

BACHELOR OF COMMUNICATION COMMUNICATION INTERNSHIP

Siobhan File reports on her Internship with the
Manawatu Turbos

*My internship with the Manawatu Turbos rugby team
was a great introduction to the fast-paced world of
public relations.*

One of my major responsibilities was to assist with the team's communication during the Air New Zealand Cup season. But my role was very diverse – I had responsibilities at home games as well as communication tasks during the week.

On game day I liaised between the players and major media outlets, such as Sky TV. I was also a hub between the writers of the website content and the video production of TurboTV. This was to ensure they were online as soon as possible after the match finished. Between games I prepared content for the match programmes and the team website.

All this certainly improved my writing skills – and working with professional athletes was not without some challenging situations! This experience has added a whole new dimension to my Bachelor of Communication.



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