

**Abilene Christian University  
Journalism and Mass Communication  
Department**

# **JMC 495 INTERNSHIP SYLLABUS SPRING 2009**

**Thursdays, noon, Don Morris Room 320**

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Office hours: Mondays, Wednesdays and Fridays from 1-3 p.m., Tuesdays and Thursdays from 9-11 a.m. and 1:15-2:45 p.m., and by appointment. In addition, you are welcome to contact me at any time by phone, e-mail, Facebook or personal visit when special needs arise.

## **University Mission**

“The mission of Abilene Christian University is to educate its students for Christian service and leadership throughout the world.”

## **Department Mission**

“The mission of the Department of Journalism and Mass Communication is to plan, organize and implement an undergraduate journalism and mass communication teaching program that reflects commitment to the education of an effective graduate who will appreciate the interaction of spiritual, academic, societal and professional values within the context of the university and college missions.”

## **Catalog Descriptions**

*JMC 495 Internship.* On-the-job training for a minimum of 160 hours under the internship adviser and a supervisor at the internship site.

## **Application and Search Procedures**

*Final responsibility lies with the student* for locating an internship with a mass medium, agency, corporation or other entity. The intern must, however, consult the ACU internship director prior to starting an internship for approval. Help is available on the course blog (see address above), the Blackboard site and ACU’s Career Link service. JMC faculty also may assist students in identifying suitable internships.

If a student desires to do an internship where employed, the job must be different from the current job.

## **Prerequisites**

These criteria must be met before the intern’s first workday. Note that all internships must first be approved in advance by the internship director.

1. Completion of at least 75 hours of college classes, including appropriate JMC skills courses.
2. A minimum major GPA of 2.0 and 2.25 overall.
3. A letter or e-mail message to the intern director describing the proposed internship and seeking approval.
4. A signed contract returned to the internship director (usually the teacher of this course) prior to the student’s first day on the job; the form is a part of this syllabus and is also available online on the blog and Blackboard sites.

Important note: To qualify for the JMC internship credit, an internship must have a professional supervisor with academic training and/or significant professional experience in the field in which you will intern. In other words, journalism students must generally report to an editor or other appropriate newsroom supervisor, and IMC majors must report to a public relations, advertising or marketing vice president, director, manager or supervisor. This professional supervisor must have significant face-to-face contact with the intern throughout the internship (this rules out “virtual” or online internships). We also strongly prefer that you not work for a parent, grandparent, aunt/uncle or sibling. Internships will not be approved retroactively for work done during the previous summer or semester, if the student did not follow the steps outlined above.

## **Objectives**

The intern will be appropriately prepared in skills, work habits, ethics and readiness for these objectives:

1. To rehearse entry-level job search experience and initiate his or her networking.
2. To introduce intern to workplace expectations.
3. To give intern professional mentoring.
4. To test intern’s real and assumed proficiencies, to improve seriousness of senior-year learning experience.
5. To help the intern explore career options.
6. To contribute to the sponsor’s productivity.

## **Competencies**

Competencies will be measured by two professional evaluations and academic evaluation of the portfolio.

1. Ability to explore and secure a job.
2. Clearer analytical view of career options.
3. Job survival skills.
4. Sharpened professional skills.

## **Requirements**

1. *Seminar participation* – The intern will participate in a six-week seminar/class at noon on Thursdays (*Important: see “Attendance Policy”*).

2. *160 hours* – The intern will work for a professional supervisor for a minimum of 160 hours in not less than four weeks.

3. *Attendance and deadlines* – The intern will perform in a professional manner, including punctuality and meeting of deadlines. Students should plan to be at work, on time and alert, every day of their internship. Students must handle emergency absence requests directly with their professional supervisors.

4. *Outside reading, quizzes and discussion* – Reading and discussion of *Scoring a Great Internship* (2002), Natavi Guides, New York, and other assigned readings that may be distributed in class or posted on the course Blackboard site. Quizzes or short papers may be required on some of the outside readings.

5. *Textbook paper* -- Write a report (at least 350 words) on what you learned from reading the textbook, *Scoring a Great Internship*. Like all work for this class, this paper must be typed and will be graded in part on the student's use of good grammar, correct spelling and logical thinking. This paper will be submitted via the class Blackboard site. The deadline for submitting this paper is listed later in this syllabus, in the class schedule.

6. *Required forms* -- The intern is responsible for seeing that his or her internship supervisor completes and submits a contract, mid-term evaluation form and final evaluation form by the appropriate deadlines. Copies of these forms are included with this syllabus. Please note that the mid-term and final evaluation forms **MUST** be mailed to the internship director's attention (that's me) from the supervisor, preferably in a sealed company envelope. Evaluation forms mailed to me by the student or included with the portfolio will not be accepted. It is the student's responsibility to ensure that these forms are submitted in a timely manner. Late forms may negatively impact a student's grade in this class.

7. *Portfolio* – Each student will prepare an *Internship Portfolio*. The portfolio should be professionally bound using plastic or wire spiral binding, a clear plastic front cover and a solid plastic back cover. It **MUST** include these elements:

a. *Title page* – The title page should include your name, where you did your internship (company and city) and the date of your internship. Many students choose to use color and graphic design to make an attractive title page but this is not required.

b. *Introduction* – A one-page description of the assigned work, an explanation of duties, identity of professional supervisor, and a description of pre-internship expectations.

c. *Daily log* – A typed, double-spaced log of daily experiences with explanation and analysis. Include questions, concerns or observations about assigned tasks.

d. *Work product* – Work can be presented in any print form if clippings, tearsheets or finished work are not available. Samples of bylined news stories from Web sites are acceptable. You may include radio, TV and video projects in CD or DVD formats, but please include a plastic pocket designed to hold

the disk so that it won't get separated from your portfolio; include your name on the CD or DVD. Samples of photography may also be included, but must be included within the portfolio document or securely attached. IMC students may include samples of research, internal planning documents, or samples of finished public relations, media relations or creative work.

e. *Intern's Post-fieldwork Response form* – Type your answers to the list of questions in this form, included with this syllabus and available online.

f. *Executive summary* – A one- to two-page narrative summary of the learning experience.

7. *Deadline* – For those who have completed their internship prior to the start of the semester, the deadline for submission of the portfolio is the final internship class meeting for the semester, which is typically prior to mid-term. For all other students, portfolios must be submitted within four weeks of the final day of fieldwork as an intern. Please note that (1) You will **NOT** receive credit for this course and cannot graduate from the university until the portfolio is submitted and approved, (2) Late portfolios **WILL** result in a lower final grade, and (3) The portfolios, once submitted, are property of the university and are kept on file for accreditation purposes. If you want to keep a portfolio for your own use, please make a personal copy. You are also encouraged to keep electronic copies in your computer of your introduction, daily log, responses to the "post fieldwork response form" and your executive summary until you have received a grade for this class on your transcript, in the event that your portfolio is lost after being submitted.

## Attendance Policy

The internship seminar (class) only meets six times during the semester, at noon on Thursdays. For this reason, attendance is expected at **ALL** six sessions. Please make every effort to be in class every time, on time. If you miss more than one class, you will not receive credit for the seminar and will be required to take it again in a future semester. Tardiness also is not acceptable for upper-division students. Habitual tardiness may result in your not receiving credit for this class. Students who are 10 or more minutes late for class are counted as absent.

## Grading Criteria

The intern director will assign a final grade based upon the following 1,000-point system. Regardless of whether the following requirements are met, students will not receive credit if (1) advance approval is not received and the internship is deemed by the internship director as not acceptable, (1) they begin but fail to complete their internship, or (2) the internship supervisor dismisses the intern for non-performance or unacceptable behavior.

a. Advance request for approval of internship in writing to the internship director (an e-mail message is sufficient): 100 points

- b. Signed and completed contract form submitted to the internship director prior to start of internship: 100 points\*
- c. Mid-term evaluation form mailed by the supervisor to the internship director mailed immediately after completion of 80 hours of work and prior to the completion of the internship (forms mailed by the student are NOT acceptable): 100 points\*
- d. Final evaluation form mailed by the supervisor to the internship director immediately following the completion of the internship (forms mailed by the student are NOT acceptable): Up to 100 points\*
- e. Acceptable attendance (no more than one absence) in the internship class seminar and passing grades on weekly quizzes or papers: Up to 200 points
- f. Submit a professionally prepared paper based on the textbook, as outlined previously in this syllabus: Up to 100 points
- g. Submission of a resume that is professional and neat, including revisions if requested by the internship director: Up to 100 points
- e. Portfolio delivered on time and in a complete and professional manner, giving attention to accuracy, grammar, spelling and neatness: Up to 200 points

\* *Students MUST submit these forms in order to receive credit for their internship.*

## **Integration of Faith and Learning**

Christians can exert a positive and powerful influence for good in our culture, and that is nowhere more true than in the fields of journalism and mass communication. This course is based on the premise that great journalism and communication work can and should be based on sound ethical, moral and aesthetic standards—traits that are compatible with the Christian life.

## **Academic Integrity Policy**

Violations of academic integrity and other forms of cheating, as defined in ACU's Academic Integrity Policy, involve the intention to deceive or mislead or misrepresent, and therefore are a form of lying and represent actions contrary to the behavioral norms that flow from the nature of God. Violations will be addressed as described in the Policy. While the university enforces the Policy, the most powerful motive for integrity and truthfulness comes from one's desire to imitate God's nature in our lives. Every member of the faculty, staff and student body is responsible for protecting the integrity of learning, scholarship and research. The full Policy is available for review at the Provost's office web site (<http://www.acu.edu/campusoffices/provost>) and the following offices: provost, college deans, dean of campus life, director of student judicial affairs, director of residential life education and academic departments.

In addition, the JMC Department has developed additional guidelines that reflect the distinctive roles and functions of students in the mass communication fields. You may view this document on this course's Blackboard site or on the JMC Department's Web site (see "policies."). Copying and pasting someone else's words and submitting them as your own work is not acceptable. Violators of this policy will be disciplined in accordance with the guidelines in the university and departmental academic integrity policies.

## **Disability statement**

Appropriate accommodations will be provided for students with documented disabilities. Students seeking reasonable accommodations for any recognized disability must submit requests in writing to the instructor by the end of the second week of the semester. This documentation must come in writing from ACU's Alpha Academic Services, which can be contacted at 2667.

## **Racial, Sexual Harassment statement**

Racial and sexual harassment is a violation of the code of conduct as described in Section 2-02 of the ACU Student Guide and will not be tolerated during class or class-related activities. Harassment is any action, including a joke or suggestion, that creates an intimidating, hostile or degrading environment and would have such an effect on a reasonable person of the alleged victim's status. Violations of this section will be referred to Campus Life.