

COMM / PUBR 2016-17 -- Select Internship Descriptions

Kayla Beadles - Public Relations Intern, Warren County History Museum, Monmouth, IL, Summer 2016

This summer, I had the opportunity to work at the Warren County History Museum. Through this internship I was able to get professional experience working as a PR professional in a non-profit environment. It was my primary duty to come up with ways to bring our target demographic, which was families with children, to the museum. I produced a multi-faceted marketing plan for that demographic and I highlighted solutions within the marketing plan. I devised a plan for a fundraising garage sale and pitched it to the board and it was passed. I spent the majority of my time this summer planning and figuring out the logistics for the sale. I also had the ability to create 3 monthly newsletters during my time and I also had plenty of copywriting experience by working directly with the Review-Atlas on publicizing the museum. I also got the opportunity to attend meetings with my supervisor, Kellen Hinrichsen, representing the museum, in an attempt to boost the museum's community relations. It was a great summer with many new and exciting experiences.

Cristian Corbett – Broadway Media/X96/Radio From Hell, Salt Lake City, Utah. Summer 2016

This past summer I was an intern for Radio From Hell, one of the longest running morning shows in the US, that aired on 96.3 FM, Utah's best alternative radio station. It allowed me to get a general idea of what working at a big time radio station is like. I would typically work on everything that went on behind the scenes of the radio show. This included managing posts on the station website, Facebook and Twitter pages, answering phone calls during on air contests, and converting broadcasts into podcasts to post online. Additionally, I worked on writing scripts for commercials and sent emails to sponsor representatives. I was able to attend events such as early movie screenings and VIP concerts as a press member with the radio station. It was a great internship experience and gave me a little taste of what it's like working in the radio business.

Andrea Correa - *Marketing Intern for F.A.S.T. Global Marketing, Elmhurst, IL. Summer 2016*

This past summer, for my internship, I had the great opportunity to work with a marketing company. I learned very quickly that not only are there different ways to market, but that there are different organizations one can help. The client that I would be helping with this marketing company was Xfinity. My tasks consisted of a variety of things, such as making sure iPads were charged and being distributed to everyone, filing work order forms at the end of the day, and even getting hands on experience out on the work field with setting up events and doing face to face marketing. The best thing about this marketing company was that promotions were within, meaning that if your work ethic rate was phenomenal, and getting to management was going to be something that could be pursued easily within less than a year.

Cole Downey – John Deere Harvester Works – 1100 13th Ave, East Moline, IL 61244 – Summer 2016

This summer I interned in East Moline with John Deere's Harvester Works. My supervisor Bridget began the internship with an introduction to the factory, and tutoring on how to give proper tours. We learned about the process involved with manufacturing a combine, %60 of which was done inside this facility. As the weeks wore on the interns also spent time shadowing other departments, including recruitment, marketing, material coordinators and more. Bridget frequently went out of her way to provide interns with new opportunities, including photography work for several different events. Perhaps one of the largest events was the arrival of Kale, a child with Leukemia who had chosen to take a tour of the factory. I spent the entire day with him and his family, capturing both intimate and public moments that contributed to an album which has quickly become my greatest work. This internship was a fantastic opportunity to look at a successful company from both the top, and ground level. I'm excited to watch them grow as a company, and continue to produce the bestselling agricultural equipment in the world.

Ryan Draksler – Winnebago County Juvenile Detention Center, Rockford, Summer 2016

This summer I had the privilege of interning at the Juvenile Detention Center for Winnebago County located in Rockford, IL. From the moment I started I had all of the duties and responsibilities of a full time staff member. These duties included monitoring the minors as they go about their daily routines, helping them with their schoolwork, disciplining or rewarding them for their behavior, and being a mentor to them amongst many other things. This internship even gave me the opportunity to attend both adult and juvenile court hearings for minors that had not received their sentencing yet. Additionally, I had the opportunity to transport one minor that had received his sentencing to the Department of Corrections located in St. Charles, Illinois. This internship opened my eyes to how important communication is in this career field. I quickly learned that effectively communicating with not only co-workers but also the juveniles can be the difference between a dangerous situation taking place or cooler heads prevailing.

Riley Hess - Social Media Intern, Pulse Publishing, Durham, North Carolina, Summer 2016

This summer I had the opportunity to work for Pulse Publishing LLC based in Durham, North Carolina under the wing of CEO, Marcus Harris. I contributed to this company by being their intern. As the intern, I was tasked with various responsibilities throughout the summer. At first, it was only posting on their social media pages. Realizing that I would never make up all the credit hours solely on posting content, I started doing some research on social media by browsing other more popular social media pages for inspiration. This was also not enough. I then contacted Mr. Harris and asked for more work. I was extremely nervous since I was just an intern, but he was delighted that I asked. He then tasked me to work on our event called the "Christmas Smiles Holiday Drive." This included event planning, countless hours of contacting companies, and trial and error. This event took up the majority of my summer. Even if I wasn't working on anything I was still thinking about it. We are trying to receive donations from various local companies and vendors in the Durham area, but I recently learned that many local companies have a hard time staying on their own feet which meant that it would be virtually impossible for them to donate. I have never felt so stressed out before because I felt guilty for the domestic abuse victims that wouldn't get any gifts for Christmas. This caused me to work harder and to keep calling companies (sometimes the same ones) just to at least have them spread our message. All in all, the internship experience had its share of ups and downs, but the work was perfect for an athlete with another job who is just trying to get some experience in the working world.

Katie Hopping – Public Relations/Writing Intern, University Relations Office, WIU, Macomb, IL, Summer 2016

My experience in the University Relations office at Western Illinois University was life changing. It taught me writing and interview skills and helped improve my people skills. I also learned a lot about myself and what I am capable of producing. It made me appreciate the people who write press releases and feature stories because there is a lot more that goes into it aside from writing the story. This internship hasn't only opened my eyes to PR writing, it has opened my eyes to my future. I am now prepared to begin a career as a PR specialist, thanks to this internship opportunity and the education provided by Monmouth College.

Miranda Jones – Public Relations Intern, Grinnell Regional Medical Center, Grinnell, IA, Summer 2016

Over the summer I had the opportunity to intern for a non-profit regional hospital. As a public relations intern at a non-profit organization, I learned that each person has various responsibilities that contribute to the goals of the organization. Throughout my internship I was working with supervisors who had years of experience in the field. I was involved in department meetings where my superiors encouraged me to let my voice be heard. I was given regular tasks to accomplish over the course of the summer, from writing press releases and newsletter articles to building the social media presence of the hospital gift shop. While some tasks allowed more room for creative freedom than others, each day brought something new proving that public relations is a field with many areas in which I can grow in the future. This internship helped me learn to work with a variety of personalities and see how success can come from a fun and casual work environment.

Kaylee Kurtz – Event Planning, Special Olympics of Illinois, Peoria, IL, Summer 2016

This summer, I was given the opportunity to intern at Special Olympics Illinois, under the leadership of Karen Milligan, director of athlete and family leadership. The internship involved tasks in marketing, communication print and electronic media, event coordinating and public relations. Over the course of the three month experience, I was given four main tasks: finding a speaker for the families' workshop session at Summer Games, conducting interviews of families, athletes, coaches and volunteers, managing social media accounts with original content including photos and video promos and writing an article for the July Enews letter. My favorite part about the internship was experiencing Summer Games at Illinois State University, where over 4,100 athletes and their families came to compete. I got to interview these families and discover their Special Moment or, in other words, the reason they stuck with Special Olympics. This gave me not only first hand knowledge of Special Olympics but also the role of nonprofits in general. That weekend, along with the rest of my internship, really made me realize that life working for a nonprofit is a new task everyday. Because funds are limited, you are the marketing consultant, the head editor and the spokesperson for your individual department within the organization. I actually liked this aspect of the job because I was able to gain skills in all of these categories and to really understand the importance of having diverse skills. It was a great experience!

Andrea Loos –Marketing Intern, ColinKurtis Marketing and Design, Rockford, IL, Summer 2016

This summer I spent my internship working for ColinKurtis Marketing and Design, and advertising agency in Rockford, IL. ColinKurtis is a local advertising agency specializing in the food industry. My primary duty as an intern was to assist the main copywriter with the multiple projects being juggled by the company at any one time. One of the highlights of my internship experience was being invited to Chicago to attend an annual food trade show and expo. At the expo, I was tasked with checking up on current clients as well as scouting the competition to see what we could improve upon. Back at the firm, I was allowed to sit in on calls and meetings with clients, as well as offer input into specific projects. I also got the experience of writing copy for national brands to display on their website and social media sites. Overall, the internship helped me narrow down the field I am considering pursuing, and being able to shadow the staff at the agency showed me what kind of work I would be getting into. I would definitely pursue working for an ad agency in the future.

Mikaela McKenney – Event Planning, Lake Hill Winery, Carthage, IL, Summer 2016

My internship experience as an Event Coordinator at the Lake Hill Winery in Carthage, Illinois was a great opportunity. Not only was it a great experience, it allowed me to answer a few of my own questions. My internship answered the biggest question I had for myself, which was, “Do you want to work with and around people?” By the first week, I answered my question with a big yes. My internship allowed me to grow as an individual in the workplace and build team skills. I learned how to professionally talk to people and handle situations that I had never seen before. I also had some authority over most situations, so that helped me grow professionally. This internship made me realize how hard I can work even though I was not being paid. It helped that I saw the final product of most of my projects, which was a wedding every single weekend. Because of Monmouth College, I was prepared to sell the banquet hall to potential clients from now until next year by theories and appeals and the overall education at Monmouth. This internship will never be forgotten!

Gianna Miceli – Marketing Intern, Warren Achievement Center, Monmouth, IL. Fall 2016

During the fall of 2016, I interned for a non-profit organization that provides opportunities for persons with intellectual and developmental disabilities to learn and be active members in the community of Warren County. Warren Achievement Center is located in Monmouth, Illinois. I was the Marketing Coordinator Intern under Sean Cavanaugh. Even though that was my title, I focused more on event planning and fundraising. When working with non-profit organizations, each individual has a variety of tasks and jobs, in order to continue successfully enhancing the organization. The most important task I had was to plan the first kick-off event to raise money for a new day program facility. I helped with: creating the invitations, programs, getting sponsors and donors, finding the space and food, and made sure all contracts were taken care of. I also wrote monthly articles for the Warren Achievement Center newsletter and some appeared in the local Monmouth Daily Review Atlas newspaper. Once a month, I appeared on the Monmouth Radio to talk about the kick-off event and I spoke at Chamber of Commerce meetings. On top of this, I founded the “Adopt a House” project with Women’s Fraternity Pi Beta Phi at Monmouth College. My favorite part was talking on the radio and in front of big groups really helped prepare me for the event. I was able to practice my public speaking skills in front of people I have never met before. At first, it was intimidating, but the more I did it, the more comfortable I became. Taking this internship, I was able to prove to myself that I can do anything I put my mind to. I was able to see that the skills I learned in school will help me find a job after graduation.

Destiny Mitchell – Radio Production Intern, Studstill Media, Peru, IL, Summer 2016.

This summer, I worked with Chad Hannon, the Production Manager at Studstill Media, and many full time DJ’s. I spent the summer voice tracking shows, voicing in commercials, extending/labeling production, board-operating, and recording weathers. I gained an understanding of how radio programming and advertising work to make a broadcast station a successful business.

Lexy Murdix – Web Design Intern, City of Monmouth, Monmouth, IL, Fall 2016

The internship that I had the pleasure of working for this semester was at City Hall working with the Director of Community and Economic Development, Paul Schuytema. Specifically, I had the opportunity on being a Web Design Intern assigned a client to create a new and updated version of an old website. This client was Lake Warren, and I was able to create a website for the lake from start to finish. I was able to also work further on the ShopsofMonmouth.com webpage to update that website to date. Through the work of this internship, I was able to learn real-life work skills, strengthening my communication techniques and learning how to create a website.

Ellie Peterson - Monmouth College Admissions Intern, Monmouth, IL , Summer 2016.

This summer, I had the privilege to work in the Monmouth College Admissions Office. This internship gave me an idea of what the daily processes and duties are in an Admissions Office. For example, I spent the summer giving tours to prospective students, designed different email campaigns, wrote different proposals, created a Snapchat for the college, planned S.O.A.R, and revised different training manuals to help Scot Ambassadors during the school year. I was able to meet a lot of important employees of Monmouth College that directly deal with the enrollment process as well as the communication aspect. In addition, I will have the chance to attend different college fairs this upcoming year which will help with networking for different jobs. It was a great summer with even better experiences.

Alexa Piekarski – Event Planning, Paramount Theatre, Aurora, IL, Summer 2016.

Internships are an important slice of reality when it comes to starting a career. I have been dreaming for so long, and working so hard to continue a career in hospitality management. This summer in downtown Aurora, I had the pleasure of interning as an event coordinator for Paramount Theatre or Paramount Arts Center. Paramount has been established since 1931 and I got to work side by side with the special events managers. Whether its producing shows, concerts, and more frequently weddings, Paramount strives for its guests to feel like they are in the spotlight. It is often said and heard that “wedding planning, oh that seems easy or too fun of a job.” Well, I learned that you need to have an eye for detail and creative instinct. I also learned that it means giving up your weekends and being professional yet approachable. It is fun planning events and weddings and I assume it is easy for those who have been planning events for a long time now. But to produce that spotlight event, it takes a lot of sweat, hours, and tears like any other production would. *Life’s a party, so plan one.*

Will Podbelsek- Sports Director /Intern, Lincoln Illinois YMCA, Winter 2017

During the late fall and early Spring I have worked at the YMCA in Lincoln, IL as an intern. I was also hired as a seasonal worker after my internship hours are completed. This internship has given me the chance to open my eyes to the lifestyle of an employee working for an inclusive organization. I have been the supervisor of Hoop it up (open gym), Preschool Gym time, helped organize and ref the Girls basketball program, Organizing the Junior basketball program, advertising for the YMCA’s programs, creating brochures, making flyers, and taking care of anything that is needed to be done within the office area for my fellow colleagues. Overall the experience I had with the YMCA was awesome and I think that this is the type of job that I would be considering for a career. This internship has been a big stepping stone for me and I have grown from this involvement.