Student Guide for Jl MC 499
Professional Media Internship

Syllabus, Guidelines and Pre-Approval Form

Greenlee School of Journalism and Communication
Iowa State University
Ames, IA 50011

2013-2014
SUGGESTED TIMELINE FOR SECURING YOUR JL MC 499 INTERNSHIP

18 months to 12 months before internship
- Think about organizations where you might like to complete your JL MC 499 internship.
- Conduct an assessment of your internship needs.
- If possible, set up job shadows at organizations that interest you.
- Create and/or update your resume and cover letter and have them critiqued by your faculty adviser or the internship coordinator.

12 months to 9 months before internship
- Meet with your faculty adviser to discuss JL MC 499 internship interests.
- Identify and research the companies/industries you identified in your needs assessment.
- Make a spreadsheet of internship/organizations where you want to apply. Remember to include the contact information for each organization and a list of required application materials.

9 months to 6 months before internship
- Individualize resume and cover letter for each organization.
- Update your portfolio.
- Begin to prepare work samples that can be sent with your resume and cover letter if they are requested.
- Begin to send resumes and cover letters to organizations. Remember to follow up with each organization a few days after you send your application materials.

6 months to 3 months before internship
- Continue to send resumes and cover letters as needed.
- Begin interviewing. Remember to send thank you notes after each interview.

3 months before internship to first day of internship
- Continue sending resumes and cover letters and interviewing as needed.
- Evaluate all internship offers and decide which internship you would like to use to satisfy the JL MC 499 requirement.
- Complete the JL MC 499 approval process and add JL MC 499.
- Formally accept JL MC 499 internship.
Jl MC 499 SYLLABUS

Instructor
Your faculty adviser serves as your instructor for Jl MC 499

Internship Coordinator
Juli Probasco-Sowers
111 Hamilton Hall
Ames, IA 50011
julip@iastate.edu
515-294-9957

Required Resources
- Jl MC 499 Professional Media Internship Packet
- ISU e-mail address- Your ISU e-mail address is the official form of communication during your internship. You must check your Iowa State e-mail on a daily basis during your internship.

Prerequisites
To earn credit for Jl MC 499 and to begin work on an internship, you must have fulfilled the following requirements:
1. Passed the English Usage Test (EUT) or been exempted by an ACT English score of 24 or above or an SAT Verbal score of 550 or above;
2. Completed Jl MC 201 with a grade of C+ or better;
3. Jl MC majors must have completed Jl MC 202, 206, or 321 with a grade of C+ or better; ADVRT majors must have completed ADVRT 301;
4. Classified as a junior or senior;
5. Complete any specialized courses recommended by your adviser.

Course Description and Credits
Jl MC 499 is a 400-hour internship in journalism and mass communication or advertising. Jl MC 499 is available for journalism and mass communication and advertising majors only. This is a three-credit course.

Learning Objectives
The learning objectives for Jl MC 499 are based on the professional values and competencies of the Accrediting Council on Education in Journalism and Mass Communication.
1. To understand the role of communication as it relates to the mission and goals of the employing organization.
2. To understand and apply First Amendment principles and the law appropriate to professional practice.
3. To work ethically in pursuit of truth accuracy, fairness and diversity.
4. To show sensitivity to diversity and cultural issues in verbal and visual communication.
5. To think critically and independently.
6. To write correctly and clearly in appropriate forms and styles.
7. To understand and/or use good visual communication concepts and techniques.
8. To demonstrate creativity in completing assignments.
9. To apply basic numerical and statistical concepts.
10. To demonstrate adequate skills in appropriate technology and software.
11. To demonstrate research/fact finding skills.
12. To critically evaluate one's own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

**Basic Guidelines for JL MC 499 Internships**

In order for a Greenlee School student to receive academic credit for an internship, the internship must meet strict guidelines including:

- The internship must provide a minimum of 400 hours of work.
- The internship must have duties allied with the tasks of journalism and mass communication or advertising.
- The proposed supervisor must have education and/or significant professional experience in journalism and communication, advertising or a closely related field.
- The proposed supervisor must have experience in the specific area of the responsibilities of the intern.
- The proposed supervisor must work on site with the intern and must be an employee of the organization where student is completing internship.
- The direct supervisor cannot be related to the student.
- The student cannot work from home or for a student organization.
- The internship organization must provide the student with all of the resources necessary to complete the internship (i.e. workspace, computer, design programs, video equipment).
- The student must be able to build a significant portfolio of products from his/her experience.
- The student cannot use his/her JL MC 499 internship to obtain academic credit from any other department at Iowa State University.

**Expectations**

You are expected to conduct yourself in a professional and ethical manner during your internship. Remember that you are representing the Greenlee School. Failure to conduct yourself in an appropriate manner may result in your failure of this course.

**Student Responsibilities**

A portion of the following list of student responsibilities is adapted from *Internships in Communications* by James P. Alexander.

- Meet with faculty adviser to discuss internship interest and preparation.
- Conduct a professional internship search and secure an internship.
- Meet with your proposed internship supervisor to discuss expectations. This includes duties and responsibilities, length of internship, wages, methods of direction, feedback, and evaluation.
• Meet with internship coordinator once you have secured an internship to begin the pre-approval paperwork and to discuss the approval process.
• Meet with faculty adviser to discuss proposed internship and to obtain a signature on the Pre-Approval Form.
• Submit completed internship Pre-Approval Form to internship coordinator.
• Submit completed internship proposal on Internship Web System (IWS).
• Check the progress of internship approval in IWS to ensure timely approval.
• After your internship has been approved, register for JI MC 499 with an add slip processed at the Enrollment Services Center.
• Be prepared and on time for work each day, and notify your supervisor of any absences.
• Complete a minimum of 400 hours of work at your internship site.
• Dress appropriately for your workplace.
• Behave ethically and professionally.
• Be positive and enthusiastic about the internship and assigned duties.
• Discuss any problems with supervisor and, if necessary, with the faculty adviser and the internship coordinator.
• Submit all required evaluations and remind your supervisor to do the same.
• Submit a final paper and portfolio, and meet with faculty adviser for an exit interview.

Course Requirements

Pre-Approval Form The Pre-Approval Form is the first step in the JI MC 499 approval process. It helps us to ensure that you have completed all of the prerequisites for JI MC 499, and it also gives you permission to begin the approval process. After you receive an internship offer, you should complete the top portion of the form and then set up an appointment with the internship coordinator to discuss the approval process and remaining paperwork for JI MC 499. The Pre-Approval Form is located at the end of this packet.

Internship Proposal Once the pre-approval phase of your internship is complete, you will receive an e-mail about completing your internship proposal in the Internship Web System. The internship proposal requires you to submit detailed information about your internship including contact information for you and your proposed supervisor as well as your goals for the experience. You must complete your internship proposal and your faculty adviser must approve the internship before you can begin JI MC 499.

Monitoring The Approval Process After you complete your internship proposal, you will need to monitor the JI MC 499 approval process on a daily basis through the IWS to ensure the timely approval of your internship. If you notice a hang-up during the approval process, please contact the appropriate party (i.e. your faculty adviser or your proposed supervisor).

Adding JI MC 499 After the approval process is complete, you should add JI MC 499 using and add slip signed by the internship coordinator.
Contact With Your Faculty Adviser and Internship Coordinator You must keep your faculty adviser and the internship coordinator updated on the progress of your internship. You should e-mail both individuals every few weeks with information about the projects you are working on or have completed. You can send one e-mail as long as you copy both individuals.

Evaluation Forms You and your supervisor are required to complete internship evaluations. The first evaluation is due at the completion of your first 200 hours, and the second is due at the conclusion of your internship. It is your responsibility to submit your evaluations on time and to remind your supervisor to do the same. The IWS will not send you an automated reminder about completing evaluations. The evaluation forms are available in the IWS.

Internship Portfolio An internship portfolio is due at the conclusion of your internship. The portfolio should include examples of the projects you completed throughout your internship. Please contact your faculty adviser to discuss the specific materials that should be included in your portfolio.

Internship Report An internship report is also due at conclusion of your internship. The report should be a minimum of seven pages and should include a description of the organization with which you interned, a summary of your tasks and assignments, a summary of your accomplishments, a summary of the connections you made between your workplace and what you have learned in the classroom, the impact that the internship had on you, how the internship influenced your career goals, how the internship did or did not meet your expectations and whether or not you would recommend this internship to other students.

Exit Interview You must meet with your faculty adviser at the end of your internship experience for an exit interview. During the exit interview, you will discuss your internship experience, evaluations, final report and portfolio. You must complete all internship evaluations and your internship paper and portfolio before meeting with your faculty adviser for the exit interview.

Evaluations and Grading Students will receive a satisfactory-fail grade based on evaluations, performance and the final portfolio and report.
GUIDELINES FOR JL MC 499

INTRODUCTION:
Employers want to hire college graduates who have completed a variety of career-related experiences in school. These experiences are especially important in the highly competitive fields of journalism and mass communication and advertising. JL MC 499 is designed to give students the opportunity to transfer the knowledge gained in academic and student media settings to practice in a professional setting.

All students in the Greenlee School of Journalism and Communication are required to complete a 400-hour internship in journalism and communication or advertising. This packet is the handbook for the JL MC 499. It contains the information you need to successfully complete your internship experience. If you have any question about the internship program, please contact your faculty adviser or the Greenlee School’s internship coordinator.

STEP 1: PREPARE FOR YOUR INTERNSHIP
Begin thinking about your JL MC 499 internship as early as possible in your academic career. It can take more than a year to research, apply for and secure an internship that will satisfy the JL MC 499 requirement. You should meet with your faculty adviser as soon as you complete JL MC 201 to discuss your internship interests, and plans for completing JL MC 499 and to have him/her review your resume and cover letter.

STEP 2: CONDUCT YOUR INTERNSHIP SEARCH, APPLY FOR INTERNSHIPS AND INTERVIEW FOR INTERNSHIP POSITIONS
You should review the basic guidelines for JL MC 499 internships before you begin your search or apply for any internships. These guidelines are available on page four of this packet. It is your responsibility to secure an internship that will meet the JL MC 499 requirement. The Greenlee School will provide you with resources and support, but we will not place you in an internship.

There are a variety of methods you can use to find internships. No one method will uncover all of the opportunities available to you, so it is very important that you try several. Here are a few methods you can try:
- Networking
- Directories
- List of past JL MC 499 internships
- On-campus interviews
- Career fairs
- The Greenlee School Internship and Job Board
- The ISU Career Management System
- Professional Organization Web sites
- Company Web sites
- Career Boards
The Greenlee School Reading Room also has a variety of books and resources from which you can learn how to put together your internship materials and how to research internship opportunities in your major.

You should stay in close contact with your faculty adviser while you are applying and interviewing for internship positions. Your faculty adviser will be able to give you the best advice about whether a particular internship will be best for you based on your interests, skills and experience.

**STEP 3: OBTAIN AN INTERNSHIP OFFER**

When you do receive an internship offer, let the employer know that you are interested in accepting the position, but that you cannot officially accept the internship or begin to receive credit until you receive formal approval from your faculty adviser. This is standard procedure for internships; you will not forfeit an opportunity because you cannot give final acceptance of the internship the day that it is offered.

When you receive an internship offer, ask your potential employer for the basic information you will need to complete the JI MC 499 proposal including:

- The internship title or position
- The internship timeline including the start date, the estimated mid-internship date and the estimated end date
- The name and address of the company
- The contact information for your proposed supervisor including name, title, e-mail and phone number
- The total number of hours you expect to work during the internship
- The total number of hours you expect to work each week
- Information about compensation

You should also discuss:

- The specific duties of your internship
- Your goals for the internship
- The projects you will work on during the internship
- The skills you hope to improve during the internship

This is also a good time to ask your proposed supervisor about his/her educational and professional background.

Tell your proposed supervisor that you will begin the JI MC 499 approval process, and that the Greenlee School’s internship coordinator will contact him/her through e-mail about confirming your internship.

**STEP 4: PRE-APPROVAL OF YOUR INTERNSHIP**

The first step in the JI MC 499 internship approval process is for you to complete the top portion of the JI MC 499 Pre-Approval Form. The Pre-Approval Form is located at the end of this packet. You should then set up an appointment with the internship coordinator by calling 515-294-4342 to begin the pre-approval paperwork and to discuss the approval
process. After you meet with the internship coordinator, you will want to meet with your faculty adviser to discuss your internship and to have him/her sign the Pre-Approval Form. You should then submit your completed Pre-Approval Form to the internship coordinator.

**STEP 5: THE APPROVAL PROCESS**

After the pre-approval phase of your internship is complete, the internship coordinator will create a profile for you in the Greenlee School’s Internship Web System (IWS). You will then receive an e-mail from the IWS explaining how to log in and complete the proposal. It is important that you complete and submit your proposal in a timely manner to keep the approval process moving forward.

Your faculty adviser will review your proposal, and if it is acceptable approve it. After your proposal has been approved, the internship coordinator will e-mail your proposed internship supervisor and request confirmation of your internship. It is your responsibility to follow up with your supervisor to make sure that he/she submits this information.

Once your supervisor confirms the internship, your faculty adviser will log in to the IWS to review the internship and give formal approval of the internship. Both you and your internship supervisor will be notified by e-mail when the internship has been approved.

You should then pick up your Jl MC 499 add slip from the internship coordinator and submit it in 10 Enrollment Services Center. It is also a good idea to check your schedule on AccessPlus after you turn in your add slip to ensure your add slip has been processed. You may then begin work and start counting your hours.

**You must register for Jl MC 499 in the semester when your internship takes place, according to the Registrar’s policy.** The university does charge tuition and fees for Jl MC 499. If your internship begins after classes have started, you will need to follow the University’s guidelines for late adds. If you cannot complete your internship in the term in which you started it, your faculty adviser will file a Non-Report until the 400-hour requirement is fulfilled.

Students may be eligible for summer financial aid loan assistance for tuition and living expenses. Please contact the Office of Financial Aid for information about summer aid. **International students must request formal approval to complete U.S. internships. Contact the Iowa State International Students and Scholars Office (ISSO) for information.**

**STEP 6: THE BEGINNING OF YOUR INTERNSHIP THROUGH THE MID-INTERNSHIP EVALUATION**

Work hard each day. Your performance may result in the most important job references you will receive.

**You are responsible for maintaining a record of your internship hours.** This can best be accomplished by keeping a daily journal of the hours worked and the tasks you
completed. You should also keep samples of all of your work. Doing this will make writing your final paper and creating your final portfolio much easier.

Remember to e-mail your faculty adviser and the internship coordinator every few weeks to update them on your progress. This can be one e-mail sent to both individuals.

Once you have completed 200 hours of work at your internship site, remember to log into the IWS and complete your mid-internship evaluation, and then remind your supervisor to do the same.

The mid-internship evaluation gives you a chance to reflect on how your internship is progressing. You do not have to restrict your feedback to answering the questions on the form. If you have any problems or questions, please contact the internship coordinator or your faculty adviser.

STEP 7: FROM THE MID-INTERNSHIP EVALUATION UNTIL YOU COMPLETE JL MC 499
Continue to update your faculty adviser and the internship coordinator on your progress after you complete the mid-internship evaluation.

Once you complete all of your internship hours:

1. Log into the Internship Web System to submit your final evaluation, and remind your supervisor to do the same. It is your responsibility to make sure your supervisor has submitted all evaluation materials.

2. Write your final report and assemble your portfolio. See page 6 of this packet for guidelines.

3. Contact your faculty adviser to arrange an exit interview to discuss your final reviews, portfolio and report, and to make certain all the requirements have been met. Please refer to the syllabus at the beginning of this packet for the portfolio and final report requirements. You should not meet with your faculty adviser for your exit interview until you have completed your final paper and portfolio and all internship evaluations have been submitted.

STEP 8: CHECK GRADE ON ACCESSPLUS
Please check AccessPlus at the end of the semester in which you complete JL MC 499 to verify that a grade has been submitted for you.
## Student Internship Checklist

### The Internship Planning Process

- Print and read the Ji MC 499 packet.
- Set up an appointment with your faculty adviser to discuss your internship interests and plans for completing Ji MC 499.
- Complete a professional internship search. (Make sure you review the Basic Guidelines for Ji MC 499 Internships on page four of this packet.)
- Obtain an internship offer.
- Discuss the details of the internship with your proposed internship supervisor. You will need this information for the pre-approval phase of your internship and for your internship proposal. (See page eight of this packet for an outline of what you should discuss with your supervisor.)

### The Pre-Approval and Approval Processes

- Meet with the internship coordinator to begin pre-approval paperwork and to discuss the approval process. **(You must set up an appointment in advance.)**
- Meet with faculty adviser to discuss internship offer and have him/her sign Pre-Approval Form.
- Submit the completed Ji MC 499 Pre-Approval Form to the internship coordinator.
- Log in to the internship system and fill out the internship proposal.
  - Monitor the internship approval process using IWS on a daily basis to ensure the timely approval of your internship.
- Receive internship approval e-mail.
- Obtain an add slip from internship coordinator and submit it in 10 Enrollment Services Center.
- Formally accept internship offer from employer.

### During the Internship

- Work hard everyday. It is a good idea to keep a daily journal of the hours you worked and the tasks you completed. You should also keep samples of all of your work for your final portfolio.
- Maintain regular contact with your faculty adviser. You should update your faculty adviser on your progress every few weeks. If you encounter a problem during your internship, contact your faculty adviser and internship coordinator immediately.
- At the completion of 200 hours, log into the internship system and complete the mid-internship evaluation. Remind your supervisor to do the same.

### End of Internship

- Log into the internship system and complete your final evaluation.
- Remind your supervisor to log into the internship system and complete your final evaluation.
- Write your final paper and create your portfolio.
- Meet with your faculty adviser for an exit interview.
  - Check AccessPlus at the end of the semester in which you complete Ji MC 499 to ensure a final grade has been submitted for you.
JL MC 499 PRE-APPROVAL FORM

Name: ___________________________ Student ID: ___________________________
ISU E-mail: ___________________________ Phone: ___________________________
Major: ___________________________

Intended Internship Semester: ___________________________ Proposed Internship Organization: ___________________________

Have you previously worked or interned at this organization? ___________________________

Step 1: Please read and initial next to the student responsibility statements and sign below:

I understand it is my responsibility to read the entire JI MC 499 internship packet and to make sure that I understand the JI MC 499 requirements. ___________________________

I understand that this pre-approval form is only the first step in the JI MC 499 internship approval process, and it is my responsibility to follow the approval process using the IWS on a daily basis to ensure my internship is approved in a timely manner. ___________________________

I understand that I cannot begin counting internship hours until the JI MC 499 approval process is completed. I understand this does not happen until the internship coordinator signs the add slip, and it is filed in room 10 Enrollment Services. I also understand that I will be required to contact the internship coordinator to update the timeline on my internship proposal if my actual approval date is after the proposed start date listed on my proposal. ___________________________

I understand I must check my Iowa State e-mail address on a daily basis during my internship, and must respond to any e-mail I receive from the internship coordinator or my faculty advisor about my internship. ___________________________

I understand that I must register for JI MC 499 in the semester when my internship is taking place, and I must pay tuition and fees to Iowa State University for the three credits of JI MC 499 in this semester (including summer). ___________________________

I understand that I will not graduate from Iowa State University until JI MC 499 is complete. I also understand that I may need to update my graduation date if I plan to take JI MC 499 during my final semester at Iowa State. (Note: Submitting a graduation application for the incorrect term may result in you having to pay the graduation fee more than one time. Please verify your graduation term with your adviser.) ___________________________

I understand that in order to graduate at the end of the semester in which I complete my internship, I must have completed all of the internship requirements by the following date (Sept. 1 for summer; Jan. 30 for fall; May 30 for spring). ___________________________

Student Signature ___________________________ Date ___________________________

Step 2: To be completed by Internship Coordinator (An appointment must be scheduled with the Internship Coordinator to complete this portion of the Pre-Approval form. Please call 515-294-4342 for an appointment. Walk-in appointments are not available.): ___________________________

This student has passed the English Usage Test or been exempted by the ACT-E or SAT-V minimum score requirement.

Date EUT passed ___________________________ OR ACT-E or SAT-V exemption score ___________________________

This student has completed the coursework required to take JI MC 499.
JI MC 201 (C+ or better) ___________________________
JI MC 202, 206, or 321 (C+ or better) for JI MC major ___ OR ADVRT 301 for Advertising major _____

This student is a junior or senior. ___________________________

This internship has not been flagged as unacceptable based on prior Greenlee School experience. ___________________________

Internship Coordinator Signature ___________________________ Date ___________________________

Step 3: To be completed by faculty adviser:
Student has spoken to me about using this internship to satisfy the JI MC 499 requirement and has my permission to begin the JI MC 499 approval process. ___________________________

Faculty Adviser Signature ___________________________ Date ___________________________

Step 4: Return completed Pre-Approval Form to Internship Coordinator. (You do not need an appointment.)