with the Executive Director of the Chamber of Commerce. There were monthly Ambassador Luncheons and Board Meetings that I was expected to attend. In addition, I wrote press releases for ribbon cuttings and Business After Hours, planned events like the annual golf outing, Great Genoa Duck Races and Genoa Days King and Queen Scholarship Contest and performed various office tasks. On top of all of that, I made phone calls to local businesses to ask for donations for annual events, to be a part of welcome signs or to renew memberships. I was also given a great opportunity to write an article for the *Daily Chronicle* in the month of July for the Chamber. Each of the Chambers of Commerce in DeKalb County take turns writing articles for the DeKalb newspaper and my supervisor allowed me to write the Genoa Chamber's article. This internship helped me to network, develop my professional communication skills and gain further insight into how the professional world works.

David Beuttel – Sports Broadcasting intern, WCIA-TV, Champaign, IL and WAND-TV, Decatur, IL. Summer 2014

I was able to do two internships over the summer at two separate television stations. At both stations, I worked under the sports director. I learned all the things a mid-market sports director/reporter does every day. I was able to do all these things including filming, editing, script writing, producing and looking for stories on social media. I didn't realize how important social media was to broadcast journalism until this internship. Every day it seemed like we found something new that a player or coach tweeted out that we turned into a story for the newscast that day. Summer is the slow time of the year for sports, but it allowed me to build my own resume tape. I took the things that I filmed and edited and wrote scripts using my style of writing. At the end of the day, my supervisor critiqued my work. This really helped me refine my skills. It was an absolute thrill to learn all about sports broadcasting.

Jordan Boland – Event Planning /Fund-Raising, Easter Seals, Peoria, IL, Summer 2014

This summer I had the privilege of working with a non-profit organization located in Peoria, IL. Easter Seals provides rehabilitation and progressive therapy to children with physical and mental disabilities. To raise money for their services they host many different events that draw large crowds of people and, in turn, take a lot of work to put on. Working in their development department I realized that I wouldn't be working on one specific task while I was there as does everyone else. Every employee helps out with what they can which leads to having a different job every day. While I was there I printed brochures, called media outlets/volunteers, toured potential event locations and met with business owners. This internship really helped me to feel more comfortable and confident in the degree I'm getting and ensured me that this is the field I want to go into.

Branson Cain – Sales & Marketing Intern, Quad Cities Convention & Visitors Bureau, Moline, IL, Summer 2014

Over this summer I interned for the Quad Cities Convention & Visitors Bureau as a sales and marketing intern. I had to be knowledgeable in each department and be on top of my priorities because I was bouncing from each department. For the sales department I would help gather plan major events that we were bringing into the Quad Cities to bring in more tourists. With these events I would help call volunteers, create brochures and flyers, and talk to vendors to come to our event. For the marketing department I spent most of my time on social media projects. My main project with them was the Mini Abe campaign for Visit Illinois. That project consisted of planning places around the area for Mini Abe to visit, and taking pictures of him doing memorable things around the Quad Cities. My biggest project over the summer was redesigning our sports planner. I had no previous knowledge in graphic design so I embraced the challenge and finished it before my deadline.

Abby Clanin -- Marketing and Promotion, Olio & Vino, Peoria Heights, IL Summer 2014

Over the summer I worked at a local gourmet shop in Peoria Heights, IL called Olio & Vino. Olio & Vino is a gourmet shop, specializing in hand pressed olive oils, balsamic vinegars, wine, spices, gifts, and more. My internship duties consist of restocking merchandise, assisting customers, show casing products and constructing new marketing opportunities which include social media contests, and highlighting new products. I also managed the monthly news-letters for our customers, creating various brochures and more. Overall, I had a great internship experience at Olio & Vino. I learned many new skills during my time there. I was privileged to work with such an energetic internship supervisor which made work more enjoyable. I am really going to miss my supervisors and their team. By having this opportunity involvement I am eager find to a career for a larger company after graduation in either advertising and marketing or event coordinating.

Breanne Ford -- Radio Promotion, Clear Channel Media + Entertainment, Davenport, IA, Summer 2014

This summer I was an intern at Clear Channel Media + Entertainment in Davenport, IA where I did an internship in radio promotions. Clear Channel is home of six radio stations. I got to work with four of the six stations. They included WLLR 103.7 which plays today's country music, 101.3 KISSFM which plays today's hits, Q106.5 which plays classic rock and WOC News Talk 1420 AM that is a talk show. While working with these stations I did something different for each. For WLLR I would run the live radio board during the day to make sure that things ran smoothly on the radio. While I was working for KISSFM I would help put commercials into the radio log to make sure they played on the radio. While working for Q106.5 I would watch and see how they did their shows live. Finally for WOC I would answer the phones for the live talk show. What I learned about each one of these radio stations was that a lot of time and effort is put into each day to prepare the best radio show for the station. Some other things that I got to work on when I was not with one of the stations was I would look up news articles and record them so I could get feedback on how I could spice up how I would talk on the radio. Finally the big event that led up to all the preparation was the Mississippi Valley Fair where I worked at each of the radio stations booths and interacted with the fans of the Clear Channel stations. This was one of the best experiences that I have ever been a part of and I learned so much more than I could have ever imagined.

Ace Henricks -- Customer Development Intern, Dot Foods Inc., Mount Sterling, IL, Summer 2014

As a Customer Development intern at Dot Foods in Mount Sterling, Illinois, I got to spend 12 weeks learning about a business that I thought I already knew everything about. Being a resident of Mount Sterling, I had driven by its facilities daily and even received scholarship funds from the Tracy Family Foundation, the family that owns Dot Foods. The privately owned company is the largest food-redistributor in the United States. Whereas I thought the process of bringing in products and moving them to end users seemed simple, this internship taught me that there is always more to a business than there may seem. I had the opportunity to work with the people who work with Dot's customers every single day. Dealing with issues ranging from obsolete or damaged product or late shipments to gathering market research for Dot's suppliers, I got a firsthand account of the massive foodservice industry and how exactly a Snickers bar gets from the manufacturing plant at Mars, Inc. and ends up in a Casey's General Store, including all the stops in between. I spent the majority of my internship working with the New Product Launch team that does marketing research for the manufacturers Dot works with. The internship vastly improved both my internal and external communication within a business environment. It was often times challenging to get people to give good feedback, but I think this is where I made the biggest strides when it comes to being an effective communicator. I'll take one central thought from this internship wherever my career takes me: If you ask a question the right way, it doesn't feel like a question.

Alyssa Janssen -- External Communications, College Communications Office, Monmouth, IL, Summer 2014

This past summer, I took an internship with Monmouth College under the College Communication staff. My direct supervisor was Jeff Rankin, the director of College Communications. I got to join in on many different projects during my internship. I got to help create picture boards for Golden Scots and I got to help with Golden Scots as well. I also took many different pictures for camps that came to campus or if Jeff couldn't make it to campus, I would go out and take pictures. I got the opportunity to write articles and even conduct my own interviews. I wrote about internships students were doing, places that teachers would be traveling to, and one about the Doc Kieft Summer Research program. I feel this internship helped me realize what I want to do after graduation. This internship was a great learning experience for me and I would recommend it to other students.

Zack Johnson -- Promotions/ Business Management, Pride Fitness, Wood River, IL, Summer 2014

This summer I had the opportunity to work for Todd Laux at Pride Fitness along with his supporting trainers, Haylee Eubanks and Jordan Bowman. I spent my time at Pride Fitness training clients, observing training sessions, and working with social media. Most weeks followed the same order of events but every day was a new and challenging experience. I was able to use social media as a promotional platform for the gym as well as regularly interact and build relationships with a wide range of clients.

Jacob R. McLean -- Residence Life/ Student Affairs Intern, Monmouth College Monmouth, IL, Summer 2014

This summer I was the intern for the Office of Residence Life and Student Affairs for Monmouth College. Beginning my sophomore year of college, I have considered a career in higher education and this internship adds to my many experiences to get acquainted with the field. I learned quickly that work doesn't stop or slow down with students off campus; in fact it is quite the opposite. Although the first month of my internship dealt with clerical work and not the more meaningful projects I was hoping for, I was able to create presentations for both our Summer Orientation and Registration program and for Orientation Weekend. In addition to the experience of working with housing concerns, I was also able to work with Michelle Merritt, who transitioned to her role as the new Director of Student Success. Together, we worked on a project that was named Anti-Melt. My contributions to that project were my responsibilities with cold calling students and parents of the incoming class, attending events for incoming students, and the creation of a video project intended to motivate students to succeed.

Alistair Ramsay – North American Energy Marketing, The Nature Conservancy, Washington, DC, Summer 2014

During the summer of 2014 I was the North American Energy Marketing Intern at the world office of The Nature Conservancy. The Nature Conservancy (TNC) is the largest non-profit environmental organization in the world. The experience was unforgettable; I was able to apply the communication skills I have learned at Monmouth College into a real world setting. Focusing on social media, I was tasked to run the Twitter page for TNC Energy. This meant scouring environmental news every day for issues related to energy and composing a Tweet that was interesting enough to publish. This taught me how objectivity plays an important role when working for a globally renowned company. Being able to manage one of TNC's social media accounts was exciting because I was able to put my public relation skills to work. The most valuable part of the internship was being able to work with members on the marketing team. During meetings, I would listen to how marketing projects were being performed and even contributed my own suggestions. Working for the North American Energy program was a fantastic opportunity while being a part of an organization that protects and sustains the environment.

Adam Ruble – Government Relations Intern, Illinois AFL-CIO, Springfield, IL Summer 2014

My summer was spent in our state's capitol learning the ins and outs of Unions, State Politics, Lobbying, and Campaigning. I was an intern for the Illinois AFL-CIO in Springfield. I worked largely with external and internal communication for the state AFL-CIO, but also assisted the lobbyist during the final week of session, worked with the Campaign Manager, and helped the organization prepare and execute several events.

The internship experience was invaluable because I honed skills he already had and gained new ones. I can't thank the people at the AFL-CIO enough for their patience and for constantly thinking about how they could help me learn from each project. President Carrigan was the most generous boss I have ever had and Tim Drea, Secretary Treasurer of the Illinois AFL-CIO, was an excellent mentor. He really helped me transition from using what I have learned in the classroom and applying to the work we were doing this summer.

Brad Seemann – Law Enforcement, Woodstock Police Department, Woodstock, IL, Summer 2014

This summer, I was given to opportunity to do an Internship with the Woodstock IL Police Department. I went into the station every Monday and Friday. Most of the time I road with a police officer while they were on duty but once a month I rode with the detectives and got to experience what they did. Depending on whom I was riding with determined my responsibilities. Some officers had me writing parking tickets, speeding tickets, and accident reports. The department had me fill out a sheet every day about what we did that day then also fill out a notecard with three questions I had about the job of a police officer, at the end of the internship I turned in a binder full of the sheets and notecards. I really enjoyed talking to the officers about their jobs and now that the internship is over, I feel like I have a better understanding of what the job of a police officer entitles and it something I really want to get into after college.

Victoria Torres – Social Service, (Youth) Alternatives, Inc. Chicago, IL, Summer 2014

This past summer I had the opportunity to participate in an internship with Alternatives Inc. in Chicago, IL. Alternatives Inc. is a multi-cultural youth development agency that served more than 2,000 youth and their families this summer. I was hired as a supervisor, otherwise identified as a mentor, in early June. My everyday responsibilities included interacting with my assigned youth, helping them fill out timesheets, and making sure they were succeeding in a work environment. By early July, I was promoted from a mentor to a program coordinator. Alternatives Inc. is home to many different youth programs. I led the Summer Youth Employment Program, otherwise known as SYEP. This program, paid for through grants, paid youth for work over the summer at different locations. My everyday responsibilities changed dramatically. I became the lead supervisor of four mentors and eighty-eight youth. I was expected to keep in close contact with the businesses and the city. I kept track of all the timesheets, paychecks, enrollment numbers, and I dealt with issues such as theft, homeless and drug addicted teens. This internship had a profound impact on me. Before I started, I wanted to work in a different area of Non-Profit. However, now I know I have a real future in help teenagers who are at risk. Many people gloss over those teen years and don't understand the impact they can have on the rest of someone's life.