WSU Media Relations Internship Site

Public Affairs, President’s Office
Westfield State University, MA

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Interested in becoming involved in public or media relations? Want to gain exposure in website and press material development? At the Public Affairs internship program, interns can expand their knowledge in these fields by learning about video production, special event and press conference planning, attending internal strategy sessions, and developing new business research.

Working with Bob Plasse, Assistant to the President at Westfield State University, Media Relations Public Affairs interns find themselves writing content in a professional and often political setting. They learn to function as a team in the professional environment by interacting with multiple university departments and the local community. While writing, editing and conducting research for press releases, interns learn how to network using local media forums.

Fall 2010 intern Laura Phelon saw the opportunity as an “enlightening experience” and continued at the office with a work-study position in 2011. She now works at the President’s Office as a “stringer.” Alyssa Zabierek, a Spring 2011 intern, “gained communication skills and writing skills” she never would have expected. She finds these communication skills have put her in a better position to find work in the future.

Most recently Dan Connors, a Fall 2011 intern, had this to say about the program: “I went into the internship expecting to primarily write press releases... however, I was pleasantly surprised by the amount of creative work I was allowed to do.” He also says that Bob Plasse made for a “very approachable supervisor.”

These three interns agree that the Media Relations Program has been and should remain a vital part of the English Department’s internship program and would recommend it to future English majors.