



# Finding and Nurturing New Talents

Karl Leif Bates – Duke University

# Growth Requirements?



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# What Does Your Team Look Like?



1950

# Communications Majors from NC Central

Founded 1909,  
Durham NC

Joined UNC system  
1972

3 Miles from Duke

Communications Dept.  
founded by Charmaine  
McKissick-Melton



James E. Shepard

# The Dr. Mac Interns



17<sup>th</sup> Summer  
10 students

> 210 internships

> 10 have worked at  
Duke in last 5 years

Others in PR, TV, Print  
Journalism, NGO

# Embedded with Duke Communicators



# Ten Weeks of Opportunity



Coaching and Editing

Office Experience

Portfolio Materials

References

Lifetime Support,  
if they want it

# Hands-On, Pay and Portfolio



\$18/hour for 200 hrs  
(8-10 weeks \$3,600)

New in 2023: stipend for  
Housing, transportation,  
meals. \$3,500

(1 BR in Durham > \$1,200/mo.)

Equivalent to a \$35k job.

# The Art Museum Didn't Take an Intern This Year

They Hired Kourtney!



# Hey, What About Science Writers?



STEM majors  
from NCCU and  
NC A&T

10 weeks with a  
real science  
communicator

Pay and portfolio

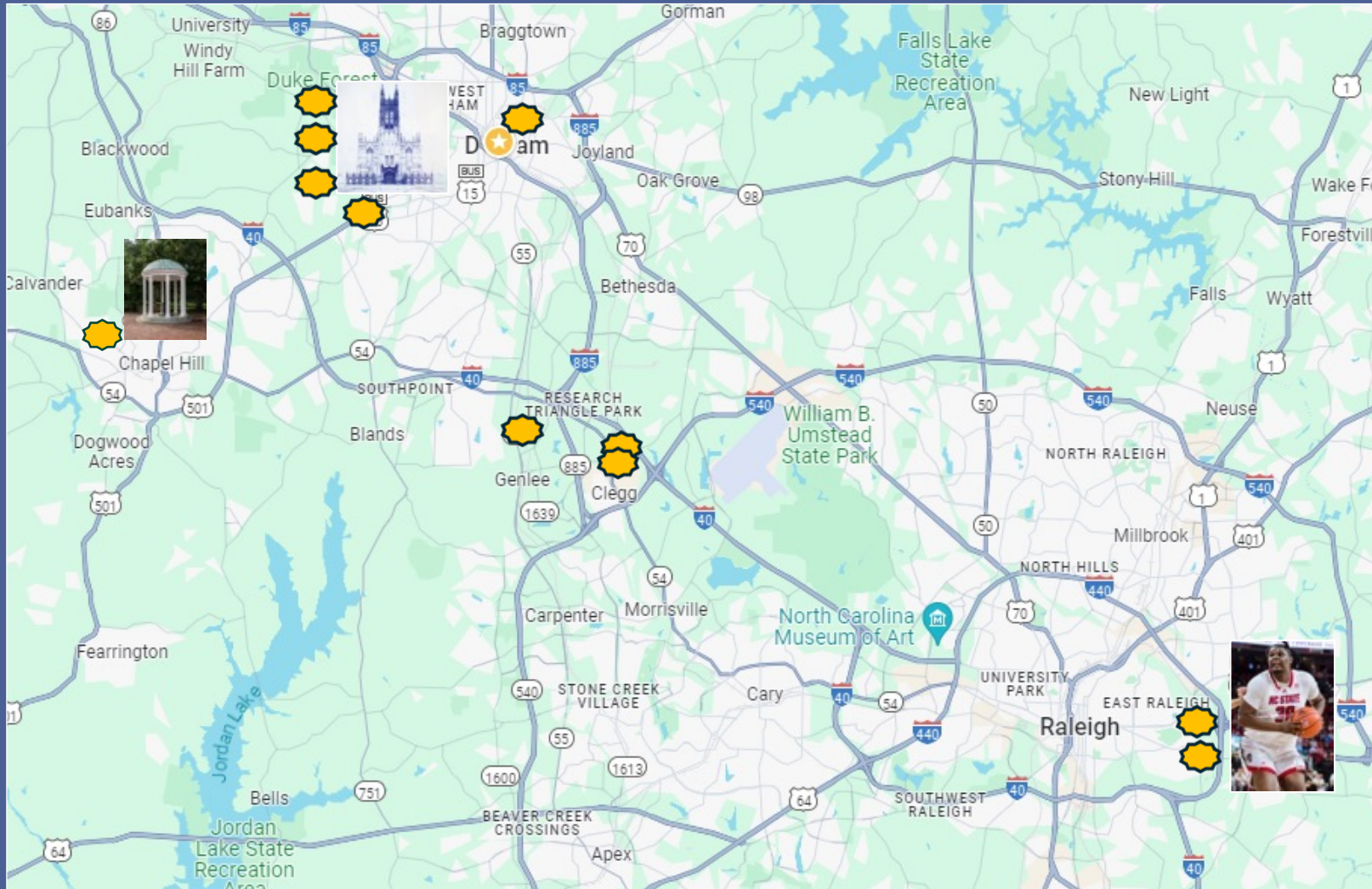
# Year Three: Eleven SciComm Interns



Universities

Magazine

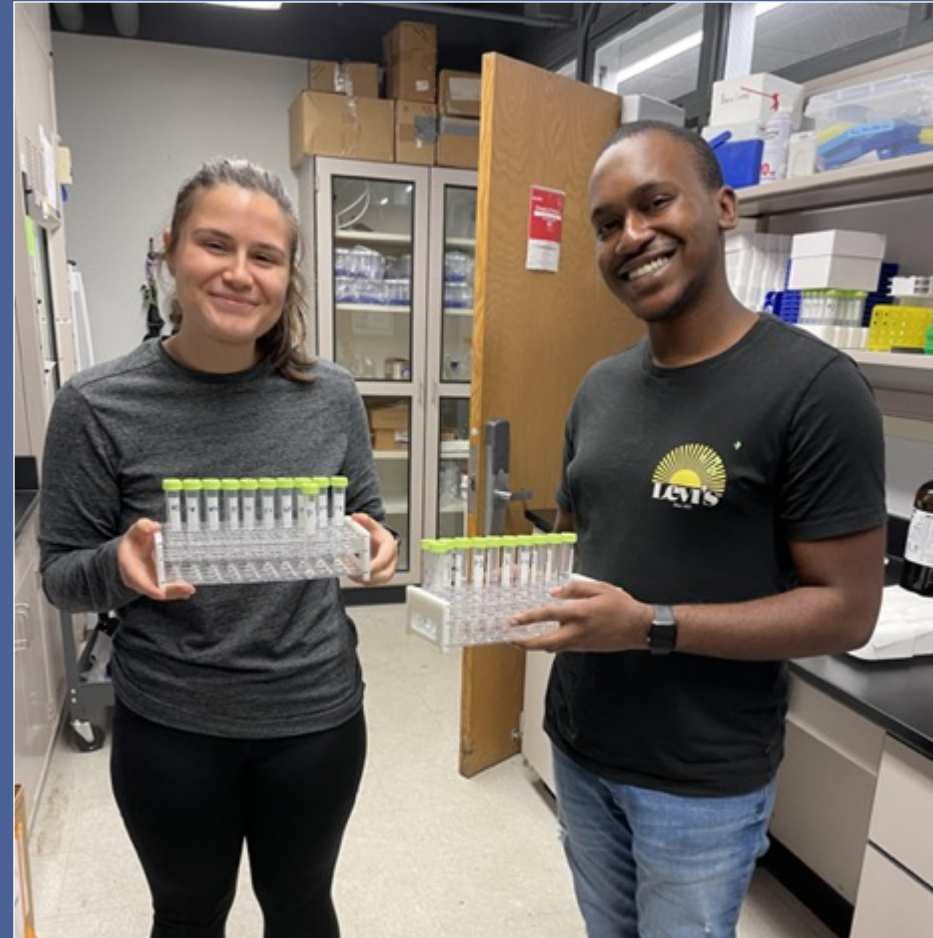
Private Sector PR



# Same Deal, but with a GRANT

Burroughs Wellcome Fund supports living allowance. This year \$38,500 total.

What could we do with 200 alumni, dozens of sponsors, and their allies...



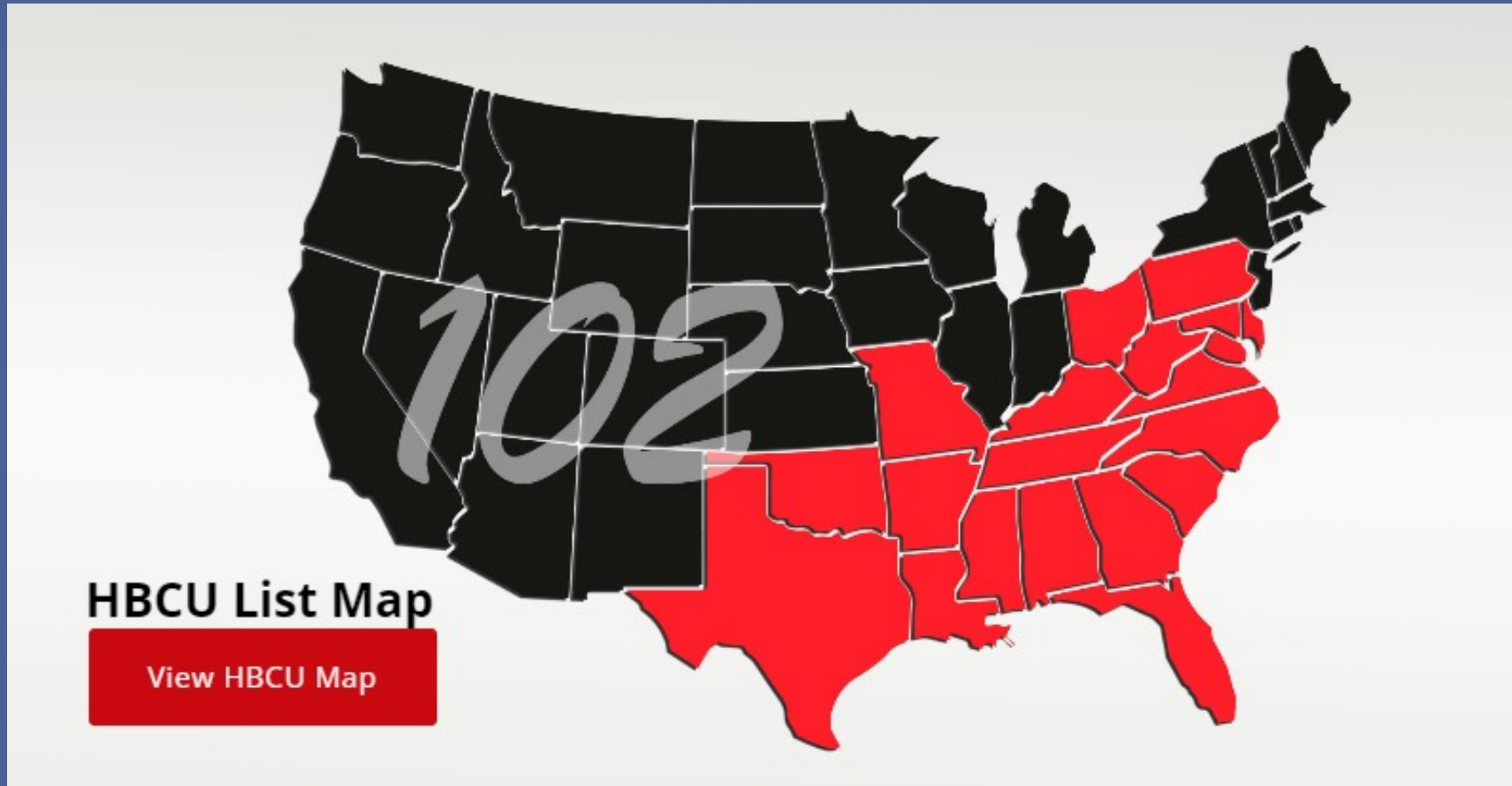
# Communications and Cool Stuff



# Embedded, Even if it Means Road Trips



# Historically Black Colleges and Universities



107 Institutions | 228,000 Students

# Tribal Colleges and Universities



32 TCU Institutions | 30,000 students

# A Year-Round Commitment, Almost

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Recruiting Dec. and January

Matching in March

June – August internships

September post-reporting



Thank You

