

MC 491 - Mass Comm Internship

Internship Coordinator: Gloria B. Freeland, gfreela@ksu.edu, Kedzie 110

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

To Obtain and Complete a Successful Internship:

- ❑ Read this entire student information packet. It contains detailed information about what is required of you in an internship as well as the roles of the Mentor/Site Supervisor and the Internship Coordinator.
- ❑ If you're interested, check the Career Center website for specific dates of job search workshops, Career Fairs, mock interviews, special events and tours: <http://www.k-state.edu/careercenter/>
Internship announcements sent to the department are posted at:
<http://jmc.k-state.edu/current/jobs-internships.html>
- ❑ Prerequisites: Consent of instructor and specified MC courses listed below. Majors have priority; others by department consent.

Sequence

Journalism

Strategic Communications

Prerequisite(s)

MC 301: Intro to Media Production (previously MC251: Digital News)

MC 221: Ad Strategy & Writing or MC 280: PR Writing

- ❑ Find a place to intern that will provide a good experience and opportunities to learn. Interning for a relative or an employee of a relative will not be accepted. The School does not locate internships or assign internships to individual students. Internships can be paid or unpaid, depending on the organization.
- ❑ Establish duties and working hours with your organization. You can receive one, two or three credit hours of internship; 120 hours of work are required per credit hour.
- ❑ Fill out the area designated "To be completed by the intern" on the Internship Contract.
- ❑ Submit the contract to the Mentor/Site Supervisor. The Mentor/Site Supervisor, after completing his/her portion, will return it to you to give to the Internship Coordinator.
- ❑ When the Internship Coordinator has received, reviewed and approved the terms of the contract, permission will be given to enroll in MC 491. You still have to enroll in the class in KSIS; be mindful of the number of hours you are enrolling in; the system defaults to one hour.
- ❑ Maintain a log of hours worked that has been signed by you and your Mentor/Site Supervisor at weekly or monthly intervals. Total the number of hours worked at the end of your internship before turning in the log.
- ❑ Keep a regular (weekly) journal of your internship experiences. Please chronicle events, issues, tasks and results. If work was a team effort, describe the portions you completed. Conclude by citing what was appealing and not appealing, whether you would consider this type of work after graduation and whether the internship experience affected your career plans. Turn this in to the Internship Coordinator at the end of your internship. You will also have to do a mid-term summary of your internship experience.

- ❑ In addition to the work log and journal, you will need to turn in a portfolio that contains your best 5-10 internship samples. These can include print pieces, press releases, brochures, CDs of audio work, DVDs of broadcast work, online work, etc. Each example must have a typed explanation of your role in producing it. Using correct grammar and punctuation on your samples and your explanations is important. You will submit the portfolio online. The portfolio should be something you would be proud to give to a potential employer.
- ❑ The Internship Experience Evaluation serves two purposes: (1) provides information to the Internship Coordinator about problems or successes you may have experienced that are not directly observable from your work and (2) helps the Internship Coordinator evaluate a particular internship site in regard to the possibility of future internships.
- ❑ You must do an oral presentation of your experiences in another JMC class or for a JMC club meeting. 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 JMC instructor. He/she is to complete the intern oral presentation evaluation form and give it to the Internship Coordinator after your presentation. Remember that if you need any kind of Audio/Video 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, your evaluation of the internship and whether it would be valuable for other interns. Your presentation should be concise and complete, and no more than 5-8 minutes.
- ❑ You must also participate in a mini internship fair. The fair will be held during one or more sessions during scheduled class periods. The purpose is to verify that your experiences are conforming to the purpose of the course and to allow other JMC students to assess potential internship opportunities and experiences. During the fair, you must dress in a professional manner, show and explain examples of your work and answer questions. Times for the fair will be communicated 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.
- ❑ Your grade will be based on the following:

| | |
|--|------------|
| ○ Mid-term evaluation by mentor/site supervisor: | 100 points |
| ○ Final evaluation by mentor/site supervisor: | 100 points |
| ○ Weekly journal | 10 points |
| ○ Mid-term summary | 20 points |
| ○ Samples of work/portfolio | 50 points |
| ○ Resume | 10 |
| ○ Internship experience evaluation | 10 |
| ○ Mini fair | 10 points |
| ○ Oral presentation in another JMC class | 10 points |
| ○ Totaled and signed work log (no grade, but must be turned in or an incomplete will be recorded.) | |

TOTAL POINTS:

320 points

Internship Contract

To be completed by the 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 enrolled in. I acknowledge that I have completed all the prerequisites required before beginning my internship. I verify that I am not working for a family member or someone employed by a family member.

Name: _____ WID #: _____

Sequence (Circle): Journalism OR Strategic Communications (formerly Advertising or Public Relations)

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 contact information during the internship will be:

Phone: _____ E-mail: _____

Signature _____ Date _____

Following to be completed by Mentor/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: _____

Company & Title: _____

Address: _____

Phone: _____ E-mail: _____

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

Signature _____

Date _____

For Journalism and Mass Communications Internship Mentor/Supervisor

Thank you for agreeing to mentor a student from the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. Professionals in journalism, public relations and advertising consistently tell us that an internship was one of the most useful experiences they had during their college careers. Your role in our students' success is crucial, and we very much appreciate your willingness to provide our students with practical, real-world experience.

The following are some guidelines to ensure that the internship experience is positive for both you and your student intern:

- 1) Please complete the portion designated "To be completed by the JMC Internship Mentor/Site Supervisor" on the Internship Contract and return to your intern.
- 2) As a JMC Internship Mentor, your primary function will be to guide and monitor your 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 fall and spring internships: 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 evaluation forms. These forms will be emailed to you from the Internship Coordinator. Once completed, they can be mailed, e-mailed or FAXed back to the Internship Coordinator. Please do not have them delivered through the intern.
- 4) The grade the intern receives is based on your evaluation of the intern's work and contingent upon the intern successfully completing some additional course requirements.
- 5) One of these requirements is for the intern to keep a journal. Its purpose is to document the intern's experiences on a weekly basis. 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 weekly 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 JMC Internship Mentor at weekly or monthly intervals.
 - A conclusion 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
- 6) Another requirement is for the intern to keep work examples completed as part of the internship experience. The intern should put the best examples of his/her work into an electronic portfolio with explanations for each example.
- 7) To earn credit, an intern must work 120 hours for each hour of academic credit enrolled in.
- 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 for giving our students experience that they can use in their journalism and mass communications careers. If you have questions, please let me know.

Gloria Freeland, Internship Coordinator, gfreela@ksu.edu

Internship Experience Evaluation

Name: _____ WID #: _____

Sequence (Circle): Journalism OR Strategic Communications (formerly Advertising or Public Relations)

I enrolled in MC 491 in the _____ (Fall, Spring, Summer) semester of (year) _____.

Dates of Internship: _____

Sponsoring Organization Name: _____

City/State of Sponsoring Organization: _____

What type of business in the 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 JMC student? Yes or No and why?

Other comments, suggestions, criticisms, ideas?

Signature _____

Date _____

Intern Oral Presentation Evaluation

Name: _____ WID #: _____

Sequence (Circle): Journalism OR Strategic Communications (formerly Advertising or Public Relations)

I enrolled in MC 491 in the _____ (Fall, Spring, Summer) semester of (year) _____.

Dates of Internship: _____

Sponsoring Organization Name: _____

City/State of Sponsoring Organization: _____

What type of business in the sponsoring organization? _____

Presentation was given in the following class/club meeting: _____

Presentation was evaluated by: _____

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:

Number of points (0-10) you would give for this presentation: _____

Signature _____

Date _____