



April 18, 2022

Dear Caroline,

It has been a pleasure meeting and getting to know you through the internship interview process. This letter is to officially offer you an internship position here at WXTX during the 2022 summer term. You will have an opportunity to learn first-hand how to prospect, conduct a proper customer needs analysis with data to indicate target return on investment, presentation development, broadcast and digital planning, and campaign execution.

Please keep in mind, this internship must adhere to all of your university's guidelines in order to receive academic credit. You are responsible for providing WXTX with all of those requirements that need to be adhered to and executed by the station. This is not a paid internship, and you will be responsible for all of your expenses not directly related to day to day operations at Fox 54.

To accept this offer, please do so in writing, with your dates available during the summer term and any other criteria needed to move forward. We look forward to having you as part of the team.

Warm Regards,

Jackie Lynch

WXTX LSM

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JOUR 597 – INTERNSHIP IN MASS COMMUNICATIONS MIDTERM PROGRESS REPORT

Students: Complete the first item of this report yourself. Please type or print clearly. Ask your supervisor to complete the second item and sign the report. It's then your option to add additional comments on another sheet before turning in the report. Post the completed and signed form to Blackboard under the midterm progress report assignment. (Do not submit a photograph of the report.)

Intern's name: Caroline Farrell

Date: June 27, 2022

Organization: WXTX Fox 54

Supervisor's name: Mrs. Jackie Lynch

Student: What have you learned so far in your internship? What have you found to be challenging?

Throughout my time so far in the internship, I have learned a lot of valuable information. I have gotten a feel for the advertising field and what it really entails. I love being immersed in the workplace because it gives me a glimpse of my future. I have learned a lot more about advertising than I have been taught in school and this experience is extremely beneficial to the rest of my college career. I have learned how client meetings operate and how to ensure your pitch is not just a request for money, but a genuine connection to help their business. I have learned a lot more about sales and the importance of client relationships. This internship has also taught me that personal drive and effort can get you as far as you will let it take you. Putting yourself out there and trying your best can make you very successful on its own. Some challenges that I have come across is the terminology, however, as time went on, I have picked up on a lot and became more comfortable with it. Along with that, I realize that things take practice, but the more hours you put in, then the more likely you are to become an expert. Overall, I have really enjoyed my time at Fox 54 and have learned a lot.

Supervisor: Please comment on intern's progress.

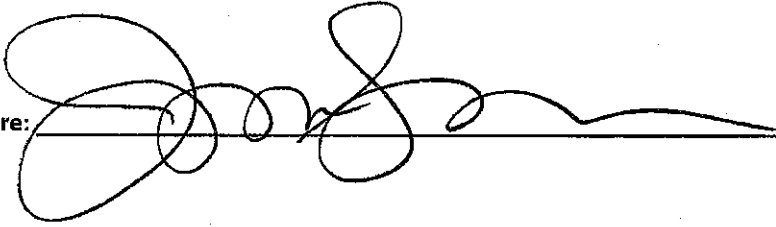
Caroline Farrell is an intelligent young lady with bright future. Multi-media advertising can be daunting because there is so much to learn, however, Caroline has immersed herself into learning as much as she can during her time here at WXTX. We are putting her through much of the same training we do for our new hires, and she has absorbed the information better than some of account executives during their training.

So far, Caroline has learned how and why to perform a proper client needs analysis and how to put together presentations based on what she learned from that meeting. We taught her the importance building and maintaining relationships with clients and how to work with agencies. Going forward,

she will learn more about data analysis to understand performance of television and digital campaigns and how to build effective schedules for clients. And most importantly, we will teach her how to develop successful advertiser creative that emotional connects with their target audience.

Miss Farrell has been professional and a pleasure to have here at our station this summer. Now all she has left to do is teach me how to do Tik Tok before she leaves us. Thank you for allowing her to work with us for her internship.

Supervisor's signature:

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end, written over a solid horizontal line.

Date: 6/29/22



School of Journalism and Mass Communications
College of Information and Communications

SJMC Internship Contacts

Stephanie Martin (JOUR 597 Course Instructor)
stephanie.martin@sc.edu 803-576-7339

Shirisha Mudunuri (CIC Career Services Manager)
mudunuri@mailbox.sc.edu 803-777-3347

JOUR 597: Internship in Mass Communications – Supervisor Signature Form

Thank you for providing our student with an invaluable internship experience. We appreciate your commitment to our student's professional development and hope to continue our partnership with you in the future. Please read the following information concerning our program requirements and provide your signature at the bottom of the page.

Student Requirements:

- Work at least 140 hours during the semester at the internship organization
- Attend required class orientation meeting at the beginning of the semester
- Submit the following course assignments as scheduled in the syllabus:
 - Weekly journal entries from the internship detailing student's experiences
 - Written paper based on an interview with the intern supervisor
 - Midterm progress report to be completed by both the intern and the supervisor
 - Final reflection paper
 - Student and employer final evaluations to be submitted online

Employer Requirements:

- Provide students with professional experience and supervision, and assign minimal administrative tasks
- Schedule enough tasks and projects for student to complete a minimum of 140 hours of work during the semester
- Provide student with (1) a job description detailing expected work responsibilities and demonstrating the internship will consist of professional-level communications tasks and (2) proof of an internship offer with relevant dates
- Provide student with a designated workspace and any required equipment (e.g., computers, cameras, etc.) or software (e.g., Adobe InDesign, Photoshop, etc.) needed to complete their internship tasks
 - NOTE: Students may not check out equipment like cameras from SJMC for their internship work.
 - EXCEPTION: Students may be asked to provide their own computers if they are completing their internships remotely. However, interns will only have access to Microsoft Office 365 software through the university.
- Participate in an interview by the student for a class paper and sign a midterm progress report
- Complete a final evaluation, discuss with the intern in a private meeting, and submit electronically
 - Please submit completed evaluations by the deadline. Late evaluations may cause final course grades to be delayed, which can affect graduation, scholarships, financial aid, etc.

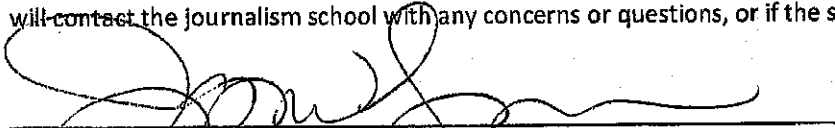
Student's name: Caroline Farrell

Internship dates: May 9, 2022 - July 25, 2022

Intern's work schedule:

| Monday | Tuesday | Wednesday | Thursday | Friday | Other |
|--------|---------|-----------|----------|--------|---|
| 5 | 5 | 5 | 5 | 5 | Hours per day are approximate and student has 33 days to complete 140 hours |

Supervisor: Your signature below indicates you understand and agree with the internship program requirements above and will contact the journalism school with any concerns or questions, or if the student's supervisor changes.



4/21/22
Date

Supervisor's Signature
Jacqueline S. Lynch
Print (Supervisor's) Name

Please keep a copy of this form for your records.