Communication Internships in Today’s Marketplace

Robert Scott
Specialist Professor
Department of Communication

In the current economic climate – with a high rate of unemployment and fierce competition for jobs – internships offer several unique opportunities.

First, an internship is an excellent means of getting a foot in the door, especially during today’s market when the sheer volume of job applicants makes it more challenging than usual. Second, because so many companies have been forced to reduce their number of employees, today’s interns often find themselves taking on tasks traditionally assigned to full-time staffers. This provides more extensive on-the-job training and the opportunity to augment resumes. Third, increasing numbers of successful internships are leading to full-time possibilities. Companies that have cut back are seeking affordable alternatives in order to continue providing products and services. A recent college graduate with proven internship experience and lower salary expectations can be a viable, attractive solution.

Monmouth University students are fortunate that the school is located between New York and Philadelphia. These markets provide superior access to areas of interest for today’s Communication student. Some of our interns commute to these markets to leverage the bigger names (such as MTV, CBS, NBC, Disney, NHL, NFL, Nickelodeon) while others opt for excellent opportunities here in New Jersey (including My9, News 12, MSNBC, Millennium Radio, Night & Day). Last year, our students worked for radio stations, sports franchises, PR firms, newspapers, magazines, TV shows, feature film productions, live events/concerts, music companies, and more.

John Kessler worked for MSNBC at the Republican National Convention during the last presidential race. He’s currently pursuing another internship with MSNBC. Courtney Flores interned for NBC Universal at *The Jerry Springer/Steve Wilkos Show* and Leah Scurato worked at WPST in Princeton. When she wasn’t updating spreadsheets and running the switchboard, Leah had the opportunity to perform as a commercial voice talent. Mairin McPartland interned at Danielides Communications, a PR firm in Manhattan, where she served as an assistant account executive, wrote press releases, and assisted on satellite media tours. Other students worked with Rachel Ray, Martha Stewart, Cosmopolitan – too many to list here.

Communication students are responsible for finding their own internships, although the department maintains a database of information for advising. Students can also get assistance from the Ex Ed team in the Center for Student Success. Students initiate the research and application process while faculty members are happy to provide guidance and help edit cover letters and resumes. We also encourage students to consider multiple internships over the course of different semesters. Last year, for example, Jason Letchko worked for *Saturday Night Live* and *Late Night with Conan O’Brien* (once the 3-credit Ex Ed requirement has been fulfilled, Communication students can use up to nine free electives for additional internships).

Last semester, I had the pleasure of advising Danielle Atieh on her internship with *The Colbert Report*. It was a joy to watch Danielle’s enthusiasm and confidence develop as she integrated the skills she learned at Monmouth with her experiences working on a daily television production. Danielle did an excellent job with her internship responsibilities while avoiding herself of every related opportunity to increase her knowledge and expand her list of contacts. Through this process she learned a great deal about herself and identified her career goals.

Today, Danielle is working as a freelance camera operator for Remote Digital Media, and has already shot an episode of *MTV Unplugged* and a concert in Boston. Without her NY-based internship, she probably would have headed in a different direction. But by making the most of her experience, she’s now gainfully employed in a difficult economy – while doing something she finds exciting and satisfying.

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**Oh, The Places You’ll Go... Through Experiential Education**

- Saturday Night Live
- The Rachel Ray Show
- The Sawtooth Group
- NHL Headquarters
- Martha Stewart Show
- Late Night with Conan O’Brien
- The White House
- EMI Capitol Records
- MSNBC
- Summit Entertainment
- Disney College Program
- WKTU-FM
- Viacom

www.monmouth.edu/academics/css/exed.asp
Monmouth Students Take on the Big Apple
NBC Universal ◊ Cosmopolitan Magazine ◊ The Colbert Report

NBC Universal — Dateline
Catharine Cody, Communication Major

When I first decided to pursue a career as a broadcast journalist I did not fully understand what was involved. I did not realize that the hours reporters are expected to work are very different than in most other careers. Depending on the show, some reporters have to be in the studio by 3 AM so that they are ready to go on air at 6 AM. Needless to say, as soon as I heard this I faltered a bit in my determination to get an internship.

My father pushed me to send my resume out to all the major networks and I was called back by NBC Dateline. My interview lasted about ten minutes and included the usual questions, “Where do you see yourself in 5 years?” “Who are your major role models?” “What is your favorite news program?,” etc. I wasn’t too nervous during the actual interview. It wasn’t until a few days later when I learned I got the internship, that my palms began to sweat. I had no idea what I would be doing, who I would be working with, and whether or not I would be able to cut it in the crazy world of broadcast journalism.

On my first day, I answered the phones at the front desk. My first call was from Jack Welch - former CEO of General Electric. Since that day I have spoken with Maria Shriver, Tom Brokaw, and documentary filmmaker Ken Burns.

A few weeks ago, I was running to catch an elevator and ended up speaking with Chris Hansen for five floors. Some of my other duties included transcribing tapes, going over interviews, and inputting the right time-codes. Most of the work I did was to make it easier for the stories to be edited. At times, it could be tedious, but I am grateful for every minute I spent working at NBC. It was a great experience, and I even continued working for NBC throughout the summer.

Cosmopolitan Magazine
Samantha Schiavo, Communication Major

For the Spring 2009 semester, I was lucky enough to intern at Cosmopolitan Magazine. While there I worked with the advertising department, which consists of the sales and marketing team. As an intern I was able to sit in on important production meetings and also had the opportunity to participate in well-known marketing projects, such as the “Dove Live it Love it Contest.” I even got to meet Helen Gurley Brown!

My responsibilities at the magazine ranged from organizing and updating our issue closet and media kit to assisting sales representatives to prepare for competitive magazine presentations. I had the chance to organize presentations for clients/advertisers such as Victoria’s Secret and Juicy Couture to display how much their products were credited in Cosmo’s editorial sections.

Interning at Cosmo was definitely a fun and very beneficial experience. I learned so much about the magazine industry, and I had the opportunity to gain hands-on sales and marketing skills as well. It has also helped me narrow down my career choices. My long-term goal after graduation is to stay within the magazine industry and work in marketing. My internship experience at Cosmopolitan Magazine made me realize that marketing is the side of the industry that I most enjoy.

The Colbert Report
Danielle Atieh, ’09

Interning at The Colbert Report was one of the most rewarding experiences that I encountered in my college career. I feel very lucky to have been given such an incredible opportunity. As an intern, I was in charge of picking up and delivering the props for the show, reporting to my department, and helping my advisor throughout the day, as well as transcribing previous shows and making sure the credits for the show were accurate.

There were many perks that came along with being an intern at The Colbert Report. I was able to sit in on rehearsals, attend a writers meeting, and shadow a professional camera person. All of these experiences have been very advantageous for my future and have taught me a lot about the television industry.

This experience will hopefully benefit me in the future and open more doors when I apply for jobs in television production.

I will carry the skills and knowledge that I learned here and apply it to my future career after graduation. I will forever be grateful for this incredible opportunity and hope to work in such a great television production environment someday.
In summer 2009, teacher candidates in the Department of Curriculum and Instruction in the School of Education hosted the “Write Out Loud!” Literacy Camp for Raritan High School students from Hazlet, New Jersey. Raritan Public Schools are engaged in a formal partnership with the School of Education. This Literacy Camp, designed and implemented by C&I Professor Laurel Chehayl, served as the field placement for the secondary Content Literacy course, the field placement that also fulfills the candidates’ service learning Experiential Education requirement. Over the course of the Literacy Camp, the candidates planned large and small group literacy-based activities. Teacher candidates and students joined together in activities and games that were not only fun, but also served as a great chance for the Raritan students’ individualized literacy development. In addition, teacher candidates worked one-on-one through the writing process with a Raritan student to create a literacy-based project. This was a unique opportunity for teacher candidates to experience instructional planning and “classroom management,” as candidates negotiated the facilitation of these various activities.

During the final camp session, we hosted the Write Out Loud! Publication, at which the student-participants shared some facet of the work he or she completed during Literacy Camp. There was a wide range of works presented, including poster-sized illustrations of writing, photo essays, and pieces read aloud. One student worked to improve his SAT writing skills, while another wrote the music and lyrics to a song he then performed at the Publication. This event was well attended by the students’ parents, Monmouth University professors, and Dean of Education Lynn Romeo, as well as Raritan High School administrators. The students also received a Certificate of Participation in the program.
What is Experiential Education at Monmouth University?

One of Monmouth University's programs of distinction is Experiential Education. It is a General Education requirement for ALL undergraduate students, which seeks to give students practical, “hands-on” experience in a setting outside of the classroom environment. Ex Ed offers students work-related experience and an opportunity to network in their chosen field. It also provides the opportunity for academic reflection.

Career Advisors and Planners (CAPS)
The following is a list of faculty members known as CAPs who are available to assist students with Ex Ed.

Accounting
Douglas Stives, Bey Hall, dstives@monmouth.edu, Ext. 5894

Art and Design
Tom Baker, 600 Building, tbaker@monmouth.edu, Ext. 3627
Pat Cresson, 600 Building, pcresson@monmouth.edu, Ext. 3626

Biology
Ellen Doss-Pepe, Edison Science Hall, edoss@monmouth.edu, Ext. 4433

Chemistry/Medical Technology/Physics
William Schreiber, Edison Science Hall, wschreib@monmouth.edu, Ext. 4443

Communication
Aaron Purgason, Plangere Center, apurgaso@monmouth.edu, Ext. 5254
John Morano, Plangere Center, morano@monmouth.edu, Ext. 4424

Computer Science/Software Engineering
Allen Milewski, Howard Hall, amilewski@monmouth.edu, Ext. 7578

Criminal Justice
Charity Hendricks, McAllan Hall, chendric@monmouth.edu, Ext. 5650

Economics/Finance/Real Estate
Robert Scott III, Bey Hall, rscott@monmouth.edu, Ext. 5532

Education-Curriculum and Instruction
Laurel Chehayl, McAllan Hall, lchehayl@monmouth.edu, Ext. 5191

Educational Leadership/School Counseling/Special Education
Wendy Harriott, McAllan Hall, wharriot@monmouth.edu, Ext. 5905

English
Oty Aghajoh-Laoye, Wilson Annex, olaoye@monmouth.edu, Ext. 3662

Foreign Language Studies
Priscilla Gac-Artigas, Plangere Center, pgacarti@monmouth.edu, Ext. 3406

History/Anthropology
Richard Veit, Howard Hall, rveit@monmouth.edu, Ext. 5699

Management/Marketing
Roy Nersesian, Bey Hall, rmersesi@monmouth.edu, Ext. 3654

Mathematics
Betty Liu, Howard Hall, bliu@monmouth.edu, Ext. 4455

Music/Theatre Arts
Ron Frangipane, Woods Theatre, rfrangip@monmouth.edu, Ext. 3633

Nursing/Health Studies
Laura Jannone, McAllan Hall, ljannone@monmouth.edu, Ext. 5457

Philosophy/Religion/Interdisciplinary Studies
Pasquale Simonelli, Howard Hall, simonelli@monmouth.edu, Ext. 5738

Political Science
Kevin Dooley, Bey Hall, kdooley@monmouth.edu, Ext. 4471

Psychology
Doris Hiatt, Edison Science Hall, dhiatt@monmouth.edu, Ext. 3679
Robyn Holmes, Edison Science Hall, rholmes@monmouth.edu, Ext. 3508

Social Work
Rosemary Barbera, McAllan Hall, rbarbera@monmouth.edu, Ext. 3606

Ex Ed Leadership Team
The following is a list of faculty members and administrators who help to coordinate Experiential Education.

Saliba Sarsar
Associate Vice President for Academic Program Initiatives

Kelly Ward
Faculty Director of Ex Ed, Associate Professor, Social Work

Wendy Harriott
Assistant Faculty Director of Ex Ed, Associate Professor, Educational Leadership/School Counseling/Special Education

Jean Judge
Interim Dean, Center for Student Success

Robyn Asaro
Assistant Director of Study Abroad

Kathleen Kennedy
Director of Cooperative Education

Marilyn Ward
Coordinator of Service Learning and Community Programs