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For Immediate Release:

**Students benefit from completing internships**  
**Mass communication students gain valuable skills through completing internships**

The mass communication department says internships allow students to gain practical, hands-on experience in their fields of interest and afford them opportunities to build their resumes, learn to network and to truly discover if they enjoy the careers they've been seeking.

Winthrop University's Department of Mass Communication requires that each student complete at least one internship or practicum as part of the mass communication and integrated marketing communication program. The department believes the requirement will benefit its students in many ways.

"We'd hope internships will lead to jobs," says Peter Judge, interim chair of the Department of Mass Communication. "We'd also hope that the internship will help a student decide if this is what he/she does or does not want to do," says Judge.

Ray Green-McCanic and Bridgette Smith, two students in the mass communication department, majoring in integrated marketing communication, have both completed internship programs.

Green-McCanic interned at Beau Magazine, an LGBT (Lesbian, Gay, Bi-sexual, Transgender) publication in Charleston, South Carolina. His tasks included making business calls, updating the patron list, distributing magazines, and attending events. He also worked on promotional material and helped with new additions to the magazine, including a business directory.

"My internship was extremely fulfilling," says Green Mc-Canic. "I learned so much in such a short time, and I honestly enjoyed every minute of of it," he says.

Green-Mc-Canic says he strived to to get the most from his experience. He says, as a result, he was offered a position with the magazine upon graduating.

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“I would have never thought that one internship would result in a job-offer,” says Green-Mc-Canic. “I just did my best, made sure to always show initiative, and was proactive in my learning experience,” he says.

Green-Mc-Canic describes what he calls “his most memorable moment.”

“My most memorable moment was attending a business meeting between my manager and an event planning company,” Green-Mc-Canic says.

“Being able to witness the business negotiation and how the two parties went back and forth, was very informative,” he says.

Smith completed her internship at the City of Rock Hill Parks, Recreation and Tourism (PRT) in Rock Hill, South Carolina, under the supervision of Merritt Croom, Corporate Relations and Sponsorship Coordinator at (PRT).

Smith says her duties included creating promotional materials, event planning work, and donor relations work, which included writing thank you notes and putting together thank you packages. She says she also worked on an internal newsletter template and children’s outdoor program brochure.

“It was such a diverse and truly fun experience,” says Smith. “I even got to take photographs on-location during various events,” she says.

Smith says she was fortunate enough to be able to work both in the office and out in the field.

“I spent about half the time in my office cubicle doing work on the computer, and the other half, outside “in the field” in shorts and a t-shirt sweating in the summer sun,” she says.

Smith says she paid close attention to the office culture at her internship, and that ultimately led to her participation in other activities, optimizing her experience.

“It was very essential for me to learn the office culture,” she says. “The way my colleagues communicated to one another, the manner in which they praised each other’s work or asked for help, the level of formality or informality, all of which were so important to pick up on and adapt to during my time at (PRT),” says Smith.

[Click here for more information on the mass communication internship program](#)

Bridgette Smith with her internship supervisor, Merritt Croom, at the City of Rock Hill Parks, Recreation and Tourism (PRT) in Rock Hill, South Carolina.

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Ray Green-McCanic leading the way in the Charleston PRIDE parade, with members of his internship, Beau Magazine, behind him.