Communication Students Assist CURE International

CURE International is a Christian non-profit organization which provides healthcare to impoverished children in third world countries. Currently, they have medical centers in eight different countries including, Kenya, Uganda, Malawi, The Dominican Republic, Afghanistan, Honduras, Ethiopia, and Zambia. They put equal emphasis on both physical and spiritual development.

In order to most effectively aid CURE, each student developed an online relationship with a CURE employee living abroad. This sort of ground-level perspective proved vital to the plan’s overall success. As each student gathered information on foreign media outlets, an international database began to appear which CURE can now use for media relations and crisis communication.

After completing the media database, the team split into two groups. One group tackled developing a Crisis Communication Plan while the other conducted a media audit. In regards to the Crisis Communication Plan, McCown said, “Organizations often think a crisis won’t happen to them. It’s not a matter of ‘if’ it’s a matter of ‘when,’ particularly for a global organization working in the medical field. Our student team helped CURE personnel realize their critical need for a crisis plan.”

Because of CURE’s lack of media experience, the media audit was met with limited response. However, the team still found beneficial information as to how CURE could better meet the media’s needs.

Looking back on the experience, McCown said, “This project bridges classroom theory with real life practice, but goes beyond most internship experiences in that it allows the team of students to own a project from start to finish.”

The Communication Department will offer this course again during the fall 2006 semester.

Practical Advice on Internships

You need experience to get a job, and yet you need a job to get experience. This circular reasoning can be frustrating when trying to land that first post-graduation job. Internships provide a practical way to circumvent this conundrum.

If you are considering an internship, or even if you have not yet begun thinking about one, students who have already completed one can offer some valuable advice on the subject.

Jessica Junkins, a senior Public Relations and Advertising student has experience with two internships. The first was at Tyco Electronics this past summer. During this internship, Jessica worked with Excel to compile information from various clients, went on sales trips, and learned about the company.

Her other internship, the one she currently holds, is with Arcus, a small Information Technology staffing agency. Her goal at this internship is to prove her value as a public relations and marketing employee by updating the website and giving suggestions about how to improve the company. This is in preparation for a post-graduation job that Arcus has offered her. She enjoys this internship especially because she has the opportunity to showcase her talents in a forum in which her opinion is highly valued.

Jessica highly recommends the Career and Internship Centers as a starting point for finding an internship. She pointed out that Mike True helped her immensely in securing her current internship. She also recommends getting as much internship experience as possible to set yourself apart from the competition. When asked her thoughts about internships Jessica responded, “They should be required!”

A second communication student with internship experience is Jeremy Eshelman, a junior speech communication student. His internship was with Cumulus Me-
PA Builders Internship
The Pennsylvania Builders Association is seeking a part-time summer intern to assist the public relations/public affairs division. Duties may include: writing, editing, desktop publishing, webpage writing and updating, special event promotion and coordination, and media list development. The hours are flexible and the internship can be completed for credit with the possibility of a stipend. Interested Students should send a cover letter and resume to Megan Roby at 600 N. 12th St. Lemoyne, PA 17043 or by e-mail at mroby@pabuilders.org.

Philly Internship
FCF Schmidt Public Relations, Inc. and Flemming and Van Metre Advertising are seeking bright, motivated, and energetic students for paid fall, spring and summer internships. Job experiences will include media relations, special events, community relations, newsletters, and multi-market programs. For more information on this opportunity visit the FCF Schmidt website at www.fcfschmidtpr.com or contact Dr. Arke.

New Internship Opportunity
Hershey Philbin Associates, located in Camp Hill, offers internships for fall, spring, and summer semesters. Areas available include marketing, public relations, and government relations. An updated list of summer opportunities is posted on the bulletin board just outside of Dr. Arke’s office on Boyer 2nd. Check it out for information on these and other opportunities. It is updated regularly, and is a great starting point to make job and internship contacts.

Summer Work Study Position
The Messiah College PR office is seeking a student with excellent written and verbal communication skills who is detail-oriented, organized, capable of managing multiple deadlines, and willing to tackle a variety of responsibilities. This is an excellent opportunity for an aspiring writer, public relations professional, or journalist to build a portfolio of published work. Interested students should contact Beth Bertram, assistant director of public relations, at bbertram@messiah.edu or extension 7361.

Summer Internship
CURE International, located in Lemoyne, is looking for a communication intern for Summer 2006. Interested students should submit a resume to Mike True in the Internship Office as soon as possible.