



## ENC 4946: INTERNSHIP IN PROFESSIONAL & TECHNICAL WRITING (PTW)

Updated 21 July 2018

### INTERNSHIP PROGRAM HIGHLIGHTS AND REQUIREMENTS

USF Sarasota-Manatee requires an internship for students pursuing a B.A. in Professional and Technical Communication. Features of the program are summarized below:

- **Prerequisite:** ENC 3242, Technical Communication for Majors (if you became a PTC major before Fall 2017, this course may be taken concurrently with the internship in a given semester).
- Three semester hours of academic credit (as ENC 4946, PTW Internship) which can count toward graduation requirements (check with your academic advisor for specifics).
- Opportunities to work with for-profit and non-profit enterprises (referred to as "sponsors.")
- On average, around 10 hours of work per week with a sponsor for a 16-week semester. Total time is approximately 150 to 160 hours. The actual distribution of these hours, and the location where work is performed, will vary depending on the student's and sponsor's needs and preferences. (The internship is not available in the summer at USFSM.)
- Opportunity to network with potential employers and professional contacts.
- Opportunity to earn compensation (arranged only between the sponsor and the student, with no involvement of USF; not a requirement for sponsorship).
- Opportunity to enhance the student's professional portfolio with documents created for actual business and professional users, not just academic courses.
- Eligibility based on academic work to date, especially successful performance in courses such as ENC 3242, ENC 3250, ENC 3110, and ENC 4260.
- The internship is open to both current students and graduates, but will require regular enrollment in, and tuition payment for, the ENC 4946 course.

### FINDING AN INTERNSHIP SPONSOR

Students are responsible for selecting and initiating contact with a prospective internship sponsor. Several for-profit companies and non-profit organizations on the west coast of Florida have expressed interest in hosting USF Sarasota-Manatee students as interns. These range from software designers to engineering firms, publishers, management consultants, and social service organizations. In some situations (subject to USFSM approval), a sponsor may be outside the geographic area served by USFSM and may work with the student remotely. **Because of the potential for conflict of interest and the difficulty in supervising the intern, we do not allow students to perform internships at the same organization or business where they earn wages for a job.**

A student may select from various internship experiences to meet his or her career interests. Specific tasks may include writing or editing user manuals or technical instructions, preparing articles for print or online publication, conducting research for senior editors, and composing documents such as grant proposals and website content that play a major role in funding and communications for non-profit groups. The student will be expected to observe all policies and practices of the sponsor, including those concerned with confidentiality, security, and office procedures. Sponsors will be expected to emphasize mentoring the student in meaningful professional activities, not in asking the student to perform tasks that would normally be carried out by a paid employee.

**Students are advised to check the following sources to find an appropriate sponsor:**

- Ben Heins, USFSM Internship Coordinator in the Office of Career Services (941.359.4357, [heins@sar.usf.edu](mailto:heins@sar.usf.edu))
- Key word searches through web services such as Google, LinkedIn, Facebook, Monster.com, and company or organization websites
- Family members, friends, business associates, community members, and others who may be aware of interning opportunities

### HOW STUDENTS REGISTER FOR ENC 4946, WRITING INTERNSHIP

ENC 4946, Professional and Technical Writing Internship, will be open in OASIS every semester **but not in the summer sessions**. However, registering for this course requires permission of Prof. T. E. Roberts, instructor and director of the internship program. Eligibility will depend

upon the student's having met the prerequisite: ENC 3242, Technical Communication for Majors with a grade of at least "C" (2.0). A student considering an internship must also demonstrate seriousness about becoming a professional in the field, a strong academic record, and appropriate fit with the intended sponsor. Students accepted for this course must work with the sponsor in preparing a customized **ENC 4946 Writing Internship Agreement** and (for unpaid internships) **Memo of Understanding** and in accepting and abiding by the policies and procedures required by USFSM and the sponsor.

Students should discuss the internship with their academic advisor to confirm that credit for ENC 4946 can be used in their course of study. To apply, students request a blank application form from Prof. Roberts ([tr@sar.usf.edu](mailto:tr@sar.usf.edu)), **at least four weeks before the semester in which the internship would occur**. If he agrees that the student is qualified for and can make effective use of the internship, he will ask the student to initiate contact with an appropriate sponsor. The student and sponsor will draft the Internship Agreement and send it to Prof. Roberts for review. A Memo of Understanding (MOU), available from USFSM Internship Coordinator Ben Heins ([heins@sar.usf.edu](mailto:heins@sar.usf.edu)), must also be signed by the sponsor if the internship provides no compensation to the student.

After Prof. Roberts, the student, and a representative of the sponsoring organization have all completed final edits in the Agreement and verified their acceptance of it via email message, Prof. Roberts will submit it to the student's academic advisor with a request for an enrollment permit. This permit is usually prepared quickly, allowing the student to register through OASIS for ENC 4946 before the relevant semester begins. **If the student enrolls after the end of the drop/add period, he or she will have to pay a late enrollment fee.**

It will be the student's responsibility to:

- Send an internship application for approval to Prof. Roberts
- Arrange for an appropriate sponsor (if said application is approved)
- Work with the sponsor to specify internship outcomes, duties, and working arrangements on page two of the Internship Agreement and send this draft document to Prof. Roberts for review
- Obtain an enrollment permit from academic advisor after sponsor's emailed verification of final agreement has been received
- Register online through OASIS (before the first day of the relevant semester)
- Pay appropriate tuition by the deadline.

For more information, students should contact their academic advisor or Prof. T. E. Roberts, the Director of the Writing Internship Program ([tr@sar.usf.edu](mailto:tr@sar.usf.edu)). For information on the value of the program from a student's perspective, see reports below from student interns who have completed their work.

## REPORTS BY USF SARASOTA-MANATEE STUDENT INTERNS

(Note that the course number ENC 4931, Special Topics, was used to designate the internship until Summer 2011, when it became ENC 4946). Some reports have been edited to meet space and format requirements. Because of the increasingly unwieldy length of this document, it includes reports only through the Fall 2016 academic term. If you would like to read student internship reports after that date, please contact Prof. Roberts ([tr@sar.usf.edu](mailto:tr@sar.usf.edu)).

### Total number of interns from Summer 2008 through Spring 2018: 72

#### Colleen Berish

ENC 4931 - Writing Internship, USF Sarasota-Manatee

SPONSOR: Jewish Family and Children's Service / Andrea Bilan, VP of Development

Summary Report: 22 August 2008

The internship opportunity at JFCS proved to be a very valuable experience. The job gave me a different perspective on other types of professional writing including web content, annual reports and grant proposals.

During the internship, I was able to work with a variety of professionals who were very supportive of my efforts. Feedback provided by my supervisor was constructive and had a positive impact on my writing. Overall, I gained valuable experience in interviewing to gather information, writing for different audiences and working within a non-profit setting. Two tangible benefits I have from the experience are work samples for my portfolio and the opportunity to make professional contacts outside the university setting.

Overall, the experience was positive and I would recommend students pursuing a degree in professional and technical writing take advantage of the internship program to gain real work experience in the field.

#### Melana Morris

ENC 4931 - Writing Internship, USF Sarasota-Manatee

SPONSOR: Biz 941 (Sarasota Magazine) / Susan Burns, Editor

Summary Report: 15 December 2008

It has been an enlightening experience to be a part of the writing internship this fall at Sarasota Magazine's, Biz941. What started out as a last minute decision, turned out to be a great experience with the most professional group of writers I have come in contact with thus far.

During the internship at Biz941, I was responsible for compiling Excel documents, interviewing subjects for the After Hours and the My First Job segments, organizing the Movers and Shakers information (press releases from different companies and organizations), organizing the business calendar (which is responsible for letting the business community know where networking functions are being held), and I even wrote the article for the January 2009 St. Armand's magazine detailing the upcoming Annual Fourth Friday Jazz Series. (I even got the chance to pick a few Buzzwords that circulate around the office cooler).

It literally took my breath away to see my name published in a Charlie Award-winning magazine. Working with editors Susan Burns and Ilene

Denton gave me a new respect for writing. I learned that it is the voice of the community, the editors, and the creators that are speaking in this magazine, not mine. It made me realize that the words I write will be changed, but for the better. It was a bummer the first time my title had gotten sliced and a few words had been changed, but I got over it and learned from it. I found out that the word count and the available space is what a magazine is strict about; it's a tight ship and there is no room for nonsense. Say it, make it sparkle, and be done with it.

The opportunity at the magazine gave me a new perspective on magazine writing. It allowed me to expose different facets of business information -- all while highlighting the creativity of my writing and interviewing skills.

I would recommend to any Professional and Technical writing major to take advantage of the internship. It gives you the chance to get your feet wet before you take on the realities of the writing world. It may even give you more focus on what kind of writing you ultimately would like to do.

That is what happened to me.

I thought white papers would be my thing (which is much like magazine writing: factual information mixed with a little creative edginess). However, I am finding a new lease on my talent and the internship helped me to realize exactly what I want to accomplish. If Angela Burt Murray of Essence magazine can do it, then so can I.

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**Kimberly C. Durocher-Poole**  
**ENC 4931 - Writing Internship, USF Sarasota-Manatee**  
**SPONSOR: The American Reporter / Joe Shea, Editor**  
**Summary Report: 22 April 2009**

My experience as an intern with Mr. Joe Shea, of the Bradenton based online newspaper The American Reporter, has been beneficial and constructive. Professor Roberts and USF Sarasota-Manatee should be very proud of this program. It's hard to put a value on real life work experience.

The first assignment was on a very difficult topic -- hydrogen-on-demand. The topic was interesting to research because of past controversies and the present hardship this cottage industry suffers from. Not fully understanding the topic, I investigated the controversial side instead of the benefits of the technology.

The second attempt at this topic was more in line with what Mr. Shea wanted. I received a photo credit from the St. Pete Times for a picture they published. I took it while covering the grand opening of the very first retail outlet that installs HHO Kits. After each submission Mr. Shea met with me, reviewed my articles, helped with corrections, and made further suggestions. These sit-down sessions proved to be the most valuable.

The third assignment was fun. I covered the HHO Games that were held in Bradenton, Florida at MTI. This assignment was like a memoir. Interacting with the inventors was quite the experience. I really hope this technology grows. I garnered some poster-making practice and got taken to lunch by three conspiracy theorists.

Mr. Shea let me pick my final assignment. Three years ago I attempted this topic with my expository writing class. Today, just as it was then, the issue is a bone of contention with me. The topic is covering illegally posted "No Fishing" signs. This assignment helped me accomplish two of my goals for this internship. The first was finding my way around the Bradenton City Police department. I found out where the reports are made available to the press and was able to introduce myself to the public information officer Deputy Chief Lewis. Secondly, I was able to make my way around City Hall. This is no small task if you are investigating something that might have a look of impropriety.

Overall I learned how much I don't know. With an ease in my schedule over the summer I'm hoping to write more and continue to publish on my blog, a suggestion from Professor Roberts. It became very apparent to me that to be a good writer takes a lot of practice. To be a great writer, it must take a miracle. Mr. Shea is extremely talented at writing and I feel very lucky to have spent time with him.

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**Robert Johnson**  
**ENC 4931 - Writing Internship**  
**USF Sarasota-Manatee, Summer C, 2009**  
**SPONSOR: Creative Loafing, entertainment weekly paper / Cooper Levey-Baker, Editor**  
**Summary Report: 14 July 2009**

I just concluded an internship with Creative Loafing - Sarasota. My internship was auspicious from the start, as I was able to mention my upcoming place at CL during my successful interview for a correspondent position at the Sarasota Herald-Tribune. It was great -- Spring semester ended and right away these opportunities opened up.

I got lucky at the Herald when local chef Danny Veltri won the Hell's Kitchen TV show. I was able to interview him over the phone through his publicist in New York:  
<http://www.heraldtribune.com/article/20090516/article/905161038?Title=A-Riverview-alum-is-master-of-Hell-s-Kitchen>

My article was the lead in the local section on a Saturday. Very cool.

Following this, my Creative Loafing internship actually began, where -- in a free but structured environment, under the editorial guidance of Cooper Levey-Baker -- I was allowed every possible opportunity and always an editing where I was not just allowed, but encouraged, to make my case for retaining pieces of the story.

I was also encouraged to explore my own interests as he lobbed some story opportunities my way, starting with the Asolo's opening of Souvenir. For that, I interviewed two Broadway stars from NYC and was invited to the opening night performance and press party that followed by Julia Guzman of the Asolo.

I followed this up with a cover story on methadone treatment and the "Pill Mill Bill" that happened to pass just prior to printing (again -- talk about auspicious). I interviewed recovering addicts, Vice Presidents at the clinic and took the cover photo. This included a radio show where I was the featured speaker regarding the article and the drug issue. This led to tickets to Kid Rock for a review of the concert. (On my way to which I received tragic news and did not attend - but submitted opinion piece regardless). I followed that with an interview of Captain Keith Colburn of "The Deadliest Catch."

These opportunities gave me the confidence to pitch more stories to the editor at the Herald-Tribune and resulted in three more published stories: the USF STEM Summit, The Siesta Beach Kids Run and the Friendliest Catch event. I mention these because my work at Creative Loafing was instrumental in giving me the confidence to land these assignments.

Creative Loafing has offered me a freelance/correspondent position as well, which will definitely help subsidize these slow summer months I'm suffering through at the restaurant where I'm working part-time.

Don't get me wrong; you have to be willing to do it all. I volunteered to change light bulbs and fetch pizzas I didn't eat, for staff meetings at which I did more listening than talking. I parked away from the office so as not to take staff spots, and volunteered to unload the toilet paper and office-supply deliveries. I picked up stuff for staff and volunteered to drive out and take

pictures in deepest Bradenton. I tried to make myself an asset in every way I could think of, considering it payment in return for everything the people there taught me every day.

An invaluable experience, this class allowed me the structure to pursue my goals and the credibility of the University to help me achieve them.

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**Kyle Frederickson**  
**ENC 4931 - Writing Internship**  
**USF Sarasota-Manatee, Fall 2009**  
**SPONSOR: Mote Marine Laboratory, Sarasota / Mr. Gray T. Young,**  
**Mentor**  
**Summary Report: 4 Dec 2009**

Mote Marine Laboratory is ... one of the world's few remaining private marine research laboratories and, as a non-profit organization, is funded through federal, state and local grants and through the generosity of individual donors and foundations. Over the last five decades, the world has learned many things about its oceans. One lesson has remained constant: There is still much to discover. Mote scientists are committed to that process of discovery: Advancing our understanding of the sea and what is needed to sustain it.

### **1. Describe your activities this semester at Mote Marine in the following categories**

#### **a) Writing, editing, and analytical tasks**

My writing tasks consisted of creating the structure of the user help manual as well as the formation of technical xml comments in the actual code. I edited many reports that were created last semester to include or remove certain elements after getting feedback from Constance. I also used my analytical skills to assess what information would be needed from the user for the user manual and reports, and helped figure out what would need to be done to move the project forward.

#### **b) Interaction with Mote Marine personnel**

The Mote staff has been great to work together with. They have been very understanding when it comes to my busy schedule and have been able to talk with me on a regular basis despite having their own crazy schedules. They have asked me to stay on once the semester is over and I plan to see this project through to completion. Gray was my most frequent contact and has been a great mentor to me for all things IT. I thoroughly enjoyed working with him and learning from him.

#### **c) Specific achievements as evidenced by work output (written reports completed or in progress, for example)**

I have created the layout and structure for the user manual as well as forming the XML comments for the technical manual. I discovered that Constance had never really had any exposure to the new application the manuals are to be written for, so this left me unable to form substantial user steps and help procedures. Even though this was a setback, Gray and I are closer than ever to getting the XML technical comments to automatically generate documentation. I also worked on redesigning the reports that were created last semester to include and remove elements that Constance wanted changed. The IT staff at Mote is presently working on updating the development database based on my suggestion that we need current data to check the reports against. Once we can do that, we will know for sure that the data on the reports is accurate and can be officially added to the MAST application.

### **2. What if anything would you prefer to change about your internship so far at Mote Marine this semester? (For example, comment on work schedule, workload, types of assignments, learning experiences, etc.)**

The main thing that I would change about the internship this semester would be the fact that since the MAST application is not yet used by Constance for

day to day operations, she was unable to tell me about how a user would make use of the application. I didn't realize that she had not really looked at the application until I suggested that she give me user input for the manual. The reason her input is so necessary is because I am not a marine biologist and do not know the intricacies of water chemistry and other marine-centric operations. If Constance had been familiar with the application, she would have been able to give me the user-specific information I needed to flesh out the user manual to a greater extent.

### **3. Summary comments (Dec. 4, 2009)**

#### **a) What specific achievements and outcomes do you find most beneficial as a result of the internship?**

I believe that the best skill that I gained from this internship would be my ability to analyze and extract information from non-technical users. It is very difficult to do this because as a technical writer, you must understand, at least to some extent, the way that the business works. Since there are so many facets to the Sturgeon operation at the Mote Aquaculture Park, it is tough to get up to speed on the different data that they use and how this data relates to the daily operations. I have been able to speak with Constance to gain important information that only she would know and understand. I have also learned how to create technical comments in the code using XML. This was very interesting because XML comments can be compiled automatically making updating changes to technical comments less time consuming. Finally, doing some more minor work on the reports created during my database internship has helped me brush up on those skills and also learn new tricks and techniques.

#### **b) In what way do you believe these will benefit you in your future career?**

These skills will benefit my career in many ways. I aspire to find a job as a programmer, so having technical writing skills will help me create useful documentation for my future projects. By having detailed comments on technical code, it allows any programmer to understand the way your project is designed. By learning how to create a user manual, I can implement them in my future projects as well and it will make me more valuable than an ordinary programmer. Finally, the database projects I've worked on will help me round out my skills and hopefully make me stand out to future employers.

#### **c) Would you recommend this type of internship for other USFSM students? Why or why not?**

I think that any student with the chance to intern at Mote Marine should definitely do it. I have learned so much during my two semesters with them and the experiences have been invaluable. It has given me a chance to work for a non-profit organization on a very complex and interesting project. The fact that the MAST system is still being fine tuned and has yet to be implemented is another reason why I would recommend that students apply to intern at Mote. It is very rare to get an opportunity where you can work with quality people on a very interesting project and gain real world experience in your field. I would certainly recommend this type of internship to other USF students and they would be fools to pass up the opportunity.

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**Christopher Pauling**  
**ENC 4931 - Writing Internship**  
**USF Sarasota-Manatee, Spring, 2010**  
**SPONSOR: Creative Loafing, entertainment weekly paper / Cooper**  
**Levey-Baker, Editor**  
**NOTE: Creative Loafing was acquired by The Sarasota Herald Tribune**  
**in December 2010**  
**Summary Report: 22 April 2010**

### **1. Describe your intern activities this semester in the following categories:**

**a) Writing, editing, and analytical tasks?** Every week I edit several selections that are going to print. They include pieces from all sections of publication. I worked on the writing for the Spring Arts Preview and published 8 of 8 of the art selections, 8 of 8 of the theatre selections and 3 of 8 of the music selections. I am currently working on a Spring Training article for the Baltimore Orioles that is planned to be a cover the opening day of Spring Training, April 3, 2010. I am also looking forward to starting and keeping up a blog through the Spring Training season. [submitted 22 March 2010]

**b) Interaction with sponsor personnel?** Cooper Levey-Baker is wonderful. I get along with him great and enjoy working with his staff as well. They have a very free working environment and enjoy and respect each other's work as a common goal for the publication. [submitted 22 March 2010]

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**  
As mentioned above, Spring Arts Preview, Spring Training Cover, Spring Training Blog, as well as assistance with website. [submitted 22 March 2010]

**2. What if anything would you prefer to change about your internship so far this semester? (For example, comment on work schedule, workload, types of assignments, learning experiences, etc.)**  
I wish I had more time to work at Creative Loafing. I enjoy it more than my current job! I really hope to do some freelance work for them in the future. I wouldn't change anything else. [submitted 22 March 2010]

### 3. Summary comments (Apr. 26, 2010).

**a) What specific achievements and outcomes have you found most beneficial as a result of the internship? (Consider these in light of the specific goals outlined in the attached Internship Agreement.)**  
I believe I have met the plan, outcomes, and duties of the internship agreement. I feel that my achievements include the Baltimore Orioles Spring Training Blog, photography I contributed, published work – including Spring Arts Preview, Sarasota Welcomes the Orioles (Cover), Going Green (contribution to cover), assistance with Fish Fight website work (HTML composition and layout and poll managing) as well as other small writing assignments, editing, proofreading, and collaborating. The most beneficial part for me was the freedom to be creative and express myself as an artist. I learned that in the situation I was in with Creative Loafing as a writer, the best work I produced was when I was myself and it seemed apparent in my work (Matt Wieters Interview). I learned a lot about the industry, the procedure of this weekly publication, and what was expected of the small staff that worked at CL. It was a very realistic opportunity and experience.

**b) In what way do you believe these outcomes will benefit you in your future career?** The outcomes will benefit my future career as I learned straight news reporting and personal style. Most importantly I have started to develop "my voice" as a writer and learned that this will be an ongoing challenge and opportunity with each piece that I take on. The demographics for each piece of work will call for different styles, approaches, techniques, and strategies. I learned how to be creative in approaching new work and figuring out how the final product can accomplish the goal it is made for. I also learned a lot about blogging and the website, which is extremely important in terms of future opportunities of employment and staying in touch with modern technology.

**c) Would you recommend this type of internship for other USFSM students? Why or why not?** I would absolutely recommend this type of internship to USF students. CL especially was a very flexible business, the more creativity, the better. You should feel confident with your work. Often I was asked to accomplish a task or write an assignment with little instruction,

which allowed me to create the work any way I wanted to. The small staff at CL will assist you when asked, but they don't want to be burdened with making decisions for tasks that they assign you, they want you to do it in a creative way that you think it will be effective in reaching an audience. They are interested having you as a creative compliment to their work. They have an extremely witty staff that is busy with a weekly publication, so the ability to contribute individually for a team project is important. If things are slow, the best thing to do is to brainstorm story ideas or research information about upcoming articles. I even helped file billing and put away supplies on occasion – this small, but fun office works together for the common goal, everybody has individual responsibilities that make it happen.

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**Margaret Weissenborn**  
**ENC 4931 - Writing Internship**  
**USF Sarasota-Manatee, Spring 2010**  
**SPONSOR: Adult Community & Education Center (ACEC) / Caroline Bentley, Volunteer**  
**Summary Report: 29 April 2010**

### 1. Describe your intern activities this semester in the following categories:

**a) Writing, editing, and analytical tasks?** I completed a grant application form to the Gulf Coast Community Foundation (GCCF). Grantors were researched through the Sarasota Community Foundation's (SCF) database. This access was invaluable since access to this database is only open to members that pay a monthly fee. The SCF also provided training on how to use the database effectively. My mentor, Caroline Bentley, and I accessed this database twice during this semester and each time there were more grantors available.

Information was gleaned from various sources at the Adult & Community Education Center (ACEC) and draft documentation was created. The documentation was edited, analyzed, and irrelevant documentation was deleted. After reviewing, I submitted the documentation to Caroline Bentley, Volunteer Coordinator, and Laura Trubac, Office Manager, for further editing. After this final review, the grant proposal was submitted for consideration.

**b) Interaction with sponsor personnel?** I worked mainly with Caroline Bentley, but did meet on occasion with Laura Trubac. I worked in the office when working on a deadline for the grant proposal and was even provided an office with a desk and computer. I also worked from my home and kept in touch with Caroline by email.

**c) Specific achievements as evidenced by work output (written/edited documents completed or in progress, for example)?** The GCCF grant proposal was completed and submitted for approval. Unfortunately due to the competitive nature of grant proposals, ACEC's grant proposal was denied. I am currently creating files for different sections of the grant proposal (example: mission, goals, general description of request, etc.) that I will submit to the ACEC so that future grant proposals can be easily created by copying and pasting information into the form, thus avoiding recreating the same information over and over again. This will save time since my mentor is leaving the organization in two months and my internship is ending this week. The organization does not have a grant writer on staff.

**2. What if anything would you prefer to change about your internship so far this semester? (For example, comment on work schedule, workload, types of assignments, learning experiences, etc.)**  
If I could have changed anything about this internship, I would have wanted to work with a grant writer, who would be willing to mentor me.

### 3. Summary comments

**a) What specific achievements and outcomes have you found most beneficial as a result of the internship?** (Consider these in light of the specific goals outlined in the attached Internship Agreement.) The most beneficial aspect of this internship was the completion of a grant proposal from the initial researching of grantors to the submission of the grant proposal for consideration. I was fortunate to meet with a grant writer from Girl's Inc., who provided valuable information on the "tricks of the trade" in grant writing. I wish I could have spent more time with her.

Additionally, I was fortunate to work with my homeowners' association on a grant proposal with Sarasota County. Even though it was not part of this internship, it provided more experience for me. The association is pursuing another grant proposal in the summer and I plan to work on that one also.

**b) In what way do you believe these outcomes will benefit you in your future career?** My internship training has provided the basis for grant writing, but has not made me a grant writer. This learned skill, I believe, improves with practice, but cannot be learned in one semester. I will continue to pursue this field on my own. There are plenty of opportunities in this field.

**c) Would you recommend this type of internship for other USFSM students?** Why or why not? I wouldn't recommend this type of internship for other USF students, because I found it very frustrating not working with a seasoned grant writer. I would have enjoyed working closely with a grant writer so that I could learn how to incorporate the skills needed to successfully obtain an approval. This is a very competitive field and the grant writer needs to be very skilled. Unfortunately, in my situation, this was a learning experience for both myself and my mentor. That's not very comforting when you want to learn a skill. I can't blame the ACEC since they are struggling with a budget and don't have a staff grant writer. I also found this internship very frustrating, while working full-time. I think that internships work best when you are not working and can devote more time to the internship.

This is a great opportunity for someone who would like to become a grant writer. I have a few suggestions that I feel would enhance this experience:

- Work with a grant writer who has been in the field for at least five years.
- Work set hours, either in the office or at home.
- Provide accountability every week to your supervisor.
- Set milestones to be completed by specific deadlines.
- Volunteer in the community to increase your exposure to community grantors - network

Overall, I think that with a little more structure this could be a very beneficial internship that would fill a need in the community and provide employment for graduating writing students. Thank you for this opportunity. I really enjoyed it, even though I felt challenged and frustrated most of the time.

**Karin Clemons**

**ENC 4931 - Writing Internship**

**USF Sarasota-Manatee, Fall 2010**

**SPONSOR: Jewish Family and Children's Service (JFCS) of Sarasota & Manatee / Denise Roberts, Director of Special Projects**

**Summary Report: 15 December 2010**

Instructor's Note: Karin graduated summa cum laude from USFSM in December 2010 and was hired as a full-time grant writer at JFCS at the conclusion of her internship.

**SUMMARY:** As a grant writing intern at Jewish Family and Children's Service of Sarasota-Manatee, Inc. (JFCS), I was required to draft grant applications for foundations, local organizations, and the government. Since

JFCS has an array of program areas, the applications focused on a range of services, including "doula" services for those experiencing the end-of-life transition, mentoring programs, and senior programs. I reviewed and edited other staff members' contributions to grant application "narratives" (longer sections of description) for clarity, conciseness, and relevance to the program focus. "Request for proposals" (RFPs) often have lists of required documentation, including organizational charts, program policies, and financial documents; I was responsible for gathering and arranging these documents in final versions to be sent to the grant-making organization. I also analyzed drafts of each application narrative to ensure they were framed around the requirements and recommendations given in the RFP. By early December, I had created a "trend analysis" of six grants that highlighted the strengths and weaknesses of each proposal individually and all the proposals combined.

#### 1. Describe your intern activities this semester in the following categories:

##### a) Writing, editing, and analytical tasks?

The most writing-intensive part of the internship was my first assignment, a 20-page grant narrative for the Florida Department of Education. I worked side-by-side with Director of Special Projects, Denise Roberts, to learn the process of preparing a grant application. The services to be offered by the Asset Building for Learning and Empowerment (ABLE) program (an acronym I created) were during-school mentoring relationships for students with low FCAT scores, delinquency issues, or low grades. I worked closely with staff to clarify where and why there was a need for the program, how the program would be implemented, and how the acquired funds would be used to provide services. The grant narrative included a one-page abstract describing the ABLE program; "needs of the program" and "specific needs of the target population" sections that described the reason ABLE was needed in Sarasota; a description of how program staff would be educated about the needs of the target population, called a "professional development" section; and a budget describing how funds delivered to the program would be used. For other grant applications, I wove tidbits from previously successful grant applications into new text in order to create single narratives that were easy to read.

Editing skills were essential when I worked with other staff members' narrative sections and when I prepared drafts of a single narrative. As The Longman Guide to Technical Editing explains, it is paramount to rename digital documents to clarify which document was revised by whom and which document is the most recent. I learned to annotate final drafts with the word "final" in the name and intermediate drafts with my own or another editor's initials, and Denise taught me to scan each document into a PDF file so a hard copy could always be produced.

Analysis came in the form of comparing RFP requirements and recommendations to the product produced by JFCS staff. If there were requirements described in the RFP that were missing in our document, I would contact the correct program person and acquire the necessary information. I also created a "trend analysis" that documented how well JFCS did on six federal and state applications in 2010. In a meeting with Denise and JFCS President/CEO, Rose Chapman, I was able to explain which areas repeatedly reduced our overall point score. This was an especially difficult task, as some documents did not provide number scores but merely descriptive comments from the reviewers. I calculated how "well" we did by adding a numerical value to the comments and naming the document a "semi-scientific analysis"!

##### b) Interaction with sponsor personnel?

I worked closely with program staff to write grant applications. Since they were essentially the "experts" that I consulted to write applications, we would discuss the creation of new programs from scratch, the addition of new features to old programs, or any feasible extensions to current programs

that would align with grant-making organizations' areas of focus. It is a highly interactive process that involves many meetings to conceptualize, revise, and finalize ideas and documents. Email was my main mode of communication for narrative draft revision, but planning was done in person. I worked closely with JFCS's Director of Senior Services, President/CEO, Vice President of Programs, and Chief Financial Officer, and also with employees of the Sarasota County School District. My supervisor had an excellent management style, giving criticism and praise in equal amounts and leaving me to make and remedy my own errors.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

I wrote or assisted in the writing of more than ten grant applications during my internship. Some of them were small, fewer than three pages; others were quite large, 90 or more total pages; but on average, the grants I wrote were five to ten pages long. One application was to the Florida Department of Education, another to the Area Agency on Aging (AAA), and still others to local or out-of-state charitable foundations with focus areas that aligned with JFCS's services. I consider each completed application an achievement, regardless of whether it was funded. Fortunately, the application I wrote to the AAA was accepted, and JFCS will receive a continuation of senior services funding for the next two years.

I also wrote an eight-page trend analysis of six recently declined grant applications to the state or the government. This included visual and narrative elements, and I discussed the results of my analysis in a meeting with the Director of Special Projects and President/CEO, Rose Chapman.

On December 2, I presented a PowerPoint entitled "Cuban Jews: A History in Photographs" to the Wednesday afternoon senior socialization group at JFCS.

**2. What if anything would you prefer to change about your internship so far this semester? (For example, comment on work schedule, workload, types of assignments, learning experiences, etc.)**

My internship was emotionally difficult at first because I'd never worked in a professional atmosphere before. Anxiety and hesitation have no place in that kind of environment, something that I learned quickly and had to get over. As a result, I was a better intern. I began to work independently, approaching my supervisor for major inquiries rather than harassing her with minor questions. I also felt more empowered after learning my place in the organization.

**3. Summary comments**

**a) What specific achievements and outcomes do you find most beneficial as a result of the internship?**

This internship allowed me to exercise every skill I learned as a USF student. Not only did I write, edit, research, and present to an audience, but I was also afforded the opportunity to flex my interpersonal and critical thinking skills. The successful demonstration of all these skills garnered me a full-time position as National and Government Grant Writer at JFCS.

**b) In what way do you believe these will benefit you in your future career?**

Learning to collaborate with people at every level in an organization is the most important skill I learned at JFCS, and it is one that will serve me well in any profession. I also feel fortunate that my first professional position will be at a nonprofit, a great starting point for any career.

**c) Would you recommend this type of internship for other USF students? Why or why not?**

I would absolutely recommend an internship in grant writing or at a nonprofit to other USF students. This is the best job I've ever had, and I feel incredibly

lucky to be part of the JFCS family. When you work with people who truly care about what they do and the people they help, it is easy to be passionate about your job, and I think any USF student who took on an internship position at a nonprofit would feel the same way.

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**Stephanie Sifrit**  
**ENC 4931 - Writing Internship**  
**USF Sarasota-Manatee, Spring 2011**  
**SPONSOR: Suncoast Communities Blood Bank / Jayne Giroux,**  
**Director of Special Projects**  
**Summary Report: 17 February 2011**

**1. Describe your activities to date at Suncoast Communities Blood Bank (Nov. 15, 2010)**

**a) Writing, editing, and analytical tasks**

My internship at Suncoast Communities Blood Bank (SCBB) is well underway, as I have just completed one month. In the past four weeks, I have been given three assignments. The first was to create a spreadsheet, which organizes a contact list for various forms of Media groups. This task required investigation and confirmation of previously supplied information, filtering out media departments that would not be applicable to the Blood Bank arena, questioning newly discovered contacts, and the systematic and methodical compiling of all accumulated information into a spreadsheet that contained active hyperlinks to all email and web addresses. All writing, editing and proofing took approximately forty-six hours to complete. The second assignment was to analyze a previously written letter and to edit and rewrite it in a more direct and forthright voice. The composition was for Kevin DiLallo, CEO of Manatee Memorial Hospital (MMH), and Lakewood Ranch Medical Center (LRMC). The intent of the letter is to implore the business community to be more proactive in their participation of blood drives and donating blood. After review and editing by my supervisor Jayne Giroux, Public Relations and Promotions Manager, the letter was approved. The third assignment most recently completed was to contact one business to make inquiries about their participation in a new donor site location. I made a suggestion of contacting other area businesses and Ms. Giroux approved the idea with enthusiasm. During the investigations, I went beyond the request to organize all information found into a useful document that can be used for future events. Two businesses required written requests which their corporate offices need to meet SCBB's request. I composed the letters ahead of time, knowing Ms. Giroux would need to ask for them. Her approval on all accounts was "perfect!"

**b) Interaction with Suncoast Blood Bank personnel**

My interactions with SCBB personnel have been a pleasure. I work directly under Ms. Giroux's supervision but I am able to consult Lakedra, Public Relations officer if Ms. Giroux is unavailable. The Internet Technology department contains Chris and Mike. I have worked with both individuals getting my interoffice email account activated and functioning properly. Pam, secretary to SCBB's Director, assisted me when I needed to investigate some statistics about SCBB. And, I have been introduced to personnel in the lab, drawing room and other business office individuals.

**c) Specific achievements as evidenced by work output (written documents completed or in progress, for example)**

My confidence level is rising. I feel that I am achieving a greater understanding of the Blood Bank field because of the assignments I have been given thus far. I am beginning to see though the blood banking business lens as a result of putting together the media contact list, the letter for CEO of MMH and LRMC, and the invitation to surrounding businesses of the new donor site.

**2. What if anything would you prefer to change about your internship so far at Suncoast Communities Blood Bank? (For example, work schedule, workload, types of assignments, learning experiences, etc.)**

Nov. 15, 2010: For now, I am completely satisfied. I actually like not being paid because it gives me peace knowing the company is not having to pay for my training. If I make a mistake, my stress level is not as greatly influenced. Moreover, my desire to excel their expectations is amplified so I am able to earn their proposal to continue working for pay after the end of the intern period.

Feb 17, 2011: It would be nice if prospective employers were requested to allow the intern to work in multiple positions. At times, I was stuck in a rut and was sitting with nothing to do.

### 3. Summary comments (final report / Feb. 17, 2011)

#### a) What specific achievements and outcomes have you found most beneficial as a result of the internship?

One outcome from my internship is the addition to my vocabulary. The lingo used by my supervisor taught me a few things. First, a "provision for a donut" does not mean time for a donut break. Once I understood its meaning, I was immediately able to see its reference. A public service announcement needs to be recorded with a hole in it so that future events may be inserted into the previously recorded segment. Another term I came to know was the term "boiler plate." Once I had a saved copy of the standard boilerplate, my supervisor simply instructed me to "be certain to insert the boilerplate." I am now able to insert a boiler plate into any document. Of course, there are other terms I learned or with which I have become familiar. In addition, I feel I have a better understanding of Public Relations and the Blood Banking industry. It seemed that my supervisor was always either reading a document or creating one. Thus, the Public Relations position is one that requires excellent writing skills.

Other outcomes and achievements were learning how to write an infomercial script, PSA script, Press Releases, Media Advisories, and Web site announcements. I also learned how to pretend to be a professional male when I was asked to write a thank you note from one male CEO to another male CEO. The first two drafts I wrote for myself I felt as if I were talking like a boy scout. After a night's rest and a break from the work, I returned to rewrite the letter and decided to submit my third draft for review and edit by the CEO of the blood bank. To my greatest surprise, he changed only one word! I walked away from his office feeling as if I had just received an A+. I consider this and the script I wrote for the 30-minute infomercial my two greatest accomplishments for my internship.

#### b) In what way do you believe these will benefit you in your future career?

Becoming familiar with the Public Relations position facilitates my understanding of accessibility, usability, and relevance of anything put into writing. My supervisor was constantly in need of addressing these three elements. Watching her create documents was eye opening, and it was encouraging to know that even a long time professional has difficulties at times. Sometimes her thoughts and creativity became blocked, and she would have to change directions to another document. It brought to mind the reality one faces with deadlines and accuracy when writing for a living. Moreover, the need for short turn-around times was prevalent. In addition to short turn-around times, she needs to be able to write from other people's perspectives. Overall, what I learned at SCBB will be of great benefit for any future career.

#### c) Would you recommend this type of internship for other USF students? Why or why not?

Yes, I would most certainly recommend this type of internship for other USF students. The advantages are numerous. First, I feel it is good to work without pay for a brief period because it takes away a small amount of stress that results from being a new employee. Any mistakes made come free of charge. That may sound like a joke but it is not. I am driven to do well, and when I make a mistake, it causes me to be disappointed in myself. When I know my employer has not had to pay for the mistake, it relieves a small

amount of guilt. Secondly, Public Relations is a fun position in which to work. I am a people person and this position is people driven. However, the other side of that is the need to be a peacemaker, a forgiver, and a tolerant individual. I witnessed a few occasions of frustrations for my supervisor and co-workers. One person was laid off during my internship. This adds another vantage point. Knowing the value of a job before you have made a commitment to the employer or them to you is a beneficial point-of-view. The entire time I was working for SCBB I worked with an attitude of "I hope I get a paying position." However, as this one person was laid-off I began to realize the business was downsizing its work force in order to crunch costs. It was my goal to make my very last minute honorable with a diligent work attitude possibly laying the groundwork for a future offer. Internships hold a priceless value through the multifaceted perspectives an intern gains. The time spent in the internship may yield a lower stress level because the intern may not be as hard on herself if she tends to be a perfectionist. In addition, a willing-to-please attitude can make the learning curve for the supervisor less concerned with any mistakes made by the intern. For one reason, if the intern is bad at what she is attempting to do, the supervisor does not have to hire or fire her. On the other hand, if the intern shows real potential, the employer can be grooming the intern for a paid position, thus culminating an enjoyable experience and fruitful journey for everyone.

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**Julia Horowitz**  
**ENC 4931 - Writing Internship**  
**USF Sarasota-Manatee, Summer 2011**  
**SPONSOR: SRQ Media Group / Ashley Homan (Project Supervisor) and Nadja Koch (Internship Coordinator)**  
**Summary Report: 7 July 2011**

I could not have asked for better experience at SRQ Media Group. Because I eventually want to pursue a career in Magazine Journalism, this Internship proved to be the perfect fit for me. I learned far more than I expected to, with first-hand experience in promotional writing, advertising, marketing, merchandising, interviewing, and journalism.

My internship consisted primarily of promotional writing for three sections appearing in each issue of SRQ Magazine. The "behind-the-scenes" work, including client contact and meetings and extensive email communication allowed me to expand my knowledge while having the freedom to express my personality, in order to create meaningful relationships with clients, both personally and for SRQ. Though I was under professional direction, I was given the opportunity to work mostly on my own and directly with clients. In this way, I was able to perfect my approach both in contacting important clients (typical of any journalism position) and my writing style. In the Promotions Department, I learned to write with wit and clarity in order to highlight products, business, and food. This particular promotional service was offered only to paying clients, so I not only got to inform them of an advertising opportunity, but really hone in on what was going on in the community throughout the months I was with SRQ. I felt a responsibility and a sense of pride in representing a respected publishing company in Sarasota, and learned a lot about how to maintain a professional attitude and appearance.

I was the intern chosen to help cover the Sarasota Film Festival. During this 10-day event, I was on my own covering the entire YouthFest, including an hour interview with the YouthFest's Director. I attended every event, recorded several interviews, interviewed many filmmakers myself, and transcribed quite a bit of gathered information. I thoroughly enjoyed the interviewing aspect of journalism, as well as getting involved in the Festival as a member of the press. I wrote two featured articles in the Film Festival issue (June 2011).

During the last month of my Internship, I conducted two professional interviews for a section called "Roundtable." Clients chose a question to



answer based on a specified topic and provided an answer, which I put together editorially. This was very exciting for me, though I was only able to complete write-ups for two clients.

Because of my interest in fashion, I was also given the opportunity to assist in merchandising for a fashion spread. This involved going to different retailers and choosing different items to be featured in a professional spread.

SRQ enabled me to gain the exact experience I will need for my ideal career, as well as give me the ability to explore different writing styles and techniques, including editorial and journalistic. Because I had pieces published each month of my internship with SRQ, I have a great amount of work for my portfolio, and I am very thankful for that.

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**Mia Popaja**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Summer 2011**  
**SPONSOR: SRQ Media Group / Jacob Ogles, Senior Editor**  
**Summary Report: 18 July 2011**

The specific achievements and outcomes that I find most beneficial as a result of my internship are that I now have a portfolio of published written work that varies in content, writing styles and is both printed and online. Another specific outcome is the experience that I have gained. I have learned how to behave in a professional setting, the importance of meeting deadlines, how to collaborate with other writers, how to conduct a productive interview, the importance of thorough editing and so much more.

These achievements will benefit my future career in many ways. The first is that I now have a professional portfolio of published written work to present to future employers, I am now much more comfortable with conducting interviews and selecting the proper quotes for articles, and I have learned the proper etiquette of working in a professional environment. All the things that I have learned at SRQ Media Group have prepared me for my future.

Throughout my internship I have had the privilege to work on sections for The SRQ Business Journal, SRQ Magazine and SRQ Daily. Since the beginning I have worked on the "People You Need To Know" section of The SRQ Business Journal, where prominent leaders of the community are highlighted through a series of questions. I was also able to work on several features for SRQ Magazine which included the "Best of SRQ Local, Summer Weekends" and my own feature called "The Festival of Salads." I had the honor of interviewing Yogi Goswami for the SRQ Daily and to shadow my supervisor Jacob Ogles at a Mitt Romney luncheon at the Sarasota Yacht Club. I worked on a new feature called "The Essential Guide To" and "The Wordsmith," which both helped to develop my research and communication skills. I got to work on numerous other assignments and was guided through them all with the amazing help of Jacob Ogles and Sarah Walch, my two supervisors. They have taught me all that I have learned and I am so grateful to have had the chance to work alongside both of them.

I would recommend this internship to other USF students because there is so much to learn and gain from the supervisors and other staff writers. There is no better way to prepare yourself for your future career than to immerse yourself in such an environment. I have honestly enjoyed every single minute of my internship at SRQ Media Group and cannot thank them enough for giving me this wonderful opportunity to be a part of their team for the last few months.

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**Michelle Richardson**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2012**  
**SPONSOR: SRQ Media Group / Erin Marvin, Managing Editor**  
**Summary Report: 27 April 2012**

**1. SUMMARIZE THE SIGNIFICANT EXPERIENCES IN YOUR INTERNSHIP IN TERMS OF THE QUESTIONS BELOW.**

**a) What specific achievements and outcomes have you found most beneficial as a result of the internship?**

After over five months of interning at SRQ Magazine the greatest benefit was being published in five of their magazines. I wrote editorial pieces in the magazine such as:

- Slice of Life -- research and interview an important figure in the community
- Transform -- Research and interview a local company who is evolving to fit in with today's economy and/or trends.
- Q&A -- Research and interview local figures in the community and record in Q&A format.
- Crystal Ball (which is now called Vision) --This was fun. We called it our "flying cars" aspect. This is where I interview people on their 25-30 year prediction of either a product or method such as cars and voting.

I also had the privilege of putting together the Roundtable section in the March issue, developed and maintained press releases for the Daily Newsletter as well as developed many Business Q&A's for the Monday newsletter. Throughout my time at SRQ I was able to increase my creative writing skills, learn interviewing techniques and get the feel of working in the fast paced world of a magazine. I even worked at the Sarasota Film Festival and got up close and personal with a few well known celebrities.

**b) In what way do you believe these will benefit you in your future career?**

As soon as I got to SRQ Media Group they gave me a quick tour, showed me my desk and handed me my assignments. I was surprised at how much they trusted me with so little knowledge of my work. But, the opportunity to communicate with clients and conduct research before writing an article on my own gave me the ability to learn how to balance tasks which will be useful in the future. Also, thanks to the many articles published, I now have a healthy portfolio to showcase, how to conduct myself in a professional setting, the importance of meeting deadlines and the ability to thoroughly edit, edit, and edit my work. I also feel more comfortable speaking with "strangers." The writing world is heavily involved with networking, the skills I learned through interviewing people will help me in the future professionally. All of these will benefit me for my future career.

**c) Would you recommend this type of internship for other USF students? Why or why not?**

As a Technical Writing student, I thought the magazine world was the place I wanted to be. However, I was more interested in learning the editing process rather than reporting. I am very grateful to have had the experience and I would absolutely recommend it to those who are looking to become a journalist or reporter. If you are; it would definitely be a great fit!

**2. SUGGEST WAYS TO IMPROVE THE INTERNSHIP PROGRAM IN THE FUTURE.**

SRQ had at least 5 other interns at the magazine while I was there. At times, it felt as though I was just another intern coming through their revolving door and it was difficult to get any face-to-face time with an actual employee. In order for students to really get the most out of their experience, I would recommend that the program be more mentor-driven.

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**April Wright**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2012**  
**SPONSOR: World Vision, Child Ambassador Division**  
**Summary Report: 30 April 2012**

**1. SUMMARIZE THE SIGNIFICANT EXPERIENCES IN YOUR INTERNSHIP IN TERMS OF THE QUESTIONS BELOW.**

**a) What specific achievements and outcomes have you found most beneficial as a result of the internship?** First, I would say that my internship produced a great friendship between me and my sponsor. She is a great person and her new role as Regional Manager was slightly overwhelming once she took over her area plus the abandoned west region position. It was awesome being the person she called on to write articles that she simply didn't have the time to do or organize something for her. For example, this week she is on a Vision Trip with World Vision in Ecuador and she asked me to compile the Area Manager Workbook for this weeks report. This is huge, and on top of that, she asked me to coordinate the Florida Vision Trip for June. These are tasks that tell me she trusts me and thinks I can handle a job that is normally not for Area Managers.

Second, I would point out that I have achieved a lot of networking during the past sixteen weeks and have a better understanding of exactly the type of people World Vision employs. Finally, I have learned to use new programs like Publisher and Twitter to better connect with my group of Child Ambassadors and we are well on our way to creating a solid team here in the Sunshine State.

**b) In what way do you believe these will benefit you in your future career?** The connections alone will help me get the job I want with World Vision. The tasks completed will prove I can handle the work and produce quality work. MaryAnn will be a great reference when I do apply.

**c) Would you recommend this type of internship for other USF students? Why or why not?** Absolutely! This internship has provided me with a fantastic opportunity to show off my writing skills and connect with others at World Vision.

## **2. SUGGEST WAYS TO IMPROVE THE INTERNSHIP PROGRAM IN THE FUTURE.**

I had such a great experience with this I do not know if I have any suggestions to give!

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**Marie Rolston**

**ENC 4946 - Writing Internship**

**USF Sarasota-Manatee - Spring 2012**

**SPONSOR: Habitat for Humanity, Manatee County**

**Summary Report: 1 May 2012**

People are not going to give hand outs to people just because something is wanted. The lesson I learned over the past four months is just like Habitat's main point; internships are a, "hand up not a hand out." Half way through the semester I started getting frustrated. I wasn't on my way to achieving my goals that were planned out. I was waiting for something to happen, someone to ask me to write something creative for the few events that did take place during my internship, edit a newsletter, write a press release or just ask me for my advice. I realized that I wasn't utilizing my resources and taking hold of the reigns by controlling what I was learning and achieving what needed to be done. I felt like someone was supposed to hold my hand and guide me through learning the skills I wanted to learn and that was not happening.

I had learned how to work Microsoft Publisher, learned my way around the Chamber of Commerce press release tool in order to write press releases, edit newsletters, and make flyers within the first month but everyone was busy with responsibilities so the tasks ended once I learned how to do it. Once I had this realization of what was going on, I began to make suggestions for new marketing ideas, events, and programs within the organization. The most rewarding part of my internship was when I got to work with the ReStore manager to create a Saturday morning breakfast/information session with women's groups from local churches. It began to seem like the more interest I showed and the more I started paying attention to how the rest of the staff worked, the quicker I became a trustworthy member of the office. I believe it was the confidence and

initiative I began to take that showed Diana and the rest of the team that I was in it to learn the skills it took to help Manatee Habitat to clearly and concisely advertise their purpose, mission, and retail stores to our community.

The end of my internship contained a last and final project that brought up the second bump in the road. My project was to create a new media/press kit for Manatee county's branch. This included a cover letter that would be used in any and every meeting, presentation, and handout, information packets for every subdivision the organization has to offer, and a recent packet of family stories. The goal was to tie in how building a unified community is much like building a house (i.e. in order to have a strong house, there must be a strong foundation. Good and strong communities start with a strong foundation consisting of good leaders and a group of people devoted to helping and serving one another.) and keep a strong but welcoming tone. I wanted to be creative and down to earth, but Diana wanted something more professional. I was trying to fit my voice and tone into a piece of work that had no need for that. It was very difficult putting my ego in check and just listen and produce what the boss wanted. The job was to professionally write and create whatever was asked of me and not say, "Hey this sounds a lot better; let's do it this way instead."

Over all, I am glad that I was able to have the experience that I did. While it was not the most strenuous of jobs, I feel that I gained a lot of knowledge about non-profit organizations and how they function. I found myself being a proud member of the team towards the end of the semester. Everyone played a role in keeping up with the demands of board members, home owners, and the various people who donate and volunteer. While PR/Marketing and non-profit organizations are not areas of study I am interested in, I have no doubt that the skills and knowledge I obtained from working with Manatee Habitat for Humanity have prepared me to work for any non-profit organization in the area.

Unfortunately, Habitat was unable to fit another new member into its budget so, based on the fact that I am biased, I don't know if I would recommend this type of internship to a Professional and Technical Writing classmate, but if someone is interested in Marketing, then yes. It is challenging in the sense that the student would most likely be working alone and not with much guidance. I found it difficult at first but, as I said earlier, once I realized it was all on me, the internship became a whole new game. Also, the organization needs as much help as it can get so I'm sure it would welcome every student intern.

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**Johni Fairley**

**ENC 4946 - Writing Internship**

**USF Sarasota-Manatee - Summer 2012**

**SPONSOR: Community Center for the Deaf and Hard-of-Hearing, Manatee and Sarasota Counties**

**Summary Report: 4 July 2012**

## **1. DESCRIBE YOUR INTERN ACTIVITIES IN THE SUMMER C 2012 SESSION IN THE FOLLOWING CATEGORIES:**

### **a) Writing, editing, and analytical tasks?**

I have updated the website calendar and Facebook page, both are an ongoing process. I conducted my first formal interviews and wrote biographies for the CCDHH newsletter; redesigned their brochure; edited the United Way Sarasota grant to fit into the space provided and wrote a new agency narrative; rewrote grant outcomes and indicators; and photographed the CCDHH's children's play event. I also sent out over 2000 emails to advertise the Golf tournament and find sponsors.

I have continued to update the website and Facebook. The newsletter has been added to the website, emailed to subscribers, and started interviews

for the next few issues. I have used my past experience in resolving customer service issues to defuse an on-going issue of a client accusing CCDHH of focusing on deaf services and ignoring the hard of hearing population in newspaper articles and press releases.

**b) Interaction with sponsor personnel?**

I am in the office or working from home three days a week; I report directly to the Executive Director. There is only one other full-time employee, so I jumped in the first day and started answering the phone and making appointments.

I am learning some sign language and acquiring new knowledge of deaf culture. I am researching how to add a confidentiality statement to all outgoing emails.

**c) Specific achievements as evidenced by work output (e.g., written reports or articles completed or in progress, manuals, websites, business documents)?**

I am attaching the brochure that I created, agency narrative, and the incomplete first draft of the newsletter.

I have attached the completed newsletter, revised evaluation forms, revised statement for a grant, and an article for United Way Manatee campaign.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

It has been a great experience, but I have realized that I am not the best photographer. I am very glad I could crop the pictures of the play event. Small fast-moving children are hard to capture on film.

Ms. Carlton is flexible with my schedule if I need to change it and in return if she needs me to change my schedule for her or an event, I will. Working in a small office is a juggling act of answering phones, completing assignments, and greeting clients with a smile.

There is plenty of work, but it is the end of the fiscal year. The grants have been written, submitted, revised, resubmitted, and now CCDHH is waiting to see what service they can provide in the next year or what will have to be cut.

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**Daniel Drach**

**ENC 4946 - Writing Internship**

**USF Sarasota-Manatee - Fall 2012**

**SPONSOR: Destination Cuisine, Sarasota FL**

**Interim and Final Reports (October and December 2012, respectively)**

**INTERIM REPORT, OCTOBER 2012**

**1. DESCRIBE YOUR INTERN ACTIVITIES SO FAR THIS SEMESTER IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

Heavy work on the "Journeys in Good Taste" Wordpress blog that is in conjunction with the main website "Destination Cuisine". I have also worked on several articles for the site including reporting and write-ups on events.

**b) Interaction with sponsor personnel?**

As before, we have weekly meetings as well as Skype calls to discuss new projects and collect hours.

**c) Specific achievements as evidenced by work output (for example, reports or marketing communications completed or in progress)?**

Three published articles and one major story in progress covering the downtown Sarasota Chalk Festival. Write-ups on press releases have

especially been rewarding, and upcoming writing and video editing for a major project looks to be rewarding as well.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

I have greatly enjoyed my experience working with Laura Raymond, and feel that I have learned quite a bit of important information. The schedule has been great, the work accomplishable but positively exercising, and the feedback been fantastic as well.

**3. IS THE EXPERIENCE MEETING THE GOALS AND EXPECTATIONS YOU HAD BEFORE ENROLLING IN THE INTERNSHIP? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

Most definitely, I feel that I have accomplished everything that I had hoped to. The work has been challenging and fresh, and I hope to accomplish more. The next month will be very busy as Laura is traveling to a major event in London with plenty of coverage. It will be my job to take said coverage and convert it into articles for the website as well as video from the event. I look forward to the work.

**4. FINAL REPORT: DECEMBER 2012: UPDATE YOUR INTERN ACTIVITIES SINCE YOUR PREVIOUS REPORT SUBMITTED 31 OCTOBER 2012 AND PROVIDE A SUMMARY COMMENT ON YOUR OVERALL EXPERIENCE IN THE FOLLOWING OR OTHER RELEVANT CATEGORIES.**

**a) Writing, editing, research, and analytical tasks?**

I have spent most of the tail end of my internship working on blog articles for the Destination Cuisine Wordpress blog "Journeys in Good Taste". These articles range anywhere from promotional pieces for events found on the website, to news stories about the travel industry.

**b) Interaction with sponsor personnel?**

Contact with Ms. Raymond has been consistent with Skype calls and meetings once every week or so. There has also been plenty of email communication between us so that we are consistently in contact.

**c) Specific achievements as evidenced by work output (for example, websites, press releases, or other communications completed or in progress)?**

A good handful of blog articles have been written, edited, and completed for the blog attached to Ms. Raymond's website. Thanks to these articles, I have been given an even better grasp on how to use Wordpress as tool for advertising.

**WHAT IF ANYTHING WOULD YOU PREFER TO HAVE BEEN DIFFERENT ABOUT YOUR INTERNSHIP THIS SEMESTER? (FOR EXAMPLE, COMMENT ON SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, AND LEARNING EXPERIENCES.)**

Nearing the end of my internship, I feel that I have learned a great deal in the last few months. I do wish, however, I could have possibly learned more of the technical aspect of building the website proper. I also had hoped for more fieldwork, such as reporting and writing stories of events that I attended personally. But besides these, I have learned a great amount from working with Ms. Raymond.

**HAS THE INTERNSHIP MET THE GOALS AND EXPECTATIONS YOU HAD BEFORE ENROLLING IN THE COURSE? WOULD YOU RECOMMEND THIS KIND OF EXPERIENCE TO OTHER STUDENTS CONCENTRATING IN PROFESSIONAL AND TECHNICAL WRITING AT USFSM? WHY OR WHY NOT?**

I would recommend it, as I have learned much that would come in handy for someone pursuing a career in technical writing. Scheduling, making deadlines, and networking are all important aspects of technical writing that I have learned a great deal about thanks to working with Ms. Raymond. Due

to taking this internship, I have improved my skills and increased my chances in finding a job with a future employer.

**Rose M. Lee**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2013**  
**SPONSOR: Stephanie Kaiser & Assoc Grant Consulting, Redondo Beach, CA**  
**Final Report (30 April 2013)**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, analytical tasks, internet activity?**

During the last month, I have produced several in-depth research reports for specific clients. In previous months, I listed a funder's giving statistics from their 990 submission to the IRS. This month, I dug deeper into their philanthropic activities to find specific and relevant examples from which to draw comparisons to our client organizations. Using the 990 form as a starting point, I searched the Internet to find references to the specifics of funders pet projects. After finding pertinent information, I formulated a professional opinion as to the applicability of the funder's interests and efforts.

**b) Interaction with sponsor personnel?**

Stephanie and I continued with our conference calls every week, speaking at other times as needed. Email communication was most effective for relaying task-specific information, though Stephanie also provided information by email that was instructive about grant writing and provided grant writing resource information.

**c) Specific achievements as shown by work output (written reports, articles, or other tasks completed or in progress)?**

As indicated above, I produced some extensive analytical reports on funders this month. As has been usual, I also produced letters of inquiry and some proposal templates. I am still working on a funder report for Stephanie's largest client, expecting to complete that before the end of the month.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, OR MENTORING BY SUPERVISOR)**

I feel very fortunate for this intern opportunity with Stephanie. She varied my assignments throughout our time together in a manner that was logical to the process of learning about grant writing. I felt challenged by some of the activities, perhaps as much because I did not want to disappoint her with my results as because this is a new industry for me to learn.

**3. IS THE INTERNSHIP EXPERIENCE MEETING YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD LIKE ME AS FACULTY LIAISON TO KNOW OR TO DO? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

This internship exceeded my expectations! I feel like this experience was a good fit for my experience. I don't think it will cause me to want to be a grant writer when I grow up, but it does open up another avenue that interests me. Stephanie has had the desire to write a book on starting and growing a grant writing consulting business. In the coming months we will begin working on outlines and information to see if we can make that a reality, together. We are both very excited by the prospect.

**4. WOULD YOU RECOMMEND THIS KIND OF INTERNSHIP TO OTHER STUDENTS AT USFSM? WHY OR WHY NOT? PLEASE COMMENT ON ANYTHING ABOUT THE INTERNSHIP NOT ALREADY MENTIONED IN THIS OR PREVIOUS REPORTS.**

I would highly recommend this type of internship to other students at USFSM. As I have reported previously, I feel very fortunate I was permitted to participate in an internship with a grant writing agency so far removed, geographically, from the campus. The benefit, to me, was the opportunity to work with a successful grant writer serving several different types of non-

profit organizations. Having that diversity made all the difference in the scope of knowledge I have gained from the experience. Working with Stephanie, who was willing and able to provide instruction, not just request administrative tasks that would assist her most, gave me better insight into the profession. I know that her efforts took away time from her grant-writing activities – those tasks that pay her bills – and I am extremely grateful for her dedication to the internship.

**Gladys Zayas**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2013**  
**SPONSOR: Yoga from the Heart, Sarasota FL**  
**Final Report: 30 April 2013**

**1. DESCRIBE YOUR INTERN ACTIVITIES THIS SEMESTER IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, and analytical tasks?**

I have continued doing a little bit of everything when it comes to the writing content for the yoga studio. I have done Facebook posts (2 to 4 or 5 posts per week) to announce any activities, events, or product being sold at the studio or on her website. I have also continued to comment on a blog that she recommended me to go explore for blog article ideas. I have also written a couple of blog articles for her about the benefits of yoga in different career fields like sports, health, pregnancy, and others. I am going to be writing for her a query letter to get her book published. I told I was going to do it to gain experience on query letters. This internship has really taught me the different technique areas of being a technical writing and a freelance writer, like the marketing aspect of a business and how writing takes an important role when it comes to selling your business to new and frequent customers.

**b) Interaction with sponsor personnel?**

I come into contact with teachers in training to become a yoga instructor to work at Yoga From The Heart/create their own yoga studio. I have also met and interacted by email with the other interns working for Lynn; she has a graphic design intern, web design intern, and the writer intern (me). This internship place is such an awesome and learning-friendly experience environment for all majors. Lynn is so welcoming and approachable when it comes to helping each of her interns in achieving the work in a suitable and time fashionable manner.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

I have done the big research project for her regarding her book getting published. I was in the lookout for literary agents and publishing editors within the literary marketplace at the library, Barnes & Nobles, and Books-a-Million. She wanted me to go look where and what categories might her book be shelved and to see what book publishers and literary agents appear more frequently on the shelves. I have reported back to her a week ago on my findings, and she was pleased with the research work I presented to her. She will look over the list and choose a couple to write a rough draft Query letter and proposal for her book. Then, she wants me to write the first draft of the query letter and email it to her, and then edit it, and rewritten if possible, and to make sure it sounds convincing and persuasive to get her book published and sold to the publishers, literary agents, and literary marketplace. I am going to do the query letter and all writing that needs to be done for her book to get published on my own time. I am continuing the internship up to July until, or until I get offered a job somewhere else.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

I wouldn't change anything about the internship this semester. I like my flexible work schedule and the work load; it is a delight to work with such an

intelligent and lovely lady like Lynn Burgess. I enjoy it so much. The learning experience is amazing and I learn and put into practice what I learn in my English classes into the internship, such as emails, memos, bi-weekly research reports, blogging on pretty much everywhere like social media and blog site, writing blog articles, and query letters. Even though that I meet with Lynn Burgess twice a week, we are constantly emailing each other with the latest status on what is going on at the yoga studio or about what have I found or done for her regarding the work she gives me or simply about blog articles/ideas that might be of interest to her to use for the studio and/or the website.

### 3. SUMMARY COMMENTS

#### a) What specific achievements and outcomes do you find most beneficial as a result of the internship?

I continue to like the work I am doing as a technical writing at the studio/at home. I am definitely getting a feel of both worlds as a business writer at an office and also as a freelance writer on the go/at home. There has been a time that I receive several emails from her to do an assignment that involves some type of research at a library or even on the internet to specific sites or names of yoga places to retrieve information about their schedules, class descriptions, contact information, and things like these. I like the fact that everything I learn in school I put into practice in the internship. It is a great learning experience. Lynn is people-friendly, approachable, and an awesome human being. I have definitely enjoyed this internship, and will continue it in the summer until I can find and get a better job offer like this internship!

#### b) In what way do you believe these will benefit you in your future career?

I believe the material and the experience I have learned from the internship will benefit me in my future career, because first of all I can include all of it in my resume, and it will definitely help me look back at a work I have done as a template if I need to do a similar document for any of my future career jobs as a technical writer.

#### c) Would you recommend this type of internship for other USF students? Why or why not?

I would absolutely and definitely recommend this type of internship to other USF students, because this internship will open doors for them in future technical writing jobs in small business and/ or large business alike. You practice everything you learn in your Technical writing classes from writing emails/memos to writing query letters and research reports. And she also offers other intern positions for other majors as well. Yoga From The Heart is an amazing place to obtain your internship experience with the most amazing and people-friendly person, Lynn Burgess. She is just amazing in and out, and super flexible to teach and train all her interns alike for a fantastic voyage through the internship time served there. I found this internship on the University of South Florida Career job website. I loved this internship and it is an A+ recommendation from me. I am going to miss working with her hand in hand, and also her friendly and welcoming emails!

**Chelsea Moore**

**ENC 4946 - Writing Internship**

**USF Sarasota-Manatee - Fall 2013**

**SPONSOR: SRQ Media, Sarasota FL**

**Final Report: 14 December 2013**

### 1. DESCRIBE YOUR INTERN ACTIVITIES THIS SEMESTER IN THE FOLLOWING CATEGORIES:

#### a) Writing, editing, and analytical tasks?

My most recent writing, editing and analytical tasks have included: writing a section called "The: Catch" for the upcoming January edition of SRQ Magazine which features items from local boutiques; writing about 2014

luxury travel destinations and automobiles for the annual Lux publication and editing my own work, such as SRQ Daily's "The Shop" before I submit the column to the Senior Editor.

#### b) Interaction with sponsor personnel?

"The Catch" section has been a big project for me that involves a lot of interaction, negotiation and networking with the owners of local businesses in the Downtown Sarasota area where SRQ is located. Owners must be willing to temporarily loan me expensive items from their shop in order to get free publicity in the magazine so that photographs of the items can be taken.

#### c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?

My biggest in-progress achievements include the Lux travel destinations column, the Conveyance Column, the Daily Shop, an article in SRQ Daily, and The Catch Feature in SRQ Magazine for the January and February Editions. I have also gotten the opportunity to better understand my strengths and weaknesses as a writer, with the help of the Senior Editor Jacob Ogles. I learned that I do particularly well when writing about products but I still need to work on my punctuation and interviewing.

### 2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)

I have learned that its ok to politely say no to certain opportunities that come my way when I'm feeling overwhelmed. My job and schoolwork take precedence in my life right now so being able to draw a line in the sand has helped me. I've strengthened my ability to prioritize through this internship since there are only so many hours in the day.

### 3. SUMMARY COMMENTS

#### a) What specific achievements and outcomes do you find most beneficial as a result of the internship?

This internship has been beneficial to me on so many levels. I've had to step out of my comfort zone to fulfill my obligations. I prefer to be a behind the scenes worker, but I've realized that writers need to be able to network and interview professionals. Writers are oftentimes at the forefront of the action. I've also learned how to write professionally, which is completely different from the academic writing I've grown accustomed to in school. Another invaluable lesson I've learned from my supervisor is not to let a hectic, seemingly indescribable events deter me from writing about them accurately. I've learned to just go with it; to focus on writing about my experience within those first few seconds. I have a tendency to butcher overwhelming moments in my writing because with sensory overload, I can't find the words.

#### b) In what way do you believe these will benefit you in your future career?

I've grown into the professional I will need to become when school ends and I'm searching for a job. I'm no longer too intimidated to approach valuable professional contacts, or to put myself out there. I've learned the specifics of editorial and professional writing in general, and what it's like to work in a professional environment, not just an academic one. I've learned valuable interviewing tips, how to make people feel at ease while also attaining the information I will need for an article.

#### c) Would you recommend this type of internship for other USF students? Why or why not?

You learn a lot in an internship like this because at SRQ Media Group an internship feels more like being on the job as a professional writer. You're not running around getting people coffee, or making copies, you're actually out there interviewing people and writing for the magazine. You're doing many of the exact same things SRQ personnel around you are doing and the expectations are the same. It's like being plunged into a career for

however many months the internship lasts, making it an incredible learning experience for students who have never gotten the opportunity to work in a professional environment. That being said, in my experience, this is a strenuous internship because the interns are like employees for the magazine so the expectations are just as high but the pay is not there, which is why there are few actual employees working for such a well-known local magazine. I wouldn't recommend this internship to a student who is living on their own, possibly working multiple jobs to pay the bills but I think this is a great internship for students who have never had a professional writing experience and want more on-the-job training.

**Samuel Peterson**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2013**  
**SPONSOR: Yoga from the Heart, Sarasota FL**  
**Final Report (14 December 2013)**

**1. DESCRIBE YOUR INTERN ACTIVITIES THIS SEMESTER IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, and analytical tasks?**

I had the opportunity to write blogs as they pertain to yoga. I did research for Lynn for both future internships and for publishing. I helped develop content for her monthly newsletter. I edited the teacher biographies and many of the blogs.

**b) Interaction with sponsor personnel?**

Lynn and I stayed in contact throughout the internship. We emailed each other about every other day. We also communicated through text messages.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?** I have had multiple blogs published through the Yoga from the Heart newsletter. I have edited many of the teacher biographies published on the Yoga from the Heart website. I have also edited many of the blogs that have been posted in the weekly newsletter.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

I would not change anything about my internship. Lynn gave me the chance to work at every opportunity. Lynn was not afraid to give me work, and when I asked to edit the weekly blogs, she gave me the opportunity.

**3. SUMMARY COMMENTS**

**a) What specific achievements and outcomes do you find most beneficial as a result of the internship?**

I am particularly proud of one of my blogs. The post was about yoga relieving stress, and apparently someone came in and took their first yoga class after reading my blog. I also did a lot of editing which was new for me. I found editing surprisingly difficult at first, but I learned a lot.

**b) In what way do you believe these will benefit you in your future career?**

I plan on using my blog in my portfolio. Hopefully, it will help get me a job. The editing experience was particularly useful. I had to learn how to let people write in their "own voice", and not try and correct everything. I had to learn not get hung up on awkward sentences, and not put myself in the writing. Some of the writing was absolutely terrible, but I learned to only focus on grammar and spelling. I think my first experience thinking like an editor will be of great benefit.

**c) Would you recommend this type of internship for other USF students? Why or why not?**

Yes I would, because Lynn is excellent to work with and she let me do as much work as I was willing to take on.

**Douglas R. Miller**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2014**  
**SPONSOR: Davidson & Associates Communication Consultants,**  
**Sarasota FL / Prof. Wilma Davidson**  
**Final Report: 30 April 2014**

**1. DESCRIBE YOUR INTERN ACTIVITIES THIS SEMESTER IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

At the completion of the semester my intern activities continued to center on content selection, creation and editing for the "Writing Remedies" newsletter. I create written drafts of weekly installments of the product, forward them to Dr. Davidson review and revision, and then compile the final work with graphics to complete. In addition to this process the following items were accomplished during the course of the semester:

- Selection of a marketable title for consumers
- Physical format of the content for consumers
- Logo design using Photoshop
- Creation of authors byline
- Drafting of all initial product content
- Review of content revisions made by Davidson & Associates and performing changes

**b) Interaction with sponsor personnel?**

I have worked directly with Dr. Wilma Davidson of Davidson & Associates. Our interaction has included multiple office meetings, phone meetings and frequent communication and planning sessions via email throughout the semester.

**c) Specific achievements as evidenced by work output (written documents completed or in progress, for example)?**

At the completion of the semester my work achievements consist of the tasks detailed above in section 1a in addition to 13 weeks of finalized content ready for publication.

At this time, Dr. Davidson and I plan to continue work outside of the internship to further the project. Future developments that have been discussed may involve content that addresses speaking as well as writing, and audio production of the content created.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

My expectations for the amount of work I would have liked to accomplish during the semester were wildly optimistic. Dr. Davidson took multiple opportunities to advise me of this fact. Ideally, the internship would have been performed during a semester with a lower overall class load.

All schedules, workloads, and assignments given to me by Dr. Davidson were perfectly legitimate.

**3. IS THE EXPERIENCE MEETING THE GOALS AND EXPECTATIONS YOU HAD BEFORE ENROLLING IN THE INTERNSHIP? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

This experience did indeed meet the goals and expectations I had before it commenced. I have had the opportunity to write for an accomplished media

enterprise. In addition, I have learned valuable information regarding the actual production time involved with content creation.

#### 4. SUMMARY COMMENTS

##### a) What specific achievements and outcomes do you find most beneficial as a result of the internship?

I believe the most beneficial outcomes from this internship relate to using realistic goals in the creation of project timelines, and also learning to create content using singular micro subject points. At the beginning of the internship my writing was taking a decidedly macro approach to topics. This led to my impression that the particular topic had been exhausted when in reality, there was far more content to be covered.

##### b) In what way do you believe these will benefit you in your future career?

Offering clients a realistic evaluation of what can be accomplished in a given amount of time is critical to anyone in the writing industry. I believe my experience in this internship has created a more conservative view in offering estimates of my work.

##### c) Would you recommend this type of internship for other USF students? Why or why not?

I would highly recommend this type of internship to other USF students. The opportunity to work with a functioning media consultant offered real world work experience.

Jane M. O'Connor

ENC 4946 - Writing Internship

USF Sarasota-Manatee - Spring 2014

SPONSOR: Davidson & Associates Communication Consultants,

Sarasota FL / Prof. Wilma Davidson

Final Report: 30 April 2014

#### 1. DESCRIBE YOUR INTERN ACTIVITIES SINCE YOUR LAST REPORT IN THE FOLLOWING CATEGORIES:

##### a) Writing, editing, and analytical tasks?

**Research Project 1** – This project was amended with the guidance of my intern adviser, Beverly Larson. Instead of focusing solely on Cancer, we amended the Resource Guide to include other medical disciplines such as Cancer, Heart, Kidney, Epilepsy and Diabetes. I investigated the national organization for each discipline, compiled their contact information including website, telephone number, hours of service and a list of services offered. The final product has been completed and submitted to Beverly Larson for review. Additional updates / edits will be made upon feedback.

**Research Project 2** – Compiling a list of common cancer terminology with the goal of compiling a resource guide for the Cancer Support Team of the Caring Ministry. After meeting with Beverly Larson, we amended the definitions of White Blood Cells and added Red Blood cells to show what elevated levels or decreased levels would mean. This was an important distinction that Ms. Larson brought to my attention. The final document has been completed and submitted to Beverly Larson for review. Additional updates / edits will be made upon feedback.

**Research Project 3** – Preparing a list of questions to ask your doctor about cancer: This has been completed and formatted in to the design requested by Beverly Larson. This will be a standard design that we will utilize for more informational brochures moving forward, as this will not be the end of my work with Ms. Larson. We are just at the beginning of developing resources for our Caring Ministry team and I am excited to have my next list of projects to assist Ms. Larson. The final document has been completed and submitted to Beverly Larson for review. Additional updates / edits will be made upon feedback.

**Additional Project 4** – Template for a monthly Newsletter. In discussion with Ms. Larson, we agreed that a monthly newsletter and different medical disciplines would be helpful for our church family and they will also serve as a resource guide. We discussed the items to be included each month and I prepared a template we can use each month. Additional updates / edits will be made upon feedback.

##### b) Interaction with sponsor personnel?

Ms. Larson and I met in person to review the status of the Cancer Questions and the Cancer Terminology. I was stalled on the development of the local resource guide unique to Cancer and we discussed the obstacles. Ms. Larson provided guidance and the recommendation to include multiple medical disciplines beyond Cancer so that the resource guide can be used by more church members and be a comprehensive guide. We also discussed the idea of a monthly newsletter. We are looking to cover a different medical discipline each month. In our session we also brainstormed about eight other projects. We will continue to meet regularly (in person and via email/telephone) and identify the most important project. As that is completed, we will move on the next most important. We will also keep adding to the list as we have new ideas. Ms. Larson is dedicated to the Caring Ministry and I am honored to share her passion and be able to utilize my skills to help on these worth-while and important projects. This partnership is just in the beginning stages and we know it will continue to grow.

##### c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?

The three items outlined in the original internship agreement have been completed, with the third one amended to include multiple disease disciplines. We even added a fourth item, the newsletter template. We also compiled a list of next projects.

#### 2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)

This has been a very informative and productive internship. This allowed me to partner with Ms. Larson and help fulfill her needs. As our partnership grew, we realized we were both passionate about this ministry and we could align our individual talents to flourish in many ways. Ms. Larson is very hands-on with our church family and I enjoy hearing what she does. Her endeavors motivate me to provide my talents (writing, editing, designing, researching) to provide tools for the Caring Ministry. Our bond and partnership will go beyond this internship – this has only been the beginning! We have a list of at least eight other items and that will continue to grow as we brainstorm more each time we meet. This opportunity has been a blessing and I look forward to working with Ms. Larson on our pending projects, our monthly newsletter and many other great things to come. Ms. Larson knows the needs to the church family and I am honored to serve with her in the way that I can.

#### 3. ANTICIPATED ACTIVITIES

##### a) What specific achievements and outcomes do you expect through the remainder of the internship?

I was able to complete the items outlined in the agreement and we developed the next list of items. As reference above, we will continue to grow this partnership!

##### b) Is there any question or concern you would like to discuss with the internship sponsor?

As I had questions, I discussed them with Ms. Larson. She was very helpful and informative. I am honored to experience her passion on this endeavor and I look forward to working with her on many other projects.

#### 4. SUMMARY COMMENTS

**a) What specific achievements and outcomes do you find most beneficial as a result of the internship?** I found my passion to help with the talents I have to offer. While working full time I cannot provide assistance to our church family during the day with visits and rides to appointments. However, through this internship and the guidance of Ms. Larson, I learned that my talents can be utilized to help others and I look forward to continued participation with Ms. Larson on our ongoing projects.

**b) In what way do you believe these will benefit you in your future career?** I learned that while we may all share a passion (helping others), we may not have the same talents. We can use our talents in a variety of ways and I am honored to provide my talents to help others. Just as in my career at work, I know that I will never cure cancer, but I can hire those that may. I keep this in mind every day as I recruit and retain faculty at Moffitt Cancer Center. The same is true with this internship. I can take a need or idea expressed by someone that has the passion to help others and make their idea come to fruition in the form of research or a written brochure or document. It is learning to apply our talents with the passion we share.

**c) Would you recommend this type of internship for other USF students? Why or why not?** Yes, this was a great opportunity to take skills I have learned in my educational career at USF and apply them in a real life way. I credit this to Ms. Larson who was open to my ideas and helped shape and mold the final products to provide the tools desired.

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**Andrew Sink**  
ENC 4946 - Writing Internship  
USF Sarasota-Manatee - Summer 2014  
SPONSOR: Carry The What? (high-tech startup), Richmond VA  
Final Report: 13 July 2014

#### 1. DESCRIBE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:

##### a) Writing, editing, research, and analytical tasks?

I have continued actively updating social media sites, as well as attempting to attract the attention of larger websites that promote start-up and other small technology companies. One of our products was featured on both Boing Boing's website as well as their Facebook page, which has over 168,000 active subscribers. This led to an instant influx of orders and custom commissions, which Mr. Caswell immediately noticed and thanked me for.

##### b) Interaction with sponsor personnel?

Since my visit to the company headquarters in June, I reverted to communicating with Mr. Caswell through e-mail and phone conversations.

##### c) Specific achievements as evidenced by work output (written documents completed or in progress, for example)?

The website (<http://carrythewhat.com>) has been temporarily taken down, and I currently have the URL forwarding directly to their Etsy page (<http://etsy.com/shop/CarryTheWhat>) while the website is populated and redesigned with all new content. I will continue to work with CTW on the website on a freelance basis, and assist them with keeping the content fresh and exciting for their customer base.

#### 2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)

The only issue I had working with CTW was the distance between their manufacturing facility and myself. Due to the 1,000-mile distance, it was sometimes difficult to work on projects directly tied to production. The work schedule was appropriate to the type of work I was doing, and the workload was difficult but manageable.

#### 3. DID THE EXPERIENCE MEET THE GOALS AND EXPECTATIONS YOU HAD BEFORE ENROLLING IN THE INTERNSHIP? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.

The experience I had working with CTW absolutely met every single goal and expectation I had when I first enrolled. I wanted to work for a fast-paced technology company, and wanted to find one that would be able to offer me multiple roles and all the unique challenges that come with that type of lateral structure.

#### 4. SUMMARY COMMENTS

##### a) What specific achievements and outcomes did you find most beneficial as a result of the internship?

Being given an assignment to stand up and address a crowd of 70 strangers on a topic that I am passionate about was an amazing experience, and I thoroughly enjoyed it. Having the opportunity to represent a company simultaneously was the achievement I am most proud of, and I think was the standout moment of this internship.

##### b) In what way do you believe these will benefit you in your future career?

In addition to the technical knowledge I picked up from working with new and cutting-edge 3D printers, I also believe that my overall salesmanship and conversational skills were benefited as well. Being comfortable talking about a product that you sell can be very beneficial when working for a start-up company, and I think it will benefit me greatly as my career advances.

##### c) Would you recommend this type of internship for other USF students? Why or why not?

I think that taking a slightly unconventional internship is a very valuable experience for a student, as it offers challenges that would not necessarily be presented by a traditional internship experience. Working for a start-up company is an excellent idea for PTC major students, as the program has an emphasis on autodidacticism that could be valuable to someone who is self-employed.

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**Leigh Gibbs**  
ENC 4946 - Writing Internship  
USF Sarasota-Manatee - Summer 2014  
SPONSOR: Keep Manatee Beautiful, Bradenton FL  
Final Report: 8 July 2014

#### 1. DESCRIBE YOUR INTERN ACTIVITIES THIS SEMESTER IN THE FOLLOWING CATEGORIES:

##### a) Writing, editing, research, and analytical tasks?

Writing and editing tasks:4  
Website procedure manual  
Website administrator manual  
Internal style guide  
Annual report summary

##### Research tasks:

Resource	Assignment or Activity
Microsoft Manual of Style (self-initiated research)	Create website manuals.
Various website and blog resources (self-initiated research)	Create annual report summary.
Various online grammar and writing resources (self-initiated research)	Determine accuracy of grammar and punctuation in written output.

##### Analytical tasks:

Assess data to formulate correct figures for annual report summary



- Analyze rhetorical situation to craft appropriate narrative for annual report summary

**b) Interaction with sponsor personnel?**

I have interacted primarily with my supervisor, except for a few emails exchanged with a volunteer while creating the website manuals.

**c) Specific achievements as evidenced by work output (written documents completed or in progress, for example)?**

Following are my completed outputs:

- Website procedure manual
- Website administrator manual
- Internal style guide
- Annual report summary (two versions)

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

I would have preferred that my supervisor had a better understanding of the appropriate dynamics and goal of an internship and that she had been more willing to give my learning experience priority over her business needs.

**3. IS THE EXPERIENCE MEETING THE GOALS AND EXPECTATIONS YOU HAD BEFORE ENROLLING IN THE INTERNSHIP? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

I did not expect to encounter the difficulties that I had with my supervisor in the latter part of my internship.

Since I am her first intern, I give her some benefit of the doubt as to not fully understanding at the outset how internships differ from both employment and volunteer arrangements. However, as my internship neared its conclusion, it appeared she was more interested in having me achieve business objectives that she did not know how to accomplish than in ensuring I completed the assignments that would benefit me the most. At one point, she even continued to press me to complete tasks—on the grounds that she needed help with them—that I had clearly stated were not within the scope of my internship. These issues I did not expect. I am happy to report that, despite those difficulties, I managed to complete the assignments that I knew I could finish in the time remaining and that were the most beneficial and challenging to me.

My goals for this internship were as follows:

Overarching goals:

- Use this experience as a career building block
- Create tangible works suitable for a writing portfolio
- Expand my professional network for future career opportunities
- Make progress toward my degree completion

Technical goals:

- Gain writing experience that I cannot acquire at my job (e.g., press releases; annual report summary)
- Expand my writing skills by learning a different approach than I have used in the past for creating documentation (e.g., applying the Microsoft style when creating website manuals)
- Gain more experience with WordPress
- Gain more experience improving website content and usability

Secondary goals:

- Help a worthwhile cause while earning academic credit
- Gain more insight into the workings of non-profit organizations
- Exercise more autonomy and creative freedom than I can exercise at my job (e.g., writing and editing website content; enhancing the website design to improve the overall image communicated to the audience)

I have achieved all of these goals, with the possible exception of expanding my professional network; I had hoped to use my supervisor as a reference and for networking down the road, but given the difficulties at the end of my internship I am not sure if I can. Fortunately, there is no shortage of non-profits at which I can volunteer in order to achieve that goal.

Despite the issues that I have noted in this and previous reports, I am satisfied with this internship. I feel I have accomplished much of value, and I am glad to have this experience under my belt.

**4. SUMMARY COMMENTS**

**a) What specific achievements and outcomes do you find most beneficial as a result of the internship?**

Following are the specific achievements and outcomes of most value:

- Website procedure manual
- Website administrator manual
- Annual report summary (two versions)
- Press releases
- Website posts
- Internal style guide
- Improvements to content on, and usability of, website
- Experience with WordPress websites

I feel that nearly everything I accomplished has great value to me for building a portfolio and gaining experience, both of which I hope to use down the road for career purposes. I can also apply some of this experience to my current job; for example, learning the Microsoft style for writing procedures, learning more about correct punctuation and sentence structure, and learning more Microsoft Word features for improving the aesthetics and usability of procedure manuals.

**b) In what way do you believe these will benefit you in your future career?**

I am considering doing freelance writing as a side job down the road and perhaps switching to technical writing as a full-time career. My experience from this internship is a good building block for both of those endeavors. Even if I decide not to change careers, I believe this experience will continue to serve me well and give me a competitive edge in my current industry.

**c) Would you recommend this type of internship for other USF students? Why or why not?**

Despite my overall satisfaction with this internship and having attained most or all of my goals, I am a little hesitant to recommend this sponsor for other USF students.

One reason is that, despite her having received clarification from my professor when she contacted him, I am not certain that she yet understands what is and is not appropriate for internships and interns. I am concerned that she might still feel that her business needs should come before the student's learning experience, and I would not want other USF students to experience the same difficulties as I did in this regard.

Another reason is that I am concerned she might not have the time to properly sponsor an intern. She is essentially a one-person operation, so I am not certain she can spare enough time to mentor an intern, especially one who has no workforce experience. Since I am a self-starter, already have workforce experience, and prefer to learn things on my own by researching, she rarely had to spend time teaching me anything. This worked out well for me, but I suspect this is not typical of internships and would not yield a satisfactory experience for all interns.

Lastly, there might not be enough assignments for students who wish to focus solely on writing. Since some of my goals encompassed working on the website, I did not need to rely on just the writing assignments to fulfill my

internship, but I expect this would not be the case for all interns. My understanding is that there would be even fewer writing assignments during the fall and spring semesters, since the annual report and most event promotions occur during the summer.

**Christopher Bustin**

**ENC 4946 - Writing Internship**

**USF Sarasota-Manatee - Fall 2014**

**SPONSOR: Mote Marine Laboratory, Sarasota FL**

**Final Report: 14 December 2014**

**1. DESCRIBE YOUR INTERN ACTIVITIES TO DATE IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

**b) Interaction with sponsor personnel?**

**c) Specific achievements as evidenced by work output (written documents completed or in progress, for example)?**

Sections A, B, and C are answered together below.

My intern work at Mote could be separated into two categories: (1) What are other people saying about Mote? and (2) What can we tell other people about Mote? It deals with control in some ways; we can't control what others are saying about Mote, but we can choose what to tell others about us.

1. I monitored daily Meltwater emails. Meltwater is a marketing service which flags online news articles based on certain keywords which have been chosen by Mote. This information is useful but can also contain false positives (i.e., the keyword "manatee" flags an article about increased school registration among elementary school children in *Manatee County*). I was responsible for placing relevant articles into a predetermined format which would assist my mentor Hayley in sending this information out to Mote personnel in our monthly eblast.
2. When it comes to controlling our own image, I have interviewed two new postdoctoral researchers and one long-standing Mote scientist for articles which were included in our "Newsday @ Mote." Information about Mote goes out to local news media every Tuesday. In addition, I also posted advertisements for upcoming Mote events in the form of online news calendars (i.e., posting event info to the Sarasota Herald-Tribune's website calendar). Furthermore, I also utilized the Expression Engine program to transfer email newsletters into articles on Mote's web page. Basically, the goal of this task was to transfer Mote's news updates from one medium to another. This task makes interesting use of meeting deadlines because once you start this project, you can't stop working on it until it's complete. When you publish the web page, it is essentially "live" for anyone to view, so I must continue to make tweaks until it is finished. This minimizes the amount of people who could potentially view formatting errors. Correcting any issues with imported photos and images, bullet points, website links, and email links were all potential issues.
3. I have been involved in helping Mote's Saturday, Sept. 20 "Electrify the Island" event (part of National Drive Electric Week 2014) which involved me manning a table. At this table, I was tasked with promoting awareness of Mote's sustainable energy goals, mapping out different activities for guests, and marketing Mote's one-day only 50 percent off admission vouchers.
4. When it comes to social media, I was tasked with creating Twitter- and Facebook-friendly fun facts (less than 140 characters and 250 characters, including spaces, respectively). Some posts promoted specific events, while about a dozen were generic facts which could be utilized by my department's vice president year round.
5. I also worked on a PowerPoint presentation which listed donors in order of their respective donation amounts (mostly ranges as opposed to exact

amounts). The final product included 106 slides, so attention to detail and proofreading were essential. This list included high-profile scientists, public servants, and corporations. (The list even included a Mr. and Mrs. Stephen King. He does have a Florida home, but who knows if it was *that* Stephen King.) Possible issues included omitting a donor's name, misspelling a donor's name, or allocating an incorrect donation amount to a donor. This list scrolls at timed-intervals on a display monitor in Mote's aquarium lobby.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, INTERACTIONS WITH SUPERVISOR AND FELLOW INTERNS, ETC.)**

My department was extremely busy, and I was the longest-active intern (15 weeks) whom the department had sponsored. Stacey, Hayley, and I discussed that, moving forward, it may be best for all parties involved if future Mote internships included only summer-session opportunities. (I have their permission to include this discussion in public documents for the benefit of my professor and fellow students.) Because it's a small department, Mote's communications team sponsors only one intern per semester. I haven't decided whether these are aspects of my internship that I would definitely "prefer to change", but I have contemplated it.

Working in the summer means more mentoring, but it doesn't allow the intern to experience a potential future career during its busiest, most hectic and stressful time of year. That is, does an intern suffer if he or she sees a department only when things are running smoothly? Being the only intern offers amazing independence and freedom, but does it rob the student of camaraderie with fellow interns? (I should note, however, that Mote's intern coordinator Gina has sent out emails to interns, inviting them to special events which will allow for socializing (such as, a barbecue and volleyball—and even a Thanksgiving Day get-together for those interns away from family and friends).

I was extremely happy with my work hours, which eventually evolved into 9:30 a.m. to 3:30 p.m. on Mondays, Tuesdays, and Wednesdays with some offsite work from my laptop on Thursdays.

**3. HAS THE EXPERIENCE SO FAR MET THE GOALS AND EXPECTATIONS YOU HAD BEFORE ENROLLING IN THE INTERNSHIP? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

Not entirely. USFSM's "Tuesday Talks" conducted an interview in the Fall 2014 semester with PTC professor John Stewart:  
<http://www.youtube.com/watch?v=2Xn94ZmlIpo>

I mention this interview because Professor Stewart describes perfectly the learning experiences that I was hoping would be part of my Mote internship but were not. Professor Stewart discusses the importance of "tools use" that are skill-specific so that communicators can write a "narrative." He talks of a learning experience in an environment with "software flying around." Such exposure could include entry-level tasks with Camtasia, Photoshop, and InDesign.

I was expecting to have the opportunity to learn the aforementioned facets of communications, especially since our communications team has both a videographer and a graphics designer. However, even if I could go back to modify my learning objectives to include more software, it would be highly probable that the graphic designer would be stretched too thin this time of year to accommodate that.

**4. SUMMARY COMMENTS**

**a) What specific achievements and outcomes have you found most beneficial as a result of the internship?**

I would say that the most beneficial maturation experience for me was the outcome of being involved in our communications team's weekly staff meetings. It has been extremely helpful for me to learn that communications

professionals don't have to hit a home run every time to be successful. I quickly learned not to take it personally when my input and suggestions are not given the green light. Let me give an example: Let's say our staff meeting is brainstorming options for naming and marketing an upcoming new exhibit or event at Mote. If the team throws out 30 options and only two are accepted, then the meeting was a success. (This is assuming that one name and one starting marketing strategy were the goal.) Don't view the meeting as, "Oh, my goodness, 28 of the team's suggestions were shot down!" No, brainstorming that many ideas in the first place is actually the process which led to the two successful discoveries. In fact, many of these "misses" add a much-needed levity to the meetings, especially some of the more hokey suggestions (which are well-intentioned).

**b) In what way do you believe these will benefit you in your future career?**

For this answer, I am going to replace the word "these" with the word "Mote." I believe my experience at Mote has given me much-needed experience in an office environment. I have spent the last two decades working mostly dead-end jobs that required constant manual labor. (I am in no way knocking blue-collared jobs.) Basically, I have always worked in a job but never in a career. My career goals include an office environment where my tasks would be labeled under the category of "white-collared." Because I lack such experience, it has been very beneficial for me to get some exposure to this environment through my internship for both my personal life and resume.

*We recently had a vacancy in our communications department, and all I am at liberty to say is that you would be surprised how many applicants have absolutely no background in communications, which is the most fundamental requirement of the position! With that said, this internship will give you experience in a communications department at an internationally-respected research laboratory. This will make it so that, even when you are not hired for a position, you can be sure you weren't among those applicants wasting the employer's time.*

**c) Would you recommend this type of internship for other USF students? Why or why not?**

Yes, in fact, I would say that Mote's intern program has exceeded my expectations! PR positions include crucial (yet sometimes quirky!) job functions that reach well beyond worrying about comma splices. (Although, Mote is currently in the process of working on its own style guide, and I hope to have the opportunity to take a peek at it someday down the road.) When it comes to outreach, I have twice worn the Gilly costume (Mote's shark mascot)! One occasion was to acknowledge young kids' (hosting a PBS cooking show) ALCS Ice Bucket Challenge to Mote. A second occasion supported Mote's Halloween event, "Night of Fish, Fun, and Fright." Who would think that communication would involve sweating underneath a mascot uniform while trying to emote! However, both occasions included storyboards, retakes, editing, and video splicing by our video guru—all signs of professional communications to help enhance outreach and boost morale. Last, I have also been involved with test rides in electric vehicles, and these can travel from 0-60 mph in about four seconds—how fun!

Furthermore, this internship exceeded my expectations because it got me out of what I call my "Gordon Rule" mindset: I originally had a mindset that a successful PTC internship would include only writing, writing, and more writing—and each of these pieces of writing had to be voluminous. I am pleasantly surprised to have been mistaken in my assessment!

*Please note: While I strongly endorse this internship to my fellow students, you would be wise to go into this experience keeping two things in mind: (1) The department is far too busy (fall and spring semesters, anyway) to have an intern complete a project for a portfolio and (2) Because all of the positions in this department are upper-level, any vacancies during your internship tenure could not be filled by an entry-level applicant.*

**Casey Fountain**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2015**  
**SPONSOR: Edible Sarasota Magazine, Sarasota FL**  
**Final Report: 17 April 2015**

**1. DESCRIBE YOUR INTERN ACTIVITIES SINCE THE BEGINNING OF THE SEMESTER IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, and analytical tasks?**

Since the last report, I have written the Beauty of Sprouts article for the spring issue on March 26<sup>th</sup>. It did not make it into this issue but has a possibility of being put in the summer 2015 issue. It was a wonderful experience being able to go through Edible's submission process. Tina sent me a style sheet and layout information. She said my article was great but they were having to cut articles. I helped Tina on the "recipe" photoshoot for the spring issue as well. That was a super interesting process. It's a 2 in 1 kind of day. They make the food from the recipes that the chef writes up to double check that the portions are correct and that the recipe makes sense and then Katherine—the incredible photographer—takes photos of the food in the most beautifully artistic way. I held up the light! ☺ It was a really neat experience. I also helped proof the spring issue which will most likely be printed by next week. Tina sent me the articles to proof on the 13<sup>th</sup> and it usually takes press about a week to print them all. As for analytical, not especially—but I did keep up with an email list and would send her the updated list of emails.

**b) Interaction with sponsor personnel?**

Tina and I still frequently contact each other. I just sent her a huge "thank-you" email the other day. I basically thanked her for the amazing experience and the mentorship she provided me. She responded by telling me to keep in contact with her which is really nice!

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

The article getting approved (but not submitted) was a big deal for me. Tina has so many freelancers writing for the publication but she went out of her way to read mine and comment on it. That was huge.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

Nothing. Tina has been so wonderful working with my school schedule and while she gave me projects to do, she always asked me if I could handle everything. It was nice of her to be so considerate.

**3. WOULD YOU RECOMMEND THIS KIND OF INTERNSHIP TO OTHER STUDENTS AT USFSM? WHY OR WHY NOT?**

I would ABSOLUTELY recommend an internship like this to other students. It is a great networking outlet as well as all around experience in the working world. I have met so many people through Edible. People that I may be able to contact in the future for work. The experience of this internship not only allows students a chance to work in their desired field but it gives them a great reference for future jobs and a great addition to a professional resume. I think it is important to let students know that they should allow for time during the internship and not load up with too many other classes. It can be stressful. I actually would like to add that I am continuing on in my own "personal" internship with Edible over the summer. I let Tina know my schedule and she said if I would ever like to work an event, proofread or go on a photoshoot with her I am more than welcome! So, that makes me so happy. I am so grateful for the experience I had. I think it is especially wonderful, Prof. Roberts, that you allow students to choose where they would like to intern. I am so lucky because this internship opened up many doors for me and I am more excited now than ever to start my career. Thank you for this opportunity!

Jacob Garfield  
ENC 4946 - Writing Internship  
USF Sarasota-Manatee - Fall 2014  
SPONSOR: Davidson & Associates Communications Consultants,  
Sarasota FL / Prof. Wilma Davidson  
Final Report: 18 April 2015

**1. DESCRIBE YOUR INTERN ACTIVITIES THIS SEMESTER IN THE FOLLOWING CATEGORIES:**

**a. Writing, editing, research, and analytical tasks?**

I have been researching the topic of presentation tips and writing a weekly one-page blog, which will be distributed to clients of Davidson & Associates Communications Consultants. A four-week pilot has been distributed to a client and there is another potential client as well. Also, I have been working with an editor on the final format of the document.

**b. Interaction with sponsor personnel?**

I have had regular email contact with Dr. Davidson regarding the weekly assignments. Dr. Davidson has provided the final word regarding the editing of the content. I have also been working with a format editor, Ellen Corum, who has provided tips for how to best utilize graphics and overall page layout. Ellen has also been very much a part of the content editing. After consideration of a number of drafts, a customizable template has been created which can be adjusted depending on the content of a specific week. It has been a great experience getting to collaborate with such accomplished professionals.

**c. Specific achievement as evidenced by work output (written documents completed or in progress, for example)?**

At this point, 14 blogs have been created, all of which are final copies. Four of these final copies make up the pilot that has been distributed to a client of Davidson & Associates Communications Consultants. We will be working to complete the final blog this week as the internship is concluding.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, ETC.)**

This internship has been a great learning experience. The hardest part has been time management. Working a full-time job and taking a full class schedule has been difficult because I wanted to put all of my time towards this internship and treat it as my career. The professional experience that I have gained is invaluable. Experiencing such a heavy workload is preparing me for success in my future.

**2. IS THE EXPERIENCE MEETING THE GOALS AND EXPECTATIONS YOU HAD BEFORE ENROLLING IN THE INTERNSHIP? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

This experience has surpassed the expectations I had coming into it. When I was told this would be a completely online internship I half expected it to be similar to an online class. However, this has felt like a professional experience largely due to my collaboration with Ms. Corum. I continue to be amazed by the editing process. I did not realize how many edits would be made to a single draft. This editing process has taught me how important collaborative editing can be. Seeing the finished version always proves that the process has worked.

**3. SUMMARY COMMENTS**

**a. What specific achievements and outcomes do you find most beneficial as a result of the internship?**

The experience I have gained with using graphics and constructing the "look" of a page has been one of the greatest achievements. I have gained confidence in doing this and learning how to do it well for a specific audience/reader. I feel throughout the internship I have become better at

emulating Dr. Davidson's voice through writing. I feel this is an important skill as a communication consultant as a big part of the job is delivering a client's message effectively in the tone and style of their choice.

Another major achievement of this internship is learning the editing process inside and out. Originally, the collaborative efforts of Dr. Davidson, Ms. Corum and myself were effective in editing a single draft many times before considering it finalized. As time went on, I realized that the first 6 final copies did not match the creative standards set by the later blogs. I used this as an opportunity to go back and reedit the finalized first 6 blogs. This process taught me a lot about taking time away from a piece of writing before revisiting it for edits. The finished product is far better for it.

**b. In what way do you believe these will benefit you in your future career?**

I believe these will benefit me specifically by providing professional work experience, which my resume has severely lacked. Being successful in the classroom is great to build on, but having professional experience has given me a sense of confidence that I will take with me moving forward. It has been eye opening to gain experience in the field of communications consulting. Before this internship, I did not have specific ideas for what type of career I wanted to pursue. After working with Davidson & Associates, I would be very interested in working in this field. I have taken the time to research other communications companies in the Sarasota area and hope to secure employment after graduating.

**c. Would you recommend this type of internship for other USF students? Why or why not?**

I would recommend this internship. It provides experience in communicating in a creative way. It has provided me with a variety of tasks that have been helpful in learning which parts of the Professional and Technical Communication field I am interested in pursuing after graduation.

Also, any student that has the opportunity to work with and learn from Dr. Davidson and Ms. Corum, should welcome the opportunity. Aside from the immense knowledge that is obtained through regular correspondence and collaboration with Dr. Davidson and Ms. Corum, they also create a fun and relaxed learning environment to allow a writer to explore various writing techniques without fear of critique. I know that throughout this process I had a few poor drafts and unfit ideas; however, I never felt that I was judged for exploring something new.

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Brittany Mitchell  
ENC 4946 - Writing Internship  
USF Sarasota-Manatee - Summer C, 2015  
SPONSOR: Dealers United (automobile dealers marketing firm),  
Sarasota FL  
Final Report: 15 July 2015

**1. SUMMARIZE YOUR PRIMARY INTERN ACTIVITIES SINCE THE BEGINNING OF THE INTERNSHIP IN THESE CATEGORIES:**

**a) Writing, editing, and analytical tasks?**

Since the beginning of my internship, I've been responsible for creating and following a content development schedule, researching relevant topics and information, writing content for a website product page, and creating various blog articles and illustrated procedures for product page promotion.

Relevant research throughout my internship included Facebook advertisements and social marketing strategies for car dealerships. I used this information to craft content for the product page on the Dealers United website, promoting the DU Facebook Ad Management service. From there, I moved forward to create a list of support topics for blog articles to be written through the remainder of my internship. The blog topics had to relate to

social marketing, specifically Facebook, and promote the use of Facebook ads while implementing an automotive-specific context.

**b) Interaction with sponsor personnel?**

Since the beginning of my internship I've worked directly under Christian, DU's COO, and Brooke, head of Marketing and Design. We've communicated through both email (since I was a part-time remote intern) and group meetings when working within the DU office on Thursdays. Both Christian and Brooke are always available, and willing to provide help and advice when needed. They've both guided my internship project, while leaving room for my own creativity and outlook. Brooke has definitely worked alongside me, as a partner, in my overall project and I feel we've made a really good team over the last 10 weeks.

**c) Specific achievements as evidenced by work output (for example, written reports or articles completed or in progress, skills gained or refined, insights into future career choices)?**

Since the beginning of my internship I've conducted necessary product/service related research, written informative documents for employee education, and contributed to the [DU Facebook Advertising Page](#), published on the Dealers United website. I've also completed several blog articles, ranging from 500-1200 words each.

Completed topics include:

- Facebook Means Big Business for Auto Industry
- The Importance of Social Media Marketing
- Facebook Vs. Google: keywords vs. audience targeting
- Leveraging the Social Reach of Your Employees
- Facebook's New "See First" Feature
- Optimizing Ads with Facebook Ad Targeting (a how-to illustrated tutorial)
- How to Boost a Post (a how-to illustrated tutorial)

Topics in progress include (these articles should all be around 500 words):

- Benefits of the Facebook Conversion Pixel
- The Best Format for Your Facebook Ads
- 4 Steps to Maximize Facebook Ad Results
- Using Facebook to Boost Your Business: what your Facebook page should promote
- How to Target Spanish Speaking Auto Shoppers
- How to Optimize Your Dealership's Facebook Page for SEO
- Four Ways to Promote/Advertise Your Dealership on Facebook

Over the last couple weeks we've been looking to outsource some blog content, so I have some articles and content to review this week. I've been learning the importance of keywords for SEO. I've been given an account through HubSpot, so I can further my understanding of inbound marketing and using content to increase sales.

Over the course of my internship I read two books that proved to be very valuable in supporting my internship project. The books include, *Youility* and *Raving Fans*. Both of these books are excellent resources for anyone new to marketing or working for a sales-driven company.

**2. WHAT IF ANYTHING WOULD YOU CHANGE ABOUT YOUR INTERNSHIP? WHAT ADVICE WOULD YOU GIVE OTHER STUDENTS CONSIDERING THIS TYPE OF INTERNSHIP?**

I don't think I would have changed anything about my internship. Everyone within the company exceeded my expectations. Dealers United is a fun and upbeat company with fun and upbeat people. I would recommend this internship for other students interested in the business writing domain of PTC. I would advise students to read the two books above, keep an open mind, and be ready to take on new and exciting tasks.

**3. BRIEFLY DESCRIBE THE MAJOR BENEFITS YOU BELIEVE YOU GAINED FROM THE INTERNSHIP AND COMMENT ON HOW THESE WILL LIKELY HELP YOU IN THE FUTURE.**

Besides gaining real-world business experience and generating professional connections, I've definitely taken on a breadth of knowledge regarding marketing techniques, along with access to further my marketing skills, if I so choose. I've learned that the skills and techniques gained through PTC are extremely versatile and can be applied almost anywhere. I did not major in marketing, yet I've been able to apply these practical writing and communication skills to excel in the tasks and components of my internship project.

Through my internship, I've gained insight regarding the possibilities to be found in my future career, outside of formal technical writing. I've learned that with good writing and communication skills, I can pursue many different career paths. The important part is having the ability to analyze information and communicate effectively. Once that's established, some creativity and an open mind will lead to (what seems to me) endless opportunities.

Overall, the biggest benefit I gained through my internship is not the marketing technique, real-world experience, or connections. But, I learned that I can apply myself outside of traditional school assignments and really pursue a useful career, whatever it may be. I've realized that it's good to put myself outside of my comfort zone, pursue something new, and seek new opportunities.

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**Carlos Serra**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Summer C, 2015**  
**SPONSOR: Labinal Power Systems / SAFRAN, Sarasota FL**  
**Final Report: 16 July 2015**

**1. SUMMARIZE YOUR PRIMARY INTERN ACTIVITIES SINCE THE BEGINNING OF THE INTERNSHIP IN THESE CATEGORIES:**

**a) Writing, editing, and analytical tasks?**

At the beginning of the internship I was little frustrated because I felt I was getting underutilized and not positioned to learn more. I have since worked with Mr. Slaymaker on different project needing to be worked on. I now feel I have gotten the some of the experience I need to further my future as a technical writer.

**b) Interaction with sponsor personnel?**

Mr. Slaymaker helped guide me with different projects that introduced different styles of writing. Even on the projects I completed early, I was eager to move to the next to get an early start. The best part of our interaction is the focus he had on my success.

**c) Specific achievements as evidenced by work output (for example, written reports or articles completed or in progress, skills gained or refined, and insights into future career choices)?**

I was able to complete 15 process sheets. Of those 15, I revised 6 of them. I was able to review and revise previously written manuals. I also completed a Gantt chart for the manufacturing engineers.

**2. WHAT IF ANYTHING WOULD YOU CHANGE ABOUT YOUR INTERNSHIP? WHAT ADVICE WOULD YOU GIVE OTHER STUDENTS CONSIDERING THIS TYPE OF INTERNSHIP?**

There is nothing wrong with this internship. Safran really challenged me to achieve most of my writing goals. This is a good place to learn how to write for manufacturing. However, if the student is already in the manufacturing field, I would highly recommend pursuing other areas of the PTC field. It can get a little boring. I would suggest to other student to be more intuitive at the beginning. Ask questions as to what exactly he/she will and what are the set goals.

**3. BRIEFLY DESCRIBE THE MAJOR BENEFITS YOU BELIEVE YOU GAINED FROM THE INTERNSHIP AND COMMENT ON HOW THESE WILL LIKELY HELP YOU IN THE FUTURE.**  
This experience helped me better create a relationship with employees and understand their needs as readers. The ultimate goal is to get my audience to understand what is being said and how they can either benefit from or execute the message. By understanding these needs, I was able to bond with the employees and create a relationship of trust. I understood their needs and I was able to communicate to their comprehension. Using my abilities to write in different formats that are exemplified in management communications; I am able to take with me true experience of how the skills I learned at USFSM can be applied in the real world.

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**Bobbilynn Hollifield**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2015**  
**SPONSOR: Sarasota Magazine, Sarasota FL**  
**Final Report: 8 December 2015**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

Since last month, our company has experienced a whirlwind of changes; we were bought by a larger company and have been making the transition to doing things their way. Because of this, the bulk of the work I have been doing has been simply playing catch-up and trying to absorb all of the new things being thrown our way. I have continued to cull out beautiful Sarasota weddings, reach out to the planners/photographers and interview the brides for the blog. I have been putting together blog posts using these interviews, but they are still sitting in the Drafts folder on our database, since we are in mid-transition. If you haven't seen it yet, [you can read the press release here](#).

**b) Interaction with sponsor personnel?**

Megan and I have been kind of like ships in the night for the past couple of weeks - again, both of us super busy with the transition and the normal hairiness of the season. We've been in touch via email and talked about work during work-related social events, also.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

When the December issue (finally) hits stands, I have a three-page spread at the end of the shopping section called Must Haves. This is something that we don't do every month but when we do it's usually only one page - December is a special case, since the book is also produced in hardcover for distribution to area hotels. My Must Haves will be seen for the next 12 months in local hotels - I think that is very cool.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER?**

It's been great. I feel like I couldn't ask for a better team to have been working with through all of this. If anything, I would try to learn even more if I did it all over - but I am certainly happy with all of the knowledge and expertise that I have picked up over the course of my experience.

**3. HAS THE INTERNSHIP EXPERIENCE MET YOUR GOALS AND EXPECTATIONS?**

I'm completely satisfied. I'm ready to face the world and use what I've learned as a jumping-off point to continue to learn and grow.

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**Ryan Hurst**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2015**  
**SPONSOR: Bradenton Area Convention & Visitors Bureau (BACVB), Bradenton FL**  
**Final Report: 8 December 2015**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

Most of my work was entering content on the Bradenton Gulf Islands website. I mostly entered events that were happening in the area and occasionally created listings for local businesses. Creating an event or business listing can involve proofreading, rewriting, verifying information via web searching or making calls or emails, organizing information and deciding what is pertinent and worth posting, and formatting with basic HTML so the message is clear.

I proofread press releases, which typically only needed edits for grammar. I also proofread and edited articles and newsletters that advertised the Bradenton area. These often needed editing for grammar, clarity, conciseness and creativity.

As my manager became more confident in my creative writing skills I was given more articles to edit and I was encouraged to completely rewrite some of them. Overall I worked on about five to ten articles and newsletters, which ranged between 150-700 words each.

**b) Interaction with sponsor personnel?**

I interacted daily with Kelly Clark, Director of Communications, and Megan McDonald, Communications Coordinator. The majority of my interaction was with Megan. She did all of my training, gave me most of my daily tasks, and I usually reported back to her. Kelly and Megan were both supportive and fun to work with. Megan went out of her way to meet as many of my needs as possible and she met with me three times throughout the semester to review how the internship was going.

**c) Specific achievements as evidenced by work output (written documents completed or in progress, for example)?**

Completed work includes event pages on the website and newsletters, articles, proposals and press releases that I have edited.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP THIS SEMESTER?**

I would prefer to do more proofreading and editing and less entering events on the website. Entering events does require proofreading and editing, but it is usually very minor and the majority of time is spent tracking down/verifying information for events, deciding what is relevant to post, and finding suitable images to post with the event.

**3. HAS THE INTERNSHIP EXPERIENCE MET YOUR GOALS AND EXPECTATIONS?**

My expectation was to do more writing than I did, although I would not say that I am disappointed about this because I prefer editing to creating content. My expectation was that this office did everything on the content creation side of marketing but they mostly do administrative work and a lot of the content creation is contracted. My goal was to open the door to a career (i.e. make connections), but I am not interested in the type of administrative work done at the BACVB.

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**Shannon Cooney**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2016**  
**SPONSOR: Sun Coast Media Group, Charlotte Harbor FL**  
**Final Report: 26 April 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

I've been tackling my fair share of articles lately so I've been doing a ton of writing. I've written 12-inch articles and 24-inch articles. It all depends on how many sources I can find. I've also been doing a lot of interviewing. But, before I find the right people to interview I need to complete the research. I

make sure I'm familiar with how they pertain to my articles before I start an interview.

#### **b) Interaction with sponsor personnel?**

Chris and I interact everyday that I'm at my internship. Chris has a great sense of humor, and he makes it such a pleasure to work with him. He tells me what story I'm on, and helps me along the way to make it complete. He will tell me who to call, what to ask, and how I should mold it all together to make it into a captivating article. Chris and I edit all of my writing together. I can see what I need to continue to do and what I need to work on. Chris is not only my sponsor, but also a friend that I've gained from this experience.

#### **c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

- Gas Decrease article published Friday, January 31, 2016 in the Charlotte Sun Newspaper.
- World-traveling street preacher stops in area article published Friday, February 5, 2016 in the Charlotte Sun Newspaper.
- Homeless coalition luncheon article Published Friday, February 18, 2016 in the Charlotte Sun Newspaper.
- Punta Gorda Airport Renovation article Published Friday, March 4, 2016 in the Charlotte Sun Newspaper.
- Gas Increase article published Thursday, March 17, 2016 in the Englewood Sun Newspaper.
- Easter Sunday article published Saturday, March 19, 2016 in the Englewood Sun Newspaper.
- Lemon Bay High School Spring Play article published Friday, March 24, 2016 in the Englewood Sun Newspaper.
- April Pools Day Community News article published Thursday, April 1, 2016 in the Englewood Sun newspaper.
- Meals On Wheels article published Saturday, April 2, 2016 in the Englewood Sun Newspaper.
- Paradise Pizza Challenge Community News article published Saturday, April 16, 2016 in the Englewood Sun Newspaper.
- Manta Pride Ride article published Saturday, April 23, 2016 in the Englewood Sun Newspaper.

#### **2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

As I said in my previous reports, there is not one thing I would change about my internship this semester. I feel so unbelievably lucky that I found an internship so close to home, and that I love. I'm always excited the days I come to my internship because I know I'll be doing something new and exciting. When I first started my internship I was writing press releases and editing briefs. I never thought that I would have had all the opportunity that I've had writing articles. I've learned how to create intriguing headlines, how to interview individuals for an article, and how to properly quote someone for an article. Chris made this all possible for me, and has been an outstanding mentor.

#### **3. HAS THE INTERNSHIP EXPERIENCE MET YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD SUGGEST TO CHANGE THOSE GOALS OR EXPECTATIONS FOR OTHER STUDENTS?**

My internship experience has exceeded my goals and expectations. Before my internship began I never thought I would be a published writer. I'm more confident now as a writer all thanks to my internship. There is not one thing I would suggest to change. I've gained so much from this internship, and I know other students will too. Chris did an outstanding job being my sponsor. He always made me feel welcomed and appreciated. The writing staff also welcomed me with open arms, and are always available to help answer any questions I may have.

#### **4. WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

I would definitely recommend this internship for other USFSM students majoring in Professional and Technical Communication. I've gained so much as a writer during my internship at the Sun Newspaper, as well as opportunity. I've met many local business owners while interning, and have made great connections. This internship also gave me the opportunity to learn how to be a reporter, and I've really enjoyed it. It's such a rush tracking someone down to get a quote for an article and to get their personal viewpoints on certain situations. However, nothing compares to reading my articles in the paper. It's an amazing feeling. I have to thank Chris Porter, my sponsor, who made this all possible for me and gave me such a great experience. I have no doubts that other USFSM PTC students would love this internship as much as I have.

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**Courtney Hawk**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2016**  
**SPONSOR: Davidson & Associates Communication Consultants,**  
**Longboat Key FL / Prof. Wilma Davidson**  
**Final Report: 26 April 2016**

#### **1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

##### **a) Writing, editing, research, and analytical tasks?**

My internship has required writing, editing, and research, as well as the use of social media applications such as Twitter. Although it was unintentional, this internship was broken up into three major components. We began with writing and editing for social media applications. I created tweets to use in promotion of the new edition of Dr. Davidson's book, *Business Writing: What Works, What Won't*. I then wrote articles for a new blog that Dr. Davidson will be adding to her company website. Dr. Davidson choose to put the blog on hold and so we began focusing on market research. I have competed extensive research of Dr. Davidson's competitors in the field of communication. The third and final component to this internship is the analysis and presentation of my completed research. Dr. Davidson and I will be meeting so that I can present her with my communication market analysis. This analysis and presentation details Dr. Davidson's competitor's success in the areas of; branding, web site design, content, credibility, targeting consumers, multimedia coaching resources, seminars, and product marketing.

##### **b) Interaction with sponsor personnel?**

Dr. Davidson and I are in contact through email on a regular basis. We speak multiple times a week and meet in person multiple times a month. I have also been worked with Dr. Davidson's associate Ellen Corum via email. All three of us have collaborated numerous times on various projects.

##### **c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

I have completed numerous different projects throughout this semester including; tweets, blog posts, and research papers. My final project is a presentation of the market research I have compiled and analyzed.

#### **2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

I had hoped that we would return to our original focus on ethics in the workplace, because that is my field of interest. I have enjoyed the market research and now have a solid grasp of the field of communication. I would have benefited from a bit more focus on the writing and editing process. I will continue to strengthen my editing skills and will build on the foundation this internship has provided.

**3. HAS THE INTERNSHIP EXPERIENCE MET YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD SUGGEST TO CHANGE THOSE GOALS OR EXPECTATIONS FOR OTHER STUDENTS?**

This internship has exceeded my expectations. Although I was excited about the original internship plan we designed, what I have experienced and accomplished has been of greater value. My opinion and interests were always at the forefront when Dr. Davidson and I discussed projects. I was given the opportunity to work one on one with a successful author, educator, and businesswoman. I have learned more than I can express about writing, editing, research, the marketplace, professionalism, flexibility, project flow, and a great deal more. This was a truly collaborative internship and I am very grateful.

**4. WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

I would absolutely recommend this internship to another USFSM student. The opportunity to have such an enormous amount of input into your own internship is rare. This internship had been a unique experience and I have learned far more than I had imagined. Working in a collaborative internship with Dr. Davidson is incredibly beneficial to any student, especially one who seeks an experience that will provide them with a range of learning opportunities. This internship is unlike any other offered at USF. I didn't just step in as the intern, picking up where the last intern left off, doing what all the interns before me have done. Dr. Davidson recognized my strengths and abilities and tailored each project to be of a benefit to her company while simultaneously providing me with knowledge and experience that will assist me in my future success.

**Cali Nowak-Credit**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2016**  
**SPONSOR: J. Burns Pizza, Lakeland FL**  
**Final Report: 26 April 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

I have written up a bio on one of the managers and have continued to interview other managers from each location. I am currently waiting to hear back from them, but when they reply I will write up their bios as well. These bios are available for all customers to see on social media so they can get an idea for the people working behind the counter and get a feel for how dedicated they are to customer service. I am currently still working on the "History of J. Burns" paper to have on each table in the restaurant. I have researched J. Burns' online and learned about their history and how long they have been in Lakeland, Florida. I am currently interviewing the owner to learn more about the business and information on when he took over J. Burns', etc. to make sure I have the fact straight.

I have written emails to other businesses and groups in the area letting them know about Spirit Nights that J. Burns' offers. I keep in contact with potential clients and schedule the Spirit Nights. I went through the J Burns' website and wrote down some edits I would like to make to it including grammatical errors, hours/address changes, etc. I emailed a list of these changes to our Website manager and he was able to fix them. I designed a business card for J Burns', which I am in the process of ordering. I have also created Facebook headers and other photos with text on them to serve as ads for J Burns'.

**b) Interaction with sponsor personnel?**

As mentioned before, I work at the J Burns in Lakeland every Tuesday where I see my sponsor and I work at the Anna Maria Island location every Wednesday. Besides that, I interact with my sponsor over the throughout the week to let him know what I am up to and to ask him any questions that I may have.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

My photographs have officially made it on to the J Burns website! I am very proud that I made an official impact on the business' website (along with the edits I made as well).

My photos can be seen on the:

**About Page:** <http://jburnspizza.com/about/> (bottom photo)

**Locations Page:** <http://jburnspizza.com/locations/>

**& Contact Page:** <http://jburnspizza.com/contact/>

My photos are also published multiple times a week on the J Burns' Instagram and Facebook account. I got in contact with the woman who runs the ads on the TVs in restaurants on Anna Maria Island and my photos will soon be featured on those as well. Here is the link to my Manager Spotlight Bio: <https://www.facebook.com/notes/j-burns-pizza/manager-spotlight-eric-dewitt/1005607639534269>

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

Overall I do not have any complaints about this internship so far. My schedule is flexible especially because I am able to do most things from home. I try to post on the social media pages at least once a day and between that and catching up with emails/brainstorming promotions I am keeping busy. This internship is different than the usual writing internship because it is not at a writing job. In the past I have worked at the Herald Tribune in Sarasota and I understand the demands of writing multiple articles a day. This job has more of a public relations/marketing aspect, which I am enjoying very much.

I appreciate that my supervisor does not breathe down my neck. He allows me to come up with my own ideas and lets me know about specific things I should post about. They set me up with my own J Burns' email address as well, which makes things easier in terms of communicating with customers in a professional manner.

**3. HAS THE INTERNSHIP EXPERIENCE MET YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD SUGGEST TO CHANGE THOSE GOALS OR EXPECTATIONS FOR OTHER STUDENTS?**

As I said above, I would not change anything with this internship. I have been put in charge of social media sites and marketing and they are open to all of my ideas. My Manager bio idea was encouraged and I look forward to publishing more very soon. My goal for this internship was to learn more about the business side of technical writing such as marketing, promoting, reaching out to customers, etc. and I feel that this is being met. I plan to continue my job with J Burns' pizza even after this semester is over. I am truly enjoying my time here and like learning more about being in the restaurant industry.

**4. WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

Luckily for me, I will continue to work for J Burns' after this semester is over. I would recommend this Internship or one like it to other students because it taught and continues to teach me many things. This experience has been great because I have worked on my technical side of writing—sending out business emails, following up with customers, etc. and have also worked on the "fun" side of writing where I come up with clever captions and work on writing concisely while getting a message across. I feel that a PTC student would benefit from an internship with a non-writing company because it allows the intern to bring their writing skills to the table. J Burns' has depended on my writing, editing, and marketing skills because I am the only one in this position. There are no other writers in this company and I am honored to fill this role and strengthen my writing skills!



**Marguerite (Celeste) Reeder**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Spring 2016**  
**SPONSOR: The Fox Business Group LLC, Bradenton FL**  
**Final Report: 26 April 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

Researched information for and write blog posts and monthly newsletters. Research ideas to help Mr. Fox begin to set up classes through PowerPoint and post them to his website. He can then set up his PayPal account to them so he can receive residual benefits. He has been preparing physical classes at places and has seen a decline in attendance. If he records the classes in a type of PowerPoint presentation, he could simply post them to his website and have them available to everyone.

**b) Interaction with sponsor personnel?**

Meet with Mr. Fox weekly to discuss more blogs, monthly newsletter, and setting up classes on his website. I also attended small business chamber events to help support Mr. Fox and talk with members during the networking before and after the event.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

Economic Marketing Trends 2016 – Part II  
Posted on March 15, 2016 by 6548623

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

I wouldn't change anything about the internship. I would probably advise others who will be doing an internship not to take on too many classes during the internship. It is fairly easy to take three classes online and work full time. But it is not as easy to work full time, take 2 online classes, and do an internship when it requires you to be in a certain place at a certain time. That was the most hectic part about this semester.

**3. HAS THE INTERNSHIP EXPERIENCE MET YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD SUGGEST TO CHANGE THOSE GOALS OR EXPECTATIONS FOR OTHER STUDENTS?**

I believe it has met my goals and it felt good that I could help Mr. Fox. He is a really nice person and he listens to my ideas. But yet he is not afraid to tell me if he does not like something. We probably spent a good hour or so going over the newsletter to make sure it was the way he wanted it.

**4. WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

I think this is a very good place to intern for other USFSM students. First, the sponsor is very nice and very accommodating but yet he expects the work to be done. Second, he has a lot of good ideas that he just needs help implementing. And third, he is very willing to listen to the student's ideas and make comments or agree with that idea.

**William Abel**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2016**  
**SPONSOR: Sarasota Bay Club**  
**Final Report: 28 Nov. 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

a) Writing, editing, research, and analytical tasks?

I summarized in detail the writing, editing and research tasks in prior reports. **Update:** My calendar project has been submitted and I am awaiting the finished result when it arrives from the print press. I concluded the project by writing a thank you note to the residents that participated in the project. I submitted the letter that accompanies the calendars when they are presented to the residents as gifts later in December. This Thursday I look speak at the SBC monthly owners meeting and thank everyone for having me this semester. Overall my time at SBC was very educational. I utilized every aspect of my education in creating the calendar, brochure and materials for the creative writing class.

b) Interaction with sponsor personnel?

As the weeks went on my interaction with my sponsor waned. Feedback is extremely limited and I was no longer included in interoffice meetings and gatherings. We are both thrilled that this internship is coming to an end. I do not think I could have done anymore to be better received by her or her department.

c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?

I am very excited to see the finished result of my calendar project! I worked so hard on this project and gave all I had. I am sure the residents who contributed to the project will be thrilled. I will be sure to ask for a couple copies and I would be happy to share.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, OR MENTORING BY SUPERVISOR)**

My projects were appropriate in providing me an opportunity to use my education in a practical work environment. My calendar project, brochure, and participation in the creative writing class allowed me the liberty to showcase my talents and education. I appreciated the SBC working with my very busy schedule and allowing me to work every Thursday. I spent a lot of time with the residents and this aspect of my internship I would not change a bit.

I regret having nearly zero feedback from my sponsor. Towards the end I felt excluded from activities and meetings. Communication was nonexistent and I am not sure she ever read an email I sent her. The lifestyle department at SBC has room for improvement. A strong professional and technical communication presence would help greatly. I wish I was given chance to share all of my education and experience with the department. I simply could have done more.

**3. IS THE INTERNSHIP EXPERIENCE MEETING YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD LIKE ME AS FACULTY LIAISON TO KNOW OR TO DO? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

This internship was challenging. My initial goals and expectations seemed to be out of reach very early into my internship. From the onset I encountered co-workers less than enthused that I was brought on for the semester. It was difficult in achieving the goals I had set. I believe my commitment and positive attitude helped me exceed all expectations. I now understand the greater education lay in the experience I gained with being trusted into that type of environment. I leave my internship more prepared than ever to endure any workplace environment. I have always been confident about my writing ability, and this internship educated me on the fact that writing is only half the battle.

**4. (FOR FINAL REPORT ONLY) WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

I would recommend this internship for other USFSM students. Sarasota Bay Club is an amazing place and a great place to work. The collection of brilliant residents and the collective staff made this a rewarding experience.

Professional and Technical Communication majors have the perfect blend of training and education for a firm like this. There is room for improvement in the department I was embedded. With adequate support from a sponsor, I believe both a PTC major and the SBC would benefit greatly.

**Chloe Conboy**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2016**  
**SPONSOR: ABC7 Media (TV broadcaster)**  
**Final Report: 25 Nov. 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES SINCE YOUR LAST REPORT IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

Towards the end I was doing work in Adobe and editing pictures. I really liked it and it was difficult at first but I liked how it was always a challenge.

**b) Interaction with sponsor personnel?**

I have been working on the Suncoast View more than writing scripts for the news. I am assisting guests and the Hosts as well as the producers. Some days when the senior producer would be out I would fill in for him and stage direct the show.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

I don't normally write interviews, but the biggest achievement at ABC 7 was Interviewing Lara Trump, and Jon Voight, as well as an Olympic Gold Medalist.

Also I was flattered when they offered me a full time job, but I graciously declined because I wanted to make school my number 1 priority.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

I don't think I would change anything about my internship. I had an amazing experience that I will remember for the rest of my life. I loved meeting everyone and building lasting relationships with my co-workers. I realize now how important it is to network and maintain your connections in the professional world.

**3. IS THE INTERNSHIP EXPERIENCE MEETING YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD LIKE ME AS FACULTY LIAISON TO KNOW OR TO DO? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

This Internship exceeded my expectation by a lot. As the internship went on, it kept getting better and better. I looked forward to going into work every day and seeing what exciting new adventure would be waiting for me at the station.

**4. (FOR FINAL REPORT ONLY) WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

Yes, I highly recommend this internship for anyone in the communication program at USF. The only thing I would say is only take this internship if you are interested in broadcasting. I had my heart set on broadcasting and now I know that it's not for me. The beauty of internships is that you're only there

temporarily. I loved this internship and met so many new and interesting people that I will be friends with for a very long time.

**Christopher Krenn**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2016**  
**SPONSOR: Tampa Bay Lightning**  
**Final Report: 3 Dec. 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES SINCE YOUR LAST REPORT IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

I have been doing a lot of writing at my internship. Every week, I write a Prospect Spotlight article. It is my responsibility to get in touch with the teams of the Lightning's prospects and schedule phone interviews with the prospect and/or coach. After I conduct the interview, I write my weekly article. I have also been writing the game previews for each home game's game program. I also send out a weekly press release and a weekly report recapping what happened in the LSHSL (Lightning High School Hockey League) that week. I also have had some opportunities to interview players one-on-one, have them autograph items for auction and charity donations, and assist with writing official documents sent out by the Lightning. All of my articles have been posted on their website and on NHL.com.

**b) Interaction with sponsor personnel?**

As I said, I've been able to engage in a lot of player interaction, as well as interaction with the coaching staff. I attend all of the team's press conferences and post-game interviews. I also sit next to some of the coaching staff in the press box and engage in conversation with them from time to time. Working under Trevor has been a blast. All of the staff there are really great people to work with.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

<https://www.nhl.com/lightning/news/lightning-prospect-spotlight-connor-ingram/c-283796354>

<https://www.nhl.com/lightning/news/tampa-bay-lightning-prospect-spotlight-mitchell-stephens/c-284322698>

<https://www.nhl.com/lightning/news/tampa-bay-lightning-prospect-spotlight-libor-hajek/c-284072494>

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

I really can't say I have any complaints with my internship. All I would want to change is the fact that I'm unpaid, but honestly I don't even think about that while I'm there. The financial stress can bear on me when I'm trying to pay bills or want to go out with my friends, but I think the opportunities this internship will present me with will prove to be worth the tough times.

**3. IS THE INTERNSHIP EXPERIENCE MEETING YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD LIKE ME AS FACULTY LIAISON TO KNOW OR TO DO? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

It is meeting my goals and expectations across the board.

**4. (FOR FINAL REPORT ONLY) WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

Absolutely. I think that I have heard many things said in your lectures that I can relate and apply to my internship. The work is a really great learning experience and my bosses really want me to have the best learning experience possible. At my previous internship, I was more-or-less the guy who did the "bitch work." I handled all the things my bosses were too lazy to

do. At this internship, my bosses truly want me to better myself and succeed. I respect that.

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**Thomas Schwarz**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2016**  
**SPONSOR: SRQ Media**  
**Final Report: 23 Nov. 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES SINCE YOUR LAST REPORT IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

As of right now, my focus is on editing my Feb. Article. Recently my January article got pushed due to space, so now it is a Feb feature instead! This has given me an extended time to fine-tune and perfect my passages, hoping to convey my message in the most effective way possible. My SRQ Daily website duties haven't changed much since last report.

I have undertaken a ton of transcription work in the last two months, and that has been very interesting! It has definitely improved my computer typing a great deal, and also feeds me inside tips on the best way to conduct an interview.

**b) Interaction with sponsor personnel?**

Every single day I walk into the office, I am actively participating with countless staff personnel. My main two leads so far, have been with two editors/writers for the SRQ Magazine team, Phil and Aviel. They are both extremely passionate about writing and the magazine, it's truly incredible to see.

They are there, a desk length away, if I ever need anything. Always willing to answer and question I might have, and always willing to give positive editing help. Lisl, the Editor in Chief invites me to each editing meeting, to discuss the pieces currently being worked on, and any help need with them.

As well as weekly staff meeting, which cover a crazy number of topics, each more interesting than the last. I collaborate with both Wyatt, the head photographer and Tony, the senior design editor, to incorporate the best high resolution photos into my pieces for the daily.

Finally, even though I don't have a direct hand in it, I get the rundown from the marketing team each staff meeting, which is nice because I gain an extra level of insight on a different side, and perspective to making a cool magazine. As far as this, nothing has truly changed.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

If you look at the SRQ Daily website, and locate the Business Briefs, or the To-Do's, or even the teasers featured every Wednesday, you can find these specific work outputs.

I am hoping to undertake one more final SRQ Daily article to round out my portfolio leaving the internship, as well as my article being published in Feb. That would bring my total number of published works up to five, or about one a month over the course of the internship/semester.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

I would say that I did get a lot of work thrown at me all at once, which took about a week or so to get used to. But SRQ Media has a great intern program, and I would have to say everything I have experienced so far has been amazing! One other thing that I have noticed, would be instead of

teaching me how to fine-tune my writing, they just give me tasks they know I can handle. So rather than gaining knowledge and learning, I am more or less just doing what I am currently good at. Not progressing much anymore as the closing weeks arrive; however, I can only assume this is to be expected, and honestly I'm so tired all the time, I don't complain. :)

**3. IS THE INTERNSHIP EXPERIENCE MEETING YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD LIKE ME AS FACULTY LIAISON TO KNOW OR TO DO? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

This internship is exceeding my expectation by far! I had no idea that only about two weeks into starting, I would have a feature article in the online Daily! This experience so far, even though it has been a short month, is something that is truly incredible! My main goal was to gain experience, while obtaining pieces to fill my portfolio, both of which have happened, so that's great!

**4. (FOR FINAL REPORT ONLY) WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

I would absolutely recommend this internship for anyone that has an interest in writing, editing, or marketing. They have a very straightforward program laid out, they show you what they expect, treat you like a salaried employee, and expect perfection out of every piece of material produced.

Everything you need to prepare for the real world is included. This internship, while not perfect, supplied me with countless new angles of knowledge and increased my writing capabilities exponentially. I got the ability to conduct interviews with community figure heads, public office holders, and locals just trying to get by each day, learning from many different perspectives on what makes this local area great, and what makes them thrive.

All in all, I would have to say that SRQ Magazine has left an overall positive impression on me, only fueling my thirst for a career in the publishing field. I can't wait to be on the same level of expertise that the good folks at SRQ Magazine operate on.

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**Emily Smith**  
**ENC 4946 - Writing Internship**  
**USF Sarasota-Manatee - Fall 2016**  
**SPONSOR: SRQ Media**  
**Final Report: 23 Nov. 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES SINCE YOUR LAST REPORT IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

Since my last report, I have continued the work I had been working on. I wrote another blog for the award winning photographers, continued the marketing research for the market in Germany, continued rewriting the Google ad campaigns (but for different products and sections), and continued scheduling tweets and creating social media marketing videos.

**b) Interaction with sponsor personnel?**

My interaction with my sponsor has continued to be on an as-needed basis. However, my interaction with other members of the marketing team has continued to grow and a lot of them have offered me guidance, expertise, and other projects.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

I will attach a link to the blog I wrote as well as the LexJet Twitter <http://blog.lexjet.com/2016/11/08/prints-that-win-elizabeth/>

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, MENTORING BY SUPERVISOR, ETC.)**

Since the last report, the other members of the marketing team have been asking me for more help on different projects and have offered to show me their own individual areas of the team as well. Right now, there is not anything I would really want to change since I have become more involved in the actual team and am not restricted to working with one person.

**3. IS THE INTERNSHIP EXPERIENCE MEETING YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD LIKE ME AS FACULTY LIAISON TO KNOW OR TO DO? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

This internship is going above and beyond my goals and expectations. S-One really values its interns and gives them assignments that get them involved. It's not the type of place that makes their interns do the "scrub" work, such as getting coffee, handing out mail, or doing the tedious and monotonous tasks that people don't enjoy doing. They give you the freedom to work the hours you want, when you want, dress how you want, and go about the task at hand as you want while still expecting an excellent end result. I have enjoyed being included and invited to literally every meeting and getting to see just about every side to the marketing team at S-One. Everyone is friendly and supportive, and makes me feel like there is quite literally nothing I cannot do as long as I try. I plan on staying through the spring semester, as they really wanted to utilize my writing skills for some of the 2017 projects they are planning. I am hoping this possibly ends up in a permanent position after graduation!

**4. (FOR FINAL REPORT ONLY) WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

I would highly recommend S-One Holdings to other USFSM PTC students. S-One offers flexibility, freedom, and professionalism while giving you real-life, hands-on experiences. From day one they emphasize that they want you to get the most from your experience and will do anything in their power to make sure it happens. They allow you to work on projects that actually matter and require a lot of research, time, and hard work that make you feel that you are actually contributing to the company and the team (which you are). Along with the actual work experience, the employees at S-One are like a big family always looking to expand. Everyone is friendly, supportive, and passionate about the work and the company. I have really enjoyed my time at S-One so much that I'm going to continue working for them through the spring and hopefully eventually be hired on as a full time employee!

Rachel Staigerwald  
ENC 4946 - Writing Internship  
USF Sarasota-Manatee - Fall 2016  
SPONSOR: Charlotte Harbor Visitor & Convention Bureau

**Final Report: 28 Nov. 2016**

**1. SUMMARIZE YOUR INTERN ACTIVITIES IN THE FOLLOWING CATEGORIES:**

**a) Writing, editing, research, and analytical tasks?**

Since the last report, I have continued to do all the above on a regular basis.

**b) Interaction with sponsor personnel?**

Jennifer and I have maintained a close relationship. I interacted with her every time I worked, and sometimes even outside of work. She always encourages me to believe in myself.

**c) Specific achievements as evidenced by work output (written reports or articles completed or in progress, for example)?**

Since the last report I have achieved the completion of my third blog post on the PGEBCB website:

<https://www.charlotteharbortravel.com/blog/post/eating-my-way-through-punta-gorda-florida/>

I completed the evergreen press release for VisitFlorida, along with another press release that focused on things to do in the PGEB area during spring for millennials. I also finished revising the story ideas – updated existing ones and added new ones. Currently I am working on responses for a Twitter chat I will be participating in this week on behalf of the bureau.

**2. WHAT IF ANYTHING WOULD YOU PREFER TO CHANGE ABOUT YOUR INTERNSHIP SO FAR THIS SEMESTER? (FOR EXAMPLE, COMMENT ON WORK SCHEDULE, WORKLOAD, TYPES OF ASSIGNMENTS, LEARNING EXPERIENCES, OR MENTORING BY SUPERVISOR)**

Nothing. I have had a great experience.

**3. IS THE INTERNSHIP EXPERIENCE MEETING YOUR GOALS AND EXPECTATIONS? IS THERE ANYTHING YOU WOULD LIKE ME AS FACULTY LIAISON TO KNOW OR TO DO? PLEASE COMMENT FREELY ON ANYTHING RELEVANT TO THIS QUESTION.**

Yes.

**4. (FOR FINAL REPORT ONLY) WOULD YOU RECOMMEND THIS INTERNSHIP FOR OTHER USFSM STUDENTS MAJORING IN PROFESSIONAL & TECHNICAL COMMUNICATION? WHY OR WHY NOT?**

Absolutely! This internship has been a great experience for me and I have learned so much and gained a lot of experience in various ways. If someone is interested in pursuing a career in travel writing, tourism, marketing or public relations, I highly recommend it because it is the perfect place to gain some knowledge and experience in the field.

**For student reports subsequent to Fall 2016, contact Prof. Roberts (tr@sar.usf.edu).**

**GETTING STARTED: MAKING THE MOST OF AN INTERNSHIP**

*Instructor's Note: The following article was published without byline in the "Sunday Jobs" sections of the Sarasota Herald-Tribune on Oct. 17, 2010. This text was, however, obtained from the FortWayne.com website (<http://fwnextweb1.fortwayne.com/adv/special/2010/careers-business/article0015.html>) and is presented here to help USFSM students better understand the learning advantages and career opportunities that internships can offer.*

Today's college students are well aware of the job market that awaits them upon graduation. With an economy still on the mend and unemployment rates still high, college students across the country know that their post-graduation dream job is no guarantee.

As daunting as entering the job market amidst the ongoing economic woes might seem, college students or even recent graduates can take steps to make themselves more attractive to prospective employers. Perhaps no such step has been more popular over the years than securing an internship. Internships are designed to give current students or recent graduates an entry into a field that interests them, providing an opportunity to gain hands-on experience and strengthen their resumes in the meantime.

As valuable as a good internship can be, it can also prove a lost opportunity for those students who don't recognize the opportunity at hand. To make the most of an internship, students or recent graduates should consider the following suggestions:

\* **Find one that's the right fit.** Some students accept an internship simply because it looks good on a resume. While it's true an internship stands out to hiring managers or other human resources personnel, students must find the right fit to make the experience truly valuable.

For example, students who accept an internship outside of their major might not approach it with the same work ethic they would if they were to find an internship in a field they want to work in. That indifference, coupled with the lack of financial compensation commonplace with most internships, might lead to a less inspired effort, which won't lead to a strong recommendation from bosses down the road. The recommendation could prove as important as the internship itself when it comes time to look for full-time work. So when seeking an internship, students should not simply settle on one because it's offered. Rather, students should choose an internship that's in a field they're genuinely interested in.

\* **Routinely meet with supervisors.** Because most internships are during the summer [*note that the USFSM for-credit writing internship is NOT available in the summer*], interns have a way of getting lost in the shuffle while their supervisors are away on vacation. Interns should meet, or at least discuss via the telephone or e-mail, regularly with supervisors to review their performance. This exhibits enthusiasm and a willingness to learn, while also putting interns in a position to get the most out of their internships.

\* **Treat the internship like a lucrative full-time position.** At times, being an intern can prove pretty awful. Most interns don't get paid, despite working long hours and wearing many hats for their employers. As difficult as it may seem at times, interns should treat their internships as if they're getting paid lots of money. That means showing up on time, working hard, staying late if necessary, and most of all, not complaining. Negative attitudes have ruined many an intern. Interns must remember that an internship is not a right, but a privilege, one that can lay the foundation for a successful career. Treating an internship like a lucrative position helps interns stay focused and work hard, even when it's tempting to kiss that nonexistent paycheck and long hours goodbye.

\* **Don't be pigeon-holed.** Some internships are better than others, and the best ones often rotate interns throughout several departments. That enables interns to learn more than one aspect of the business, possibly helping them choose the area they like most and the area they would prefer to avoid when it comes time to job hunt.

Even if a company does not rotate its interns, that doesn't mean it's impossible for an intern to learn more than his or her job entails. Before going it alone, interns should discuss with their immediate supervisor if it's possible to learn additional aspects of the business. Offer to come in on off days or stay late to see how the whole operation works. This also allows interns to meet more people, which can only help when the time comes to find full-time work.

\* **Remember it's only temporary.** Some interns love their internships and don't mind working free for long hours. Others are not so lucky and fight the urge to quit on a daily basis. For the latter, the best advice is to remember an internship is only temporary. As hard as it can be to get out of bed and go work for no pay all day, it's imperative interns keep a positive attitude regardless of how little they like their internship. Internships last roughly three months, so even the worst one with the worst boss will be over soon and students will still be able to make a valuable addition to their resume.

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## PROFESSIONAL AND TECHNICAL COMMUNICATION: A PERSPECTIVE ON TODAY'S CAREER CHALLENGES

by Samuel Felice, USFSM 2009 graduate in Professional and Technical Writing  
(Sam Felice wrote this comment for USFSM students and alumni on Nov. 1, 2010.)

I'm writing today with a few words that may be of help to some of you who are about to enter the professional realm and aren't exactly sure how to go about establishing yourself as a professional writer or editor.

For many of you, it's likely that your real-world professional and technical writing experience, beyond the academic arena, may appear to be lacking in the eyes of potential employers and hiring managers. Others of you may have taken advantage of the internships and other opportunities that USFSM provides to current and former students, and you will potentially have a better chance of landing a position as a result.

I was one of the students who failed to take advantage of these opportunities and, as a result, struggled immensely after graduation to establish any sort of credible experience that would present me as an appealing candidate for employment. In the first three or four months after receiving my degree, I submitted well over 1,700 resumes to various prospective employers (without preference regarding location, salary, or similar criteria; I was willing to move anywhere for any sum!). I received only five valid responses, went through the interview process in several states, and always received the same verdict: despite my high grades, strong writing samples, and other advantages, I just didn't have enough real-world experience. (I soon learned that when you're trying to establish your career in the midst of a major recession where demand is low and competition abounds, that is truly a "real-world experience"! It's training under fire, I can assure you.)

So what did I do? I consulted Professor Roberts, who advised me to look into providing services to non-profit organizations to boost my portfolio and to establish a method of, in essence, "cold-calling" various businesses by reviewing their web sites and business publications,

finding ways in which I could improve these communications, and submitting my recommended revisions to business owners or managers. Nine times out of ten, as Prof. Roberts noted, the business might take offense at my audacity in thinking that they would benefit from my advice, but that tenth time might just land me a job. If nothing else, he said, it will keep my skills fresh.

I took this advice and started doing small, unpaid jobs for various non-profits and charity events and visiting web sites to see how I might improve them. My skill set began to expand. I moved further into integrating more graphic and web design, and my portfolio began to grow. The "Employment History" section of my resume, however, still seemed weak. So what next?

I decided, in a grand scheme, to create my own "work experience." I started my own company -- a business solutions firm specializing in technical writing, web and graphic design, and referrals to fellow professionals for any work I couldn't do myself. Initially, it was just supposed to be something that looked good on paper. I knew I had the skills (and, at this point, the real-world experience) to succeed if someone would just give me the chance but, on paper, I just didn't have the stuff.

Little did I know that my business would take off as a result of the reputation I'd gained through my work with the non-profits, and actually become a legitimate business entity. I now live in Raleigh, North Carolina, where I'm working on my company full-time and am about to enter North Carolina State's MS in Technical Communications program.

The moral of my story is this: Navigating through the mess that is our economy is anything but easy right now for new graduates. There is a great deal of competition and you have to be diligent in your efforts to find the position that is right for you. Employers will not give jobs away easily and are very choosy at this time in their efforts to hire those who appear to be the best candidates on paper while protecting their bottom line. More often than not you won't even have the opportunity to meet face-to-face or to get past the impression that they establish of you based on your employment portfolio, but if you make every effort to establish your own credibility, take advantage of the opportunities the school provides for you, and think creatively, you'll do just fine.

Some of the tips you may receive while in school may seem a little unorthodox, but in my experience, they work the best. I wish all of you much success. If any of you has a question or comment, please send me an email in care of Prof. Roberts (tr@sar.usf.edu), and he will forward it to me.

## WHAT SHOULD STUDENTS AND SPONSORS EXPECT FROM AN INTERNSHIP?

By Prof. Tod Roberts, USFSM Director of Writing Internships

To clarify the purpose of the writing internship, I offer the following thoughts to students and sponsors. These comments are meant as broad guidelines, not as formal policy statements, rules, or regulations. The success of an internship depends mainly on both parties being freely willing and able to focus on the **benefits** to be gained rather than the duties to be performed. How one measures this success in individual circumstances varies in relationship to the parties' personalities and professional experience.

STUDENT	SPONSOR
Perform meaningful learning-oriented tasks that have feasible deadlines and measurable outcomes	Provide mentoring guidance in defining those tasks, deadlines and outcomes
Choose activities related to the student's career needs and interests now and in the future	Define which objectives match the student's interests <b>and</b> the opportunities within the sponsor's business or organization
Create a written workplan with specific objectives and deadlines that the student believes can actually be achieved during the internship	Guide the student in keeping this workplan realistic in the context of the sponsor's experience and knowledge, but accept the likelihood that some objectives may not be met
Meet all agreements with sponsor concerning work times, places, communication methods, and procedures	Define clearly in writing when, how, and what you want the student to do as an intern, but keep this realistic in terms of the student's academic and personal responsibilities

Based on what I have observed as USFSM faculty director of writing internships since this program began in the Summer 2008 session, there is no substitute for regularly asking and answering questions about the student's progress and the sponsor's satisfaction. Both interns and sponsors have repeatedly emphasized **clear communication** as the single most important factor in the success of an internship. This is particularly understandable because most interns differ from employees in one critical characteristic that also defines their major objective -- **workplace experience**. Even non-traditional students who are typically more mature and have already been earning a living for several years probably lack knowledge and skills in the particular tasks they expect and want to perform in an internship. Thus, sponsors should provide guidance **as mentors rather than as employers**.

Sponsors may need gentle reminders about how an intern differs from an employee. An intern's primary job is to gain experience and skills, whereas an employee's duty is to perform as expected in exchange for agreed-upon wages, benefits, and working conditions. A student in a for-academic-credit internship, even if compensated in a financial stipend, is in a sense "employing" the sponsor by paying tuition to the institution that awards said credit. A sponsor is providing a valuable service to that student and institution, but in exchange is receiving the

energy, ideas, and enthusiasm that the intern can offer. A sponsor is also gaining a very low-risk, low-cost means of screening a potential future employee. I welcome thoughts from students, teaching colleagues, interns, and internship sponsors. Please send them to [tr@sar.usf.edu](mailto:tr@sar.usf.edu).

## **FORMS NEEDED FOR OBTAINING AND PERFORMING A PTC INTERNSHIP**

The **Application** and **Internship Agreement** are available upon request from Prof. T. E. Roberts, PTC Internship Director ([tr@sar.usf.edu](mailto:tr@sar.usf.edu)). The deadline for the Internship Agreement is no later than four weeks before the beginning of the semester in which you plan to enroll in ENC 4946, PTW Internship. (The Spring 2019 semester begins on Jan. 7.)

If the internship provides no compensation, the intern's sponsor must also submit a signed **Memo of Understanding** (available from Prof. Roberts or USFSM Internship Coordinator Ben Heins, [heins@sar.usf.edu](mailto:heins@sar.usf.edu)) before enrollment can be completed.