

## Internship Summary

---

### Job Responsibilities

My primary responsibilities as the web and multimedia intern include:

- Developing webpages for Texas Tech news releases and assisting in the development of websites for various offices/departments around campus.
- Editing news releases and other web content for use on web pages
- Creating content for web pages. Includes researching related news, people or events.
- Writing stories for the *Texas Tech Today Newsletter*. Includes writing "Alumni Profiles" and "Tradition Highlights".
- Creating images, Flash media and optimizing photos for webpages.
- Research current trends in web design, practically in the field of institutional marketing and communication.
- Track top stories and webpages produced by the OCM using Google Analytics

### Daily Tasks

- One of my primary tasks is to create a webpage for daily news releases. The process to do so is as follows:
  1. "sanitize" the news release- removing all styles and formats from the word document to make it "Dreamweaver-friendly"
  2. Edit the story, following Associated Press (AP) guidelines. I utilize an online AP guide to correct errors such as grammar, punctuation and story format.
  3. Import the "sanitized" and edited story into a webpage template in Dreamweaver
    - There are various pre-designed templates for specific types of pages
  4. Create images, flash media or optimize photos for webpage using Photoshop, Flash Pro and Illustrator.
  5. Insert graphics, videos or photos into the webpage.
  6. Create headline, blurb and cutline.
  7. Continue developing the webpage as needed depending on the content, graphics and purpose. Sometimes this involves adding a sidebar or related section to the page.
  8. Review the webpage and its content. Submit the webpage to my supervisor for final review and placement on the Gateway, the main page for the TTU website.
    - News stories are found on the right sidebar of the main page under "News" duty
- Another<sup>M</sup> have is researching current trends and concepts in web design and trends of another institution's marketing and communications offices or departments. I refer to a number of websites suggested by my supervisors and utilize the ultimate research tool-Google. I keep track of anything I find interesting or useful and present them to my supervisors. The web communications office is constantly developing and improving its services as a result of this type of research.

- I am responsible for updating the video gallery and tracking the most popular stories produced by the OCM. I do so once a week utilizing Google Analytics. Google Analytics is a tool that tracks website hits, bounce rates, average surf time, referrals and many other statistics. I examine the number of hits over the course of a week or month to determine what webpages are our most popular. I organize the video gallery based upon these statistics.

## Completed Works

I was able to dive right into the work flow on my first day of the internship because of my familiarity with the programs used to perform my primary duties.

Here are the projects that I have completed to date:

Looks like you're doing good work already, Zach. Great job!

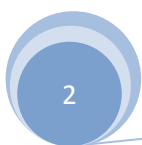
- Webpage for *TTU Press Book*: “Little Big Bend: Common, Uncommon, and Rare Plants of Big Bend National Park”.  
<http://www.depts.ttu.edu/communications/newsletter/stories/08June/little-big-bend.php>
- Webpage for Alumni Profile of Sally Davis:  
<http://www.depts.ttu.edu/communications/news/stories/08/05-sally-davis-profile.php>
- My bio page:  
<http://www.depts.ttu.edu/communications/staff/zachary-conley.php>
- Webpage for *TTU Press Book* award winner:  
<http://www.depts.ttu.edu/communications/news/stories/08/05-book-prize.php>
- Webpage for Alumni Association summer events:  
<http://www.depts.ttu.edu/communications/newsletter/stories/08June/alumni-summer-events.php>
- Webpage for “Tech Trivia” book:  
<http://www.depts.ttu.edu/communications/newsletter/stories/08June/tech-trivia-book.php>
- Webpage for Engineering Dean recognition:  
<http://www.depts.ttu.edu/communications/news/stories/08/05-eibeck.php>
- Webpage for Dairy barn story:  
<http://www.depts.ttu.edu/communications/news/stories/08/05-dairy-barn.php>
- Webpage for alumni reunion story:  
<http://www.depts.ttu.edu/communications/newsletter/stories/08June/alumni-reunion.php>

## Interactions

The web communications team is small but they are a group of extremely efficient, knowledgeable and creative people who make the internship interesting and have made it easy for me to learn and contribute.

These are the individuals who I interact with on a daily basis.

- Lisa Low- Our fearless leader. Lisa presents me with projects, research topics and many of my daily tasks. She is a great teacher and has many years of experience in the field of web communication, web writing and other areas. Almost on a daily basis she sends our team links to interesting articles, webpages and videos. She’s all about keeping the creative juices flowing.



- Kristina Butler- we share an office together and she functions as my immediate supervisor. She keeps a steady supply of news releases coming my way and instructs me on the fine details of projects. We do a great deal of brainstorming, concept/design developing together.
- Ryan Pharis- The quite giant. You would never know it based on his calm demeanor but Ryan is the lone programmer that keeps all the systems that the OCM uses going. I go to him for technical advice regarding scripting, troubleshooting problems, flash media, etc.

## Challenges

I have not encountered a surprising number of challenges but the internship is not without its difficulties

Here are a few challenges that I have encountered thus far:

- Learning the organizational structure of all the files on the multiple networks used by the OCM. Saving files in their correct place and finding files has proven to be a frustrating task because of the multiple shared networks. It is crucial that files be placed in certain locations because of the size of the website and the number of people working on it at the same time
- Editing news releases has can be an uncomfortable task at times because I am a college student questioning the work of professionals who work next door. While I am a confident writer I have little experience editing and I am still learning the specific style and guidelines used by the veteran OCM writers and editors.
- Thankfully I have experience in web design and HTML but there has still been a learning curve to meet the level of proficiency and standard exhibited by the other members of the web communications team.
- Tired eyes- I stare at two monitors for hours at a time for several days in a row so my eyes are very fatigued by the end of the day.

Sounds like you're taking on the challenges well, and you have help from your co-workers.

I'm still interested to know your learning goals for the summer internship. What aspects of technical communication as a profession and discipline do you think you'd like to learn and apply to your work? You might start at <http://tc.eserver.org/> and type in marketing communication or web marketing. This might get you thinking about where you'd like to go.

I would think that, while you're a confident writer, there might be some aspects of copy writing you'd like to explore. Also, you could explore corporate communications to help you work through the people issues.

