

MC 491 (16448) - Mass Comm Internship —Spring 2010

The following seven steps will guide a student to obtain credit in Mass Communications Internship MC 491:

1. Read the entire student information packet. It contains detailed information about what is required of you in an internship as well as the roles of the Site Supervisor and the Internship Coordinator.
2. Find a place to intern which will provide opportunities to learn and have a good experience.
3. Fill in all of the relevant information on the Internship Contract form provided by the Internship Coordinator in the area designated “To be completed by student.”
4. Submit the contract to the Site Supervisor. (The Site Supervisor, after completing his/her portion, will mail/FAX it to the Internship Coordinator — or, you may give the Internship Coordinator the completed contract.)
5. When the Internship Coordinator has received, reviewed and approved the terms of the contract, he/she will give you permission to enroll in MC 491. You have to enroll in the class yourself.
6. Keep a daily journal of your internship experiences, a log of your work hours and a portfolio of your work.
7. Near the end of the internship, you will complete the Experience Evaluation form provided by the Internship Coordinator and submit the form to the Internship Coordinator.

The Internship Coordinator is:

Gloria Freeland
110 Kedzie
gfreela@ksu.edu
Phone: 785-532-0721
FAX: 785-532-5484

If you're interested, check the Career and Employment Services Web site for specific dates of job search workshops, Career Fairs, mock interviews, special events and tours: <http://www.ksu.edu/ces/>

Internship FAQs

What is an internship? An internship is similar to a job. A professional — the Site Supervisor — at the sponsoring organization supervises the interning student in a mass communications work environment.

How is an internship obtained? An Intern arranges his/her internship situations, often by using contacts provided by the School. Many internships are posted on the Kedzie bulletin board or on the School's Web site. The School does NOT locate internships or assign internships to individual students. **Do NOT accept an internship for which a relative or an employee of a relative would be your supervisor.**

Can an intern be paid? An internship can be paid or unpaid. That is between the Intern and the organization.

What are the prerequisites? Prerequisites vary depending upon the sequence a student is following:

<u>Sequence</u>	<u>Prerequisite(s)</u>
Journalism and Digital Media	Advanced News Writing MC 303 (print focus) OR Advanced Digital News MC 406 (electronic focus)
Public Relations	PR Writing MC 280 (for students admitted into the sequence before fall 2008) PR Writing MC280 AND PR Planning and Strategy MC 380 or MC382 (for students admitted into PR beginning fall 2008)
Advertising	Advertising Techniques MC 456
Electronic Media	Instructor permission (Please see Dr. Smethers)

Public Relations and Journalism and Digital Media students are required to do at least a one-hour internship.

How many credits may an Intern receive? A minimum of one and a maximum of three.

How many hours must an Intern work? 120 hours of work is required for every academic credit hour.

May an Intern do more than one internship? Yes, but the total credits earned may not exceed three.

How is an Intern's grade determined? Usually by the Site Supervisor. The Site Supervisor will complete three evaluations of the Intern's accomplishments — one at the quarter point, one at the halfway point and one at the end of the internship (twice during the summer semester.) The first will contribute 10% of the grade, the second will contribute 20% of the grade and the last will generate the remainder. Evaluations will be shared with the Intern. Exceptions may occur if some problem develops that was beyond the control of the Intern. The Internship Coordinator will determine if such an event occurred and will assign the final grade in the event of such a problem.

Are there any additional requirements? Yes. The Intern must keep a weekly journal, a log of work hours and a portfolio, complete and submit to the Internship Coordinator an Experience Evaluation form, do an oral presentation in another MC class or at an MC club meeting and successfully participate in an Internship Mini Fair. The Intern MUST complete these requirements to pass the course.

What is the purpose of the journal? Its purpose is to document the Intern's experience on a weekly basis.

What must the journal contain?

1. Begin by explaining how the internship was obtained, expected working conditions, whether the internship was paid or unpaid and if paid, how much.
2. Chronicle events, issues, tasks and results throughout the internship period. **Include a log of work hours signed by the Intern and the Site Supervisor at weekly or monthly intervals. (HOURS MUST BE TOTALED AT THE END OF INTERNSHIP.)** If work was completed as part of a team effort, the journal must detail which portions the Intern completed.
3. Conclude by citing what was appealing and not appealing about the internship, whether the Intern would consider this type of work after graduation and whether the internship experience affected the Intern's career plans.

What must the portfolio contain?

The portfolio must contain 5-10 examples of the Intern's best work during the internship. Each example must have a typed explanation of the Intern's role in producing it.

What is the purpose of the Experience Evaluation form?

This is the form on which an Intern provides written feedback about the internship experience. It serves two purposes: (1) to provide information to the Internship Coordinator about problems or successes the Intern may have experienced that are not directly observable from the Intern's work and (2) to help the Internship Coordinator evaluate a particular internship site in regard to the possibility of future internships.

Why am I required to do an oral presentation in another MC class or at an MC club meeting?

Many students said they first learned about internship opportunities from other students who did presentations in their classes. The purpose of the oral presentation is to help you polish your presentation skills AND to share your experiences with other students. You're responsible for scheduling an oral presentation with another MC instructor. He/she is to complete the intern oral presentation evaluation form and get it to me in the main MC office, 105 Kedzie, after your presentation. Remember that if you need any kind of A/V equipment (to show PowerPoints, DVDs, etc.), it is YOUR responsibility to make arrangements for them and to make sure they work properly. You should dress in a professional manner and be prepared to explain how you obtained your internship, the work you did, what you learned, what classes prepared you for the experience, and your evaluation of the internship and whether it would be valuable for other interns. Your presentation should be concise and complete (no more than 5-8 minutes.)

What is the Internship Mini Fair and what is required to successfully participate?

The fair will be held during one or more sessions during scheduled class periods. The purpose is to verify that the Intern's experiences are conforming to the purpose of the course and to allow other MC students to assess potential internship opportunities and experiences.

During the fair, an intern will dress in a professional manner, provide his/her journal and portfolio for inspection, and answer questions posed by the Internship Coordinator and prospective interns.

If the portfolio examples are on media that require technical support such as a video tape player, DVD player, computer PowerPoint, cassette player, etc., it is the responsibility of the Intern to make arrangements so these are available during the fair.

Times for the fair will be communicated to the Intern by the Internship Coordinator well in advance of the first session. Summer interns will need to schedule times to participate at the beginning of the fall semester following their summer internships. Fall and spring interns will need to schedule times to participate at the end of the semester in which they are completing their internships.

Internship Contract

To be completed by Intern

I agree to complete the internship duties under the direction of the Site Supervisor and Internship Coordinator. I agree to work 120 hours for each hour of academic credit that I am to receive. I have completed all necessary MC pre-requisites to take an internship for credit. I verify that I am not working for a family member or someone employed by a family member.

Name (print): _____ Student ID #: _____

Sequence: _____ (Print Journalism, Electronic Journalism, Public Relations, Advertising, Electronic Media)

I plan to work _____ total hours and am seeking _____ credit hours.

I will enroll in MC 491 in the (Fall, Spring, Summer) _____ of (year) _____.

My work contact information during the internship is:

Phone: (_____) _____ E-mail _____

Signature _____ Date ____/____/____

To be completed by Site Supervisor

I agree to supervise the above-named Intern's work, to provide a learning opportunity in an appropriate work setting, to consult with the Intern on his/her progress on a regular basis and to report to the Internship Coordinator on the Intern's performance by completing the evaluation forms supplied by the Internship Coordinator.

Name (print) _____ Title _____

Company/Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: (_____) _____ E-mail: _____

Briefly describe the Intern's duties (write on the contract back or attach additional sheet if more space is needed).

Signature: _____ Date: ____/____/____

To be completed by Internship Coordinator

I, (print name) _____ agree to communicate the requirements of the internship to the Intern and the Site Supervisor. I will assign a grade based on the Site Supervisor's evaluations and upon completion of all course requirements.

Signature: _____ Date: ____/____/____

Site Supervisor

Thank you for agreeing to supervise as an Intern one of our students in the A. Q. Miller School of Journalism and Mass Communications at Kansas State University.

Professionals in journalism, public relations, broadcasting, radio and advertising consistently tell us that an internship was one of the most useful experiences they had during their college career and your role is crucial.

Before a student can sign up for internship credit, he/she must complete an Internship Contract that will be signed by the student, the Site Supervisor and the Internship Coordinator. This contract spells out the details of the internship.

1. Please complete the portion designated “To be completed by the Site Supervisor” and then send the contract to the Internship Coordinator.

2. As a Site Supervisor, your primary function will be to guide and monitor the Intern during the internship. We ask that you provide the Intern with abundant feedback, but also give him or her the opportunity to learn on his or her own. We suggest you schedule regular meetings with the Intern to monitor progress.

3. We require three evaluations of the Intern’s work during the internship: one at about a quarter of the way through, one at mid-term and one at the end of the internship. Summer internships will require only two evaluations. These forms will be provided to you for this purpose. Once completed, they are to be mailed or Faxed back to the Internship Coordinator directly. They are not to be delivered through the Intern. The grade the Intern receives is based on your evaluation of the Intern’s work and contingent on the Intern successfully completing some additional course requirements.

4. One of these requirements is for the Intern to keep a journal. Its purpose is to document the Intern’s experience on a weekly basis. Interns should keep samples of all work completed as part of the internship experience. The Intern’s journal must contain the following:

- An explanation of how the internship was obtained, expected working conditions, whether the internship was paid or unpaid and if paid, how much.
- A daily chronicle of events, issues, tasks and results spanning the internship period. **It must include a log of work hours and must be signed by the Intern and the Site Supervisor weekly and at the end of the internship.** An Intern must support these entries by collecting work products that will form a portfolio of tasks accomplished during the internship. If work was completed as part of a team effort, the journal must detail which portions the Intern completed.
- A conclusion citing what was appealing and what was not appealing about the internship, telling whether the Intern would consider this type of work after graduation and whether the internship experience affected the Intern’s career plans.

5. It is important to remember that what is really important is that the Intern have a quality experience. The journal is just a tool to help in this regard.

7. To earn credit, an Intern must work 120 hours for each hour of academic credit.

8. Internships may be paid or unpaid. Any salary or reimbursement issues are to be handled directly with the Intern.

9. The School does not get involved in placing interns or the details of the internship unless problems arise.

Thank you again! If you have any questions, please contact me:

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105 Kedzie Hall
Kansas State University
Manhattan, KS 66506-1501

Internship Experience Evaluation

Name (print): _____ Student ID #: _____

Sequence: _____ (Print Journalism, Electronic Journalism, Public Relations, Advertising, Electronic Media)

Semester and year enrolled in MC 491 (Fall, Spring, Summer): _____

Dates of Internship: ___/___/_____ to ___/___/_____

Sponsoring Organization: _____

Check where appropriate:

	Superior	Good	Average	Poor	Unacceptable	Not Observed
Access to your supervisor						
Assignments clearly defined						
Assignments challenging						
Helpful feedback on your work						
Supervisor's demeanor						
Overall value of Internship						

Would you recommend this Internship to another MC student? Yes or No and why?

Other comments, suggestions, criticisms, ideas?

Signature: _____ Date: ___/___/_____

Intern Oral Presentation Evaluation

Name (print): _____

Sequence: _____ (Print Journalism, Electronic Journalism, Public Relations, Advertising, Electronic Media)

Semester and year enrolled in MC 491 (Fall, Spring, Summer): _____

Sponsoring Organization: _____

Presentation was given in the following class/club meeting _____

Check where appropriate:

	Superior	Good	Average	Poor	Unacceptable	Not Observed
Showed up on time						
Presented professional appearance						
Poised/confident						
Presentation thoughtfully organized and delivered						
Gave examples of work						
Useful for other students considering internships						

Strong points of presentation:

Weak points of presentation:

General comments:

If you were assigning a grade for this presentation, what grade would you assign?

Signature: _____ Date: ___/___/___

Spring 2010 Class Schedule

<u>Jan. 20</u>	<u>Introduction and preliminaries.</u> Meet in 210 Kedzie.
<u>Jan. 27</u>	Visit Career and Employment Services in Holtz Hall. Meet in Holtz.
Feb. 3	No class. We won't meet again as a class until April 21.
Feb. 10	
Feb. 17	
Feb. 24	
March 3	
March 10	Mid-term summary of internship due. (3-5 pages describing responsibilities, challenges so far)
<u>March 15-19</u>	SPRING BREAK. ENJOY!
March 24	
March 31	
April 7	
April 14	
<u>April 21</u>	<u>Resume/portfolio workshop</u>
<u>April 28</u>	<u>Internship mini fair for spring students, Kedzie Library</u>
<u>May 5</u>	<u>Internship mini fair for spring students, Kedzie Library</u>