ADVRT/JL MC/ P R 499: Professional Media Internship

Syllabus, Guidelines and Pre-Approval Form

Internship Coordinator
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Faculty Adviser
Your faculty adviser serves as your instructor for this course. You will also need to meet with the internship coordinator throughout the process.

Course Description
ADVRT/JL MC/P R 499 is a three-credit, 400-hour internship in advertising, journalism and mass communication or public relations required for all majors in the Greenlee School. The 499 internship allows students to gain professional media experience while being mentored and evaluated by both media professionals and their faculty advisers.

Employers want to hire college graduates who have completed a variety of career-related experiences in school. ADVRT/JL MC/P R 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.

Pre-499 Checklist
- Make sure you are on track to complete 499 prerequisites.
- Begin collecting work samples from courses, student media, clubs and organizations. Search for work opportunities that could contribute to your portfolio.
- Attend workshops to prepare for your internship, and attend Greenlee School events to network with alumni and professionals.
- Begin research on 499 internship interests including:
  - What type of professional experience do you want to have?
  - When do you want to complete your internship?
  - Where do you want to work? Think of specifics (location of internship, living arrangements and cost), and look for contacts within organizations. Keep track of companies you’re interested in, including contact information, a list of required application materials and application deadlines for each organization.
- Meet with your faculty adviser to discuss 499 opportunities.

Your internship planning should begin the minute you step onto campus. It is never too early to begin planning for this internship.

Learning Objectives
The learning objectives for ADVRT/JL MC/P R 499 are based on the professional values and competencies of the Accrediting Council on Education in Journalism and Mass Communication.
- To understand the role of communication as it relates to the mission and goals of the employing organization.
- To understand and apply First Amendment principles and the law appropriate to professional practice.
- To work ethically in pursuit of truth, accuracy, fairness and diversity.
- To show sensitivity to diversity and cultural issues in verbal and visual communication.
- To think critically and independently.
- To write correctly and clearly in appropriate forms and styles.
- To understand and/or use good visual communication concepts and techniques.
- To demonstrate creativity in completing assignments.
- To apply basic numerical and statistical concepts.
- To demonstrate adequate skills in appropriate technology and software.
- To demonstrate research/fact-finding skills.
- To critically evaluate one’s own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
Prerequisites
To enroll in ADVRT/JL MC/P R 499, you must have fulfilled these requirements:

• All students must successfully pass JL MC 110 and complete JL MC 201 with a C+ or better.
• JL MC majors must have successfully completed 202, 206 or P R 321 with a C+ or better.
• ADVRT majors must have successfully completed ADVRT/P R 301 and JL MC 201 with a C+ or better.
• P R majors must have successfully completed ADVRT/P R 301 and P R 321 with a C+ or better.
• All students must be classified as juniors or seniors.

Basic Guidelines for 499
The internship must meet strict guidelines for you to receive academic credit:

• A minimum of 400 hours of work.
• Duties related to journalism and mass communication, public relations or advertising.
• A professional supervisor who:
  • Has an education and/or significant professional experience in journalism and communication, advertising, public relations or a closely related field.
  • Works on site with you and is an employee of the organization where you are interning.
  • Is not related to you.
• A professional workplace (you cannot work from home or for a student organization)
• Necessary resources and equipment to complete the internship. You cannot check out Greenlee School equipment for your 499.
• An opportunity to build a professional portfolio.

You cannot use your ADVRT/JL MC/P R 499 internship to obtain academic credit from any other department at Iowa State University.

Steps to Enroll in 499
It can take more than a year to research, apply for and secure an internship that will satisfy the requirements and several semesters to complete prerequisites.

STEP 1: PREPARE FOR YOUR INTERNSHIP

- Meet with your faculty adviser to begin discussing internship interests, and complete the prerequisites for your major.
- Create or update your résumé, cover letter and electronic portfolio.
  • Have each reviewed by your faculty adviser or the internship coordinator.
  • Customize each with every application you send.

STEP 2: CONDUCT YOUR INTERNSHIP SEARCH, APPLY AND INTERVIEW FOR POSITIONS
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 499 internships
- Notices of companies interviewing on campus
- GSJC Jump-Start Internship/Career Fairs
- Internship and career fairs
- Greenlee School Internship and Jobs Board (an email is sent each Friday with new listings)
- Greenlee School Facebook page
- LinkedIn Greenlee Internship Group (a subgroup of the LinkedIn Greenlee Alumni and Friends)
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.

Apply for multiple internships in your field so that you have options if your first choice doesn’t work out.

Best practices when applying for internships:
- Follow up with each organization a few days after you send your application materials.
- Continue applying for internships until you eventually accept a position. Don’t stop after the first round of applications.
- Send thank-you notes after each interview.

STEP 3: OBTAIN AN INTERNSHIP OFFER
When you receive an internship offer, let the employer know that you are interested in accepting the position but that you must receive formal approval from your faculty adviser first. This process should take about a week if you set up the meetings and monitor the approval process. This is standard procedure for internships; be sure your faculty adviser and internship coordinator approve your internship offer before you formally accept.

Evaluate all internship offers, and decide which internship you would like to use to satisfy your 499 requirements.

Tell your proposed supervisor that you will begin the 499 approval process and that the Greenlee School’s internship coordinator will be in contact through email about confirming your internship in the near future.

STEP 4: PRE-APPROVAL OF YOUR INTERNSHIP
After securing the internship, complete the top portion of the 499 Pre-Approval Form located at the end of this syllabus, and follow the instructions on the form.

STEP 5: THE APPROVAL PROCESS
When the Pre-Approval Form is complete, make an appointment with the internship coordinator to turn in the form and to create a profile for you in the Greenlee School’s Internship Web System (IWS). You will receive an email explaining how to log in and

When you accept your internship offer, ask your potential employer for the basic information you will need to complete the ADVRT/JL MC/P R 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 and the number of hours you expect to work each week
- Discuss compensation with the supervisor, specifically the amount expected per hour, week or for the whole internship
- The specific duties of your internship
- Your goals for the internship and skills you hope to improve.
- The projects you will work on during the internship and how they will be included in the portfolio you need at the end of the internship
- Your proposed supervisor’s educational and professional background (your supervisor will need to complete a form in the Internship Web System about their education/experience once the internship is approved)
complete the proposal. It is important that you do this in a timely manner to keep the approval process moving forward.

Your faculty adviser will review your online proposal and approve or deny it based on the information you submit. If approved, the internship coordinator will contact your proposed supervisor and request confirmation of your internship.

It is your responsibility to follow up with your supervisor to make sure he/she submits this information in IWS.

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

Once your internship information has been approved through IWS, you will receive an email instructing you to pick up and sign your ADVRT/JL MC/P R 499 add slip from 101 Hamilton Hall and submit it to 10 Enrollment Services Center to register for the class.

Check your schedule on AccessPlus to ensure your add slip has been processed (usually within 48 hours). You may begin counting your internship hours once you have registered for 499.

You must register for 499 in the semester in which you will be doing the bulk of your internship hours. When registered for three credits of 499, tuition and fees will be assessed for three credits, and you are considered a full-time student. If you cannot complete your internship in the term in which you and the internship coordinator determined you should register, your faculty adviser will file a non-report until all the requirements have been met.

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.

Completing Your 499
You are expected to conduct yourself in a professional and ethical manner during your internship. Remember that you are representing the Greenlee School and Iowa State University. Failure to conduct yourself in an appropriate manner may result in your failure of this course.

Work hard each day. Your performance may result in the most important job references you will receive.
Your ISU email address is the official form of communication during your internship. You must check your Iowa State email on a daily basis throughout your internship.

You are responsible for maintaining a record of your internship hours. Keep samples of all of your work and note details about what role you played in work projects. Doing this will make writing your final report and creating your final portfolio much easier.

The Greenlee School requires you to complete a portfolio and internship report within 30 days of completing the last of your 400 hours. Even though the Registrar’s policy says that you must complete any non-reports within one year, you may be required to complete the internship much sooner to satisfy this 30-day requirement.
Remember to contact your faculty adviser and the internship coordinator periodically to update them on your progress.

**MID-INTERNSHIP EVALUATION**

Once you have completed 200 hours of work at your internship site, you must log into IWS and complete your mid-internship evaluation and remind your supervisor to do the same. The mid-internship evaluation allows you to reflect on your progress. You do not have to restrict your feedback to answering the questions on the form. You will not receive a reminder about the mid-internship or final internship evaluation.

If you have any problems or questions, please contact the internship coordinator or your faculty adviser.

**AFTER THE MID-INTERNSHIP EVALUATION**

Continue to update your faculty adviser and the internship coordinator on your progress after you complete the mid-internship evaluation.

Within 30 days of completing your internship hours (last day of work counted on your internship 400 hours), you must:

Log into IWS 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.

1. Write your final report and assemble your portfolio.
   a. **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 communicate with your faculty adviser to discuss the specific materials that should be included in your portfolio and how it should be presented.

   b. **Internship Report:** An internship report is also due at the conclusion of your internship. The report should be a minimum of seven pages and include:

      • A description of the organization with which you interned.
      • A summary of your tasks and assignments and accomplishments.
      • A list of connections you made.
      • How your classes prepared you for your internship or what training would have better prepared you.
      • What impact that the internship had on you and how it influenced your career goals.
      • Whether the internship met your expectations and whether you would recommend this internship to other students.

2. Meet with your faculty adviser. Schedule an exit interview (within 30 days of completing your internship) to discuss your final reviews, report and portfolio with your faculty adviser.
   a. **Exit Interview:** You must meet with your faculty adviser at the end of your internship experience for an exit interview. You must complete all internship evaluations, your final report and your portfolio before meeting with your faculty adviser for the exit interview.

3. Students will receive a satisfactory-fail grade based on evaluations, performance and the final report and portfolio. Your faculty adviser will ultimately decide your final grade.

Consider asking your supervisor to review your portfolio for professionalism and quality of materials, as though you are applying for an entry-level position.
**CHECK GRADE ON ACCESSPLUS**
Please check AccessPlus a week or two after your exit interview to verify that a grade has been submitted.

**Academic Misconduct**
Academic misconduct in any form is in violation of Iowa State University Student Disciplinary Regulations and will not be tolerated. This includes, but is not limited to: copying or sharing answers on tests or assignments, plagiarism and having someone else do your academic work. Depending on the act, a student could receive an F grade on the test/assignment or an F grade for the course, and the student could be suspended or expelled from the University. See the Conduct Code at www.dso.iastate.edu/ja for more details and a full explanation of the academic misconduct policies.

**Disability Accommodation**
Please address any special needs or special accommodations with the internship coordinator or faculty adviser at the beginning of the semester or as soon as you become aware of your needs.
499 Section 1 Professional Media Internship Checklist

The Internship Planning Process

☐ Print and read the 499-1 Professional Media Internship syllabus.

☐ Set up an appointment with your faculty adviser to discuss your internship interests and plans for completing JL MC, ADVRT, PR 499-1. Have your adviser review your cover letter, resume and portfolio.

☐ Complete a professional internship search. (Make sure you review the Basic Guidelines for 499 Internships on Page 3 of this syllabus.)

The Pre-Approval and Approval Processes

☐ Obtain internship offers and consider which will provide the best experience for your 499-1.

☐ Discuss the details of the internship with your proposed internship work supervisor. See Page 4 of this syllabus for an outline of what you need to discuss with your supervisor. You will need to share this information with your faculty adviser to get formal approval, which you need before you can accept the position for your 499-1.

☐ Meet with faculty adviser to discuss internship offer and have him/her sign Pre-Approval Form.

☐ Meet with the internship coordinator to complete your Pre-Approval Form, and to discuss the approval process. Appointments must be made in advance in 101 Hamilton (515-294-4342).

☐ Watch for an email with instructions for signing into the Internship Website System (IWS).

☐ Sign into the IWS and fill out the internship proposal. Once this is submitted, your supervisor will get an email requesting his/her credentials for supervising your position. You must ensure your proposed supervisor completes this step on the IWS to move forward with the approval process.

☐ Monitor the internship approval process using IWS on a daily basis to ensure timely approval.

☐ Once you receive an internship approval email, you can formally accept the offer from the employer and begin counting hours for your 499-1.

☐ Report to the internship coordinator which semester you will be doing the bulk of your hours. Pick up an add slip in 101 Hamilton Hall and meet with the internship coordinator to ensure you enroll in the proper semester. You must submit your completed add slip to 10 Enrollment Services.

During the Internship

☐ Check your iastate email daily during your internship and follow your faculty adviser’s procedures for communication with them during your internship.

☐ Maintain a record of your internship hours and keep samples of your work, with details on your contributions to work projects. This will be used in your final portfolio and internship report.

☐ Once you complete 200 hours of work, log into the IWS and complete the mid-internship evaluation. You must remind your supervisor to do the same.

End of Internship

☐ Once you complete your 400 hours of work, you have 30 days to complete your final evaluation in the IWS. Remind your supervisor to complete your final evaluation in the IWS.

☐ Create or update your portfolio with work from your internship, according to your faculty adviser’s instructions.

☐ Write your final internship report.

☐ Meet with your faculty adviser for an exit interview, where you will submit your portfolio and final report.

☐ Check AccessPlus a week or two after the exit interview with your academic adviser to ensure a final grade has been submitted.
**JL MC/ADVRT/P R 499 PRE-APPROVAL FORM**

<table>
<thead>
<tr>
<th>Name:</th>
<th>Student ID:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISU Email:</td>
<td>Phone:</td>
</tr>
<tr>
<td>Major:</td>
<td></td>
</tr>
<tr>
<td>Intended Internship Semester:</td>
<td>Proposed Internship Organization:</td>
</tr>
</tbody>
</table>

Have you previously worked or interned at this organization?

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**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 JL MC/ADVRT/P R 499 internship syllabus and to make sure that I understand the 499 requirements.

- I understand this pre-approval form is only the first step in the JL MC/ADVRT/P R 499 internship approval process, and it is my responsibility to follow the approval process using 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 499 approval process is completed and that it is my responsibility to make sure that my supervisor and adviser know it's important to complete the approval in a timely manner.

- I understand this does not happen until the internship coordinator signs the add slip, and it is filed in 10 Enrollment Services. I 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 email address on a daily basis during my internship, and must respond to any email I receive from the internship coordinator or my faculty adviser about my internship.

- I understand I must register for 499 in the semester in which the bulk of my internship hours will take place, and I must pay tuition and fees to Iowa State University for the three credits of 499 in this semester (including summer).

- I understand I will not graduate from Iowa State University until 499 is complete. I understand I may need to update my graduation date if I plan to take 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).

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**Student Signature** ______________________________________________________ **Date:** ____________

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**Step 2:** Schedule an appointment with your faculty adviser to discuss this internship.

*My advisee has met with me about using this internship to satisfy the JL MC/ADVRT/P R 499 requirement and has my permission to begin the JL MC/ADVRT/P R 499 approval process.*

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**Faculty Adviser Signature** ___________________________________________ **Date:** ____________

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**Step 3:** Schedule an appointment with the internship coordinator to initiate your record in the Internship Web System. Your internship supervisor, the faculty adviser and the internship coordinator will be tracking your progress in IWS. Please call 515-294-4342 for an appointment (walk-in appointments are not available).

- **All students:** ☐ Classified as a junior or senior. ☐ JL MC 201 with C+ or better.
- ☐ JL MC: C+ or better in JL MC 202 or 206 or P R 321. ☐ ADVRT: ADVRT 301. ☐ P R: P R 301 and PR 321 with C+ or better.

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**Internship Coordinator Signature** ___________________________________________ **Date:** ____________