



DEPARTMENT of JOURNALISM INTERNSHIP PACKET

This packet is for students who have already signed up for the Journalism internship (JOURN 3885 undergraduate, JOURN 5986 graduate students).

PLEASE REVIEW IT THOROUGHLY BEFORE YOU BEGIN YOUR INTERNSHIP – it is designed to answer as many of your questions as possible, and includes information about your grade for the course. This is a REFERENCE DOCUMENT that you will need throughout the term.

If you have any questions, please contact the Director of Internships Maida Odom. Office: Annenberg Hall Room 311. E-mail: mcodom@temple.edu

Fall Office Hours: 12:30 to 1:55 on Tuesdays and Thursdays

To make an appointment or obtain additional information, send an e-mail to Prof. Odom at mcodom@temple.edu

The packet is divided into the following

- I. Requirements for the Course
- II. How to Have a Successful Internship
- III. Grading

- IV. Deadlines and Procedures for Submitting Material
 - Links to submit Internship Evaluation Reports

- V. Appendices
 - A. Samples of Journal Entries
 - B. Samples of Project Proposal

I. Requirements for the Course

The internship is an undergraduate and graduate-level course that is used for partial fulfillment of the Journalism degree requirements. The course can be used for a maximum of three credits, depending on the number of hours during the term you spend at the internship and your goals. As a guideline, a student should work a minimum of ten hours per week for a one-or two-credit internship, and a student signing up for three credits should work approximately 12 to 15 hours per week. Students who intend to take more than one internship during their undergraduate career should sign up for one or two credits for the first internship, leaving credits for a future internship opportunity. Graduate students can take four credits.

The student is required to:

1. Obtain a *letter of confirmation* from the internship supervisor at your internship job in order to register if the employer has not hired Temple interns before or Prof. Odom requests a letter;

2. Do the *work* required in the internship;

3. Keep a *log* on each workday;

4. Obtain mid-semester and end-of-semester *evaluations* from the on-site internship supervisor;

5. Submit a *final paper or portfolio* of work completed during the term.

6. Purchase a *book*, Intern Files by Jami Fedorko, to be used as a reference.

Letter of Confirmation: This letter is needed ONLY if the internship was not originally listed or posted by the university and Prof. Odom requests it. The student is responsible for obtaining a letter from the internship supervisor. The letter should be printed on the stationery of the organization and should include the supervisor's name and title, the name of the department in which the intern will be working, the hours the intern will work, and a brief description of the intern's responsibilities.

The Work: Your internship may be the beginning of your career, so you should think of it as your first job in the industry! That means getting to work on time (or early), learning as much as you can, contributing to the company in the same way any other employee would. You will be evaluated by your supervisor, so you should do as much quality work as you can and learn as much as possible while you are there.

The Log: The log is a journal providing details of your work. It should include an entry for every day that you work; you may want to get in the habit of recording information at the end of your workday. The log should summarize the work you are doing, what you are learning, and what you plan to do next (e.g. assignments you might want to do or be asked to do in the near future). The log can be hand-written or typed, but it must be legible and well-organized. Samples of entries are included in Appendix A.

The Evaluations: You will be evaluated twice during the term by your on-site supervisor, and you are responsible for coordinating with your supervisor and arranging for the evaluations to be submitted (via the Internet) on time. The first evaluation is submitted by your supervisor at mid-term, and the second evaluation is submitted by your supervisor at the end of the term. You are responsible for explaining the evaluations, importance, and making sure they are completed.

Your supervisor will decide whether or not to share the information in the evaluation with you.

The Research Paper or Portfolio: Students whose work product cannot be presented in a portfolio will be responsible for submitting a one-page project proposal explaining your ideas for a final research paper. If you choose a research paper instead of a portfolio, you should develop a topic combining the theories you have learned in class with the practical information you have learned in your internship. Approximately six weeks before the end of the term, submit a SHORT proposal explaining your research paper to Prof. Odom at mcodom@temple.edu.

If you are submitting a portfolio, it may include , by-lined stories, videotape, DVDs, etc. Think of the portfolio as a reflection of your work as an intern; something you could show to a potential employer to document your work experience.

The final paper OR portfolio is due at the end of the term, according to the schedule in Section III.

The Book: *The Intern Files* by Jami Fedorko can be purchased at the campus bookstore. This book should be used as a reference for handling internship problems. However, Prof. Odom will still be available to answer questions

II. How to Have a Successful Internship

“You never get a second chance to make a first impression.”

That’s a saying you can apply to your internship. Some companies perceive internship programs as extended job interviews – they determine which students do the best work, and determine whom to hire for a full-time job based on performance. Think of your internship as a tryout, a way to prove to the company that it has made the right choice. Convince your supervisor that, if a job becomes available, YOU are the person who should get it. Even if you don’t plan to try to find work at the company, you may end up asking your supervisor for a recommendation someday.

How do you make a good impression? Begin by getting to work early and staying late. A few minutes on either end can make a big difference. Dress appropriately for the work environment – take your cues on this from the people around you.

Make yourself known. It’s not the company’s job to get to know you – it’s YOUR job to get to know the company. Even if you are shy, make a point to get up from your workspace and introduce yourself to other people. Tell them who you are and why you are there. Most important, ask about their work! You’ll learn about your co-workers, and you’ll learn what they do. You’ll be establishing new contacts.

Social skills are only part of the equation, however. You will ultimately be evaluated on the quality of your WORK. Listen carefully when you are given an assignment. Find out exactly what is needed and when the work is due. If you have questions, don’t guess at the answers – ask for more information. Pay attention to the details of your assignment – spelling, grammar, organization of the material. Submit the highest-quality work you can, and ask for a critique of your work – you want to know how you can improve. Your employer will appreciate your eagerness to learn!

Once an assignment is done, get another one. Don’t sit around waiting to be told what to do – seek out assignments. You’ll get a reputation as a *worker*, you’ll learn more, and the day will move along much faster! If your co-workers are doing work that you find interesting, see if they need help. (Check with your supervisor to make sure that’s okay.) Ask plenty of questions, but be sure to ask them tactfully.

Companies are looking for professional, proactive, team players. Demonstrate that you have these qualities, and you could end up with more than an internship – you can end up with a job.

A final note: when you are working at your internship, you are not only representing yourself. You represent your fellow students, the Journalism program, and the university as a whole. Please remember that your performance may determine whether the organization offers internships to other students in the future.

III. Grading

Your grade is based equally on each of the following: Supervisor Evaluations, Journal (Daily log), Portfolio or Research Project

Grades for the logs and project/portfolio will be based on the completeness, organization and level of detail of your work. Submit your materials on time, you can be penalized for late work.

Please give yourself plenty of lead time to submit your work according to the schedule, and do not request extensions.

The grade for your evaluations will be based on the combination of evaluations submitted by your on-site supervisor. If there are deficiencies noted in the mid-semester evaluation, special attention will be given to the degree of progress in these areas.

DEADLINE FOR INTERNSHIP SUBMISSIONS

Midterm evaluation Thursday October 22

Research proposal* Thursdays October 27

Final evaluation, daily log; portfolio or research projects* Thursday December 10

Logs, portfolios and research projects are to be submitted to the Internship office.
Materials submitted online will not be accepted.

***Students submitting portfolios are not required to submit research proposals or research papers**

Evaluations are to be completed online

Midterm Supervisor Evaluation

<http://www.zoomerang.com/Survey/?p=WEB229LGS8S3Y8>

Final Supervisor Evaluation

<http://www.zoomerang.com/Survey/?p=WEB229LGSL47J>

Interns' self Evaluation

<http://www.zoomerang.com/Survey/?p=WEB229LGTUS4XY>

APPENDIX A: Samples of Journal Entries

Monday, October 9 – Worked for three hours this morning on the layout of the company's new brochure. I am responsible for the entire project – from research to text to photo selection and layout. So far, the research has gone well, but I am having some trouble writing the text to make it reflect the style of the organization. Discussed the issue with my boss. She gave me some pointers, and was very encouraging. I hope to have a draft done by Wednesday. It looks like next week will be busy, since I've volunteered to work on updating some media lists.

Monday, January 23 – I'm continuing to work on this month-long project, a new proposal to our biggest client, and I'm trying to stay on schedule. We have five people working on it, and they don't all agree on what should be done. The art director and the account supervisor strongly disagree on the goals of the proposal, so that is causing difficulties. I'm doing as well as I can with my part of the work, but it has been stressful lately. I'm learning about that part of the job, too.

Thursday, June 11 – I didn't have any specific assignments to do when I came in today, so I spent a little time introducing myself to a couple of people in my immediate area. I asked each person about his or her job and found that one person was working with a software program that we had used in class. I'm planning to ask my boss if I can spend some time working with this program. This afternoon, I attended a meeting on the year-end review of our media buys. I came away with two assignments to get done by Monday.

Tuesday, March 29 – Started on something new today – summarizing basketball scores for the local high school teams. This goes into the paper every Thursday and requires a lot of phone work. I developed a new form to use that simplifies the recording of the information, and my boss really responded positively to it.

APPENDIX B: Samples of Project Proposals

I have been working all term in the traffic department at KYW -TV, tracking the placement and billing of commercials. During this term, I have learned a lot about media planning, media management, costs of commercial time, and tracking. I would like to write a paper that combines this knowledge with my class work on media buying techniques, to write a paper that examines the main strategies used in the industry to determine the most-effective media buying plan. I will use the four most common strategies discussed in my advertising textbook, then compare those strategies to the actual strategies I have seen employed in KYW. Finally, I will summarize the strengths and weaknesses of each strategy, identify the strategy that I think is most effective, and justify my choice.

In my internship, I have been assisting the editor of a small, weekly newspaper. During my time there, I have done a variety of jobs, but the ones that I like most involve laying out the pages. Therefore, I would like to write a paper discussing the different layouts used in the four sections of the paper and how they compare to layout trends being used at other papers. In some ways, these sections are all guided by the same principles but in other ways they are different and also I would like to explore new thinking in the industry.

