

Internships Give Students Experience



Gaining Practical Knowledge

Tracy Dawn Hicks is an intern for WXII-TV. Here she demonstrates how she reviews the times designated for commercials and public service announcements. (Photo by Beaufort Bailey)

By Darryl Scales

Internships are a growing part of the mass communications minor at Winston-Salem State University. Internships are a way to give students on-the-job training in their majors prior to graduation.

Clarence Thomas, the co-ordinator of the mass communications minor, explained that there are two types of internships. One type comes through the university. This occurs when a company asks the school to screen students for a position. This way is unusual because most companies already have plenty of applicants for internships. The second type of internship is much more common. This involves the student applying to companies and finding their own job. Then the school sets up the details such as how many credits will be given.

One other alternative is the cooperative education program. This program finds jobs for students in all areas. This program also allows for the students to get credit for their jobs in college. Pay is often given for this type of internship. The co-op program is headed by Sandra Sosnik. It is located on the basement floor of the Alumni Building.

The first intern from the minor was Millard James. He graduated in 1981 and was hired immediately by television station WXII after his internship with them ended. He worked there for one and a half years before going to graduate school at Syracuse University.

Another 1981 graduate, Clara Williamson, was the second intern. She worked in the news department at

radio station WAAA for one semester. She was doing on-air reporting by the time her internship ended.

There are also two other students who are currently interns. One is junior Tracy Dawn Hicks. She works for WXII-TV. Gail Bohannon, who is also a junior, works at WAAA Radio.

Ms. Hicks' job is in the traffic department which works very closely with the sales operation department. She observes how they schedule commercials and public service announcements. She also has an opportunity to review exactly how closely the schedule has been followed on a broadcast day.

Ms. Bohannon's experiences at WAAA have been somewhat different. She says that State Alexander, the WAAA news director, has been very

helpful in showing her the broadcasting operations of the station. At first she just practiced her broadcasting techniques by making recordings. But now she gets to announce some news over the air.

Both ladies would like to go into broadcasting eventually. Ms. Bohannon wishes to enter some aspect of news reporting. Ms. Hicks would like to go into management.

Mr. Thomas adds that he is constantly trying to place more people into internships. He now has students under consideration for internships with the Piedmont Association of Advertising Agencies and WFMY television. He is also working to get students at WAIR Radio, the Capital Broadcasting Company and WSEZ-FM radio station.

Cluster Awards

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University Choir and Alpha Phi Omega Fraternity. Davis, a 1981 graduate of William Fleming High School, was named the Outstanding Freshman of the Business/Industry Cluster. He is a Reynolds Scholar and a native of Roanoke, Va.

Mrs. Johnson was named the Outstanding University Employee. She is the Director of the Enrichment Center, Standard V Chairperson of the NCATE Self-study (National Council for Accreditation of Teacher Education), Chairperson of the Art Department and Chairperson of the Search Committee. She also serves on the Student Organizations Committee, Lyceum Committee and is an Academic Advisor on the General Studies Committee.

Western Electric won the Outstanding Business/Industry Cluster Member Award. The WSSU Business/Industry Cluster is comprised of more than 50 local and national businesses which assist the university through such services as career counseling, permanent employment for graduating students, cooperative education assignments and internships, visiting professors, technical assistance and gifts and grants.



A Generous Contribution

Members of the WSSU Chapter of Kappa Alpha Psi Fraternity presented Chancellor Covington a \$200 check for the University's Enhancement Campaign. Participating in the presentation are Mr. Roland Watts and Dr. Bernell Jones, advisors; Arrington Jones, Leon Powell, James Allison, Cedric Jarman, Nathaniel Johnson, Dr. Covington, Hazel Washington, Timothy R. Williams, George Connor, Elliot Lemon, Allen Ward and Kenneth Pitts. Dr. Covington remarked that this is the first contribution made by a student organization to the Enhancement Campaign.