



VIRGINIA STATE UNIVERSITY

Mass Communications Internship Program

INTERNSHIP COURSE PACKAGE

COMM-496: Internship in Newspaper

COMM-496: Internship in Radio

COMM-496: Internship in Public Relations

COMM-496: Internship in Television

Student's Name: _____

Course (check one)

- COMM-496: Newspaper
- COMM-496: Radio
- COMM-496: Public Relations
- COMM-496: Television

Semester: _____

Place of Internship:

Full Address of Internship: _____

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Virginia State University
Mass Communications Internship Program

Intern Insurance Waiver

(to be completed by VSU intern)

Name of Student (print clearly) _____

I hereby agree that in connection with my upcoming internship at _____ I have waived rights to coverage by Virginia State University insurance or the insurance of the above named company/organization should I be injured during the course of my internship affiliation.

Student intern's signature: _____ Date: _____

Internship Supervisor (job site): _____ Date: _____

Internship Coordinator (VSU faculty): _____ Date: _____

Virginia State University
Mass Communications Internship Program

Confirmation of Internship

(to be completed by VSU intern
and signed by supervisor)

This form is to be submitted to the Internship Coordinator (VSU faculty) as soon as arrangements for the internship have been completed and a letter of acceptance has been issued by the job site supervisor.

Name of Intern: _____

Name of Job Supervisor: _____ Title: _____

Company Contact Information:

Name of Company: _____

Address: _____

Telephone: _____

FAX: _____

Supervisor's E-mail: _____

Intern Information:

Position or job title: _____

Starting Date: _____

Job site Supervisor's Name (please print clearly): _____

Signature of Internship Supervisor (job site): _____

Additional Comments (if needed):

**Virginia State University
Mass Communications Internship Program**

Internship Agreement

(to be completed by VSU intern)

Complete this form on the first day of your internship and submit it to your faculty person.
This form must be typed.
You may use a word processor and provide information using this layout.

Name of Intern: _____

Name of Job Supervisor: _____ Title: _____

Name of Company: _____

Address: _____

Telephone: _____ FAX: _____

Supervisor's E-mail: _____

Description of job requirements and duties:

List below the number of hours you plan to work each day of the week:

Monday: _____ Tuesday: _____ Wednesday: _____

Thursday: _____ Friday: _____ Saturday: _____

Sunday: _____

The undersigned have read and agree to all the conditions set forth above (please sign):

Student: _____ Date: _____

Job Supervisor: _____ Date: _____

Faculty Coordinator: _____ Date: _____

Virginia State University
Mass Communications Internship Program

Internship Packet
for
Students and Faculty Advisors

The next several pages include information and forms for the student intern:

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(separate copy needed for each week worked)	
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Virginia State University
Department of Mass Communications

Mass Communications Internship Program

COMM-496: Internship in Newspaper

COMM-496: Internship in Radio

COMM-496: Internship in Public Relations

COMM-496: Internship in Television

General Procedures

1. In order to participate in an internship, the student must be a junior or senior in good standing with the University.
2. In order to be an intern, a student must have completed all the listed prerequisite courses for the particular internship in which he or she is interested.
3. Students should not use full-time jobs as internships.
4. Students can do a maximum of two internships for academic credit, but the internships must be in different areas (e.g., radio, television, public relations or print). Students cannot receive more than six hours of credit for internship courses.
5. Students will write papers and have conferences as required by the professor overseeing the internship.
6. Students are advised to talk with the Internship Coordinator (VSU faculty member) the semester prior to the one in which they plan to be an intern. The faculty person is required to approve the internship suitability before the student begins the assignment.
7. Students must complete at least 120 clock hours in their area of specialization for three (3) units of academic credit. These hours may be scheduled in any way that is convenient for the intern and the on-site Internship Supervisor. However, the 120 hours must be arranged to span at least a six-week period. This requirement is intended to give the student the broadest possible exposure to various job situations.
8. Students are expected to research their own internship options, or they may contact the faculty person for suggestions and guidance in finding an internship placement.
9. Prior approval of the assignment is required. Unofficial internships done without approval are usually valuable experience, but they will not be accepted for satisfying the internship requirement.

Internship Course Requirements

1. The following forms must be turned in to the faculty Internship Coordinator no later than two weeks after the start of the internship:
 - Confirmation of Internship Form
 - Internship Agreement Form
 - Cover Page and Placement Information Form
 - Insurance Waiver
2. Each week, submit the **Student Weekly Internship Report**.
 - Each one should be signed and dated by the on-site supervisor and turned in to the faculty supervisor each week.
 - *Photocopied signatures are not acceptable.*
 - Time sheets that are altered or whited-out are not acceptable.
 - **Do not accumulate these weekly reports and turn them all in at the end of the internship period.** Submitting them weekly documents your ongoing participation in the internship.
 - The time sheet must be signed (original signatures, no copied signatures) and submitted on the paper form each week - - some faculty members may also ask you to submit a weekly e-mail, giving you and your faculty coordinator more opportunity for interaction.
3. Each intern is required to submit two typewritten double-spaced reports to his or two Internship Coordinator (VSU faculty) during the semester. The **Midterm Report** and **Final Report** should include a complete evaluation and description of your internship experience. The paper should describe the work you did, what you learned, your likes and dislikes of the internship, and your impression of the organization and personnel with whom you worked.

Contact Information

You are required to provide current, correct addresses for postal and e-mail as well as phone numbers where you can be reached during your internship assignment. Keep the office and your faculty Internship Coordinator advised of any changes in this information so we can contact you if necessary.

Personal Conferences

You are required to meet with your faculty Internship Coordinator at these times:

- A mandatory orientation meeting held during the first week of classes.
- At least once between the first week of classes and midterm.
- At least once between midterm and the last week of classes.
- An exit interview will be conducted at the end of the internship before the end of the semester.

Selection of Internship Site

The student is responsible to find a suitable internship assignment and then bring one or more proposals to the faculty Internship Coordinator for your field (radio, TV, print, or public relations). The student may *not* enter into an agreement with potential internship sites without the consent of the faculty Internship Coordinator.

If you do not have an internship arranged by the first week of classes, check with your faculty Internship Coordinator and discuss possibilities for internship assignments.

All internships must be approved by your faculty Internship Coordinator to receive academic credit for your work. Upon approval of the assignment and your acceptance as an intern at the selected site, you must request a letter signed by the on-site Internship Supervisor confirming your acceptance. This letter should be sent directly to the faculty Internship Coordinator at the following address:

Bridgett P. Robertson, Mass Communications Internship Program
Mass Communications Program
Virginia State University
PO Box 9072
Petersburg, VA 23806

Changing Internships

If you find yourself in an internship that is unsatisfactory, you may change sites. Such a change should be made in a professional manner. Here are some guidelines:

- Discuss your concerns with your on-site Internship Supervisor.
- Notify your faculty Internship Coordinator, and discuss your concerns and alternative internship ideas.
- Give appropriate notice *in writing* to your job supervisor with a copy to your faculty Internship Coordinator.
- Do not just fail to show up for work – someone is expecting you to be on duty or finish a project.

Grades

Each employer is asked to submit a written evaluation of the student's work at the end of the semester. Your faculty Internship Coordinator will then determine your final grade according to the requirements discussed in the course syllabus. The on-job supervisor will recommend a letter grade for your internship, but the final responsibility for grading rests with your faculty Internship Coordinator.

Confirmation of Hours Worked

Upon completion of your internship, you must request a letter – signed by the on-site Internship Supervisor – confirming that you have successfully completed 120 hours with that organization. This letter should be sent directly to your faculty Internship Coordinator.

Tips for a Successful Internship

1. Arrive on time
2. Dress appropriately to the work and environment.
3. Carry a notebook to log information, names, job titles, procedures, etc.
4. Consider making simple business cards using a computer. This will help you introduce yourself to people on the job site.
5. If you provide an e-mail address to co-workers, use a professional-sounding one. Likewise, if you have a voicemail at home, update the message so that it will present a professional image.
6. Avoid making personal calls and e-mail while at work. Cell phones or personal conversations must not disturb the work environment.
7. Respect the work environment – don't give anyone the excuse to tell you to be quiet or move out of the way.
8. Expect to work your normal hours during school breaks - - your employer's job goes on, and they're counting on you to cover your part of the work schedule. If you can work extra hours during breaks, ask your employer if this is okay.
9. Follow through on all of your commitments.
10. Be enthusiastic and eager to learn. Don't just wait for it to come to you.
11. Cultivate positive relationships with all staff. Ask for names and business cards.
12. Ask questions when you do not know the answers.
13. Admit your errors quickly and simply, but avoid long explanations and apologies. And *get over it* – mistakes happen, and this is part of learning.
14. Prioritize your time and tasks based on the company's needs and expectations.
15. Respect the hierarchy of authority on the job site.
16. Seek regular consultation with your work supervisors and trainers as well as your faculty internship supervisor – don't wait for people to come to you.
17. Complete all internship forms correctly, completely and on time. Do not flood your job supervisor and faculty coordinator with paperwork at the last minute.
18. Remember – your internship can be counted as a job on your resume. A successful internship counts as much as a job.
19. Keep copies of all the work you do. Consult with your job supervisor and faculty coordinator on how to do this appropriately.

Internship Description, 3 semester hours

Work experience for one semester in a newspaper organization, radio station, television station or public relations firm with emphasis on the practical application of classroom concepts. Minimum of 120 hours of assigned work under the direction of the on-site Internship Supervisor. Regular meetings with faculty Internship Coordinator and weekly reports. Dates and times of meetings with the faculty Internship Coordinator must be arranged by students.

Note: “Prerequisites” means that the listed courses have been completed with a grade of C or higher before beginning the internship. The courses listed below may also have prerequisites. Consult the VSU Catalog, the Mass Communications curriculum guide for your major and discuss with your academic advisor.

COMM-496: Internship in Newspaper Journalism

Prerequisites: COMM-205 Journalism I
COMM-351 Print and Online Media Journalism or
COMM 310 Media Writing Lab
COMM-351 Copy Editing
Permission of Internship Coordinator

COMM-496: Internship in Radio

Prerequisites: COMM-331 Audio Production
COMM-431 Advanced Audio Production
COMM-311 Writing for Broadcasting
Permission of Internship Coordinator

COMM-496: Internship in Public Relations

Prerequisites: COMM-321 Public Relations I
COMM-322 Public Relations II
COMM-324 Public Relations Practicum
Permission of Internship Coordinator

COMM-496: Internship in Television

Prerequisites: COMM-311 Writing for Broadcasting
COMM-341 Television Production
COMM-342 Advanced Television
Permission of Internship Coordinator

**Virginia State University
Mass Communications Internship Program**

Student Weekly Internship Report

(to be completed by VSU intern)

Provide a new form for each week of work.

The hours worked and signatures must *not* be photocopied.

You may attach company time cards as supporting documentation, but this form is *required*.

Check one:

- COMM-496 Internship in Newspaper
- COMM-496 Internship in Radio
- COMM-496 Internship in Public Relations
- COMM-496 Internship in Television

Student name (please print): _____

Semester: Fall Spring Summer Year: _____

For week beginning (date): _____

Place of internship: _____

Job Supervisor's Name (please print): _____

Job Title: _____

	Time On / Time Off	Hours (nearest ¼)
Monday .	_____ to _____	_____ hours worked today
Tuesday .	_____ to _____	_____ hours worked today
Wednesday	_____ to _____	_____ hours worked today
Thursday .	_____ to _____	_____ hours worked today
Friday .	_____ to _____	_____ hours worked today
Saturday .	_____ to _____	_____ hours worked today
Sunday .	_____ to _____	_____ hours worked today

Number of hours worked this week: _____

Total number of hours worked this semester: _____

No photocopied signatures or dates

Student's Signature: _____ Date: _____

Job Supervisor's Signature: _____ Date: _____

Turn this in each week.

**Department of Mass Communications
Virginia State University
Mass Communications Internship Program**

Midterm Internship Report

(to be completed by VSU student intern at mid-term)

- Check one: ___ COMM-496 Internship in Newspaper
 ___ COMM-496 Internship in Radio
 ___ COMM-496 Internship in Public Relations
 ___ COMM-496 Internship in Television

Student name (please print): _____

Semester: ___ Fall ___ Spring ___ Summer Year: _____

Name of Job Supervisor: _____ Title: _____

Name of Company: _____

Address: _____

Telephone: _____ FAX: _____

Supervisor's E-mail: _____

Date internship assignment began: _____

Today's date: _____

Total hours worked to date (to nearest quarter-hour): _____ hours

Essay – Your assessment (required)

- Please type on the back of this form or attach word-processed pages.
- Be sure your name is on all pages.
- Summarize your thoughts regarding your internship so far.
 - Describe the orientation and training you have received and the names of who trained you.
 - List duties you have performed
 - Include facts and procedures you have learned.
 - Describe observations you have made (work, organizational culture, etc)

**Department of Mass Communications
Virginia State University
Mass Communications Internship Program**

Final Internship Report

(to be completed by VSU student intern at end)

Check one: ___ COMM-496 Internship in Newspaper
 ___ COMM-496 Internship in Radio
 ___ COMM-496 Internship in Public Relations
 ___ COMM-496 Internship in Television

Student name (please print): _____

Semester: ___ Fall ___ Spring ___ Summer Year: _____

Name of Job Supervisor: _____ Title: _____

Name of Company: _____

Address: _____

Telephone: _____ FAX: _____

Supervisor’s E-mail: _____

Date internship assignment began: _____

Today’s date: _____

Total hours worked to date (to nearest quarter-hour): _____ hours

Essay – Your assessment (required)

Attach typed or word-processed pages. Put your name on each page.

1. Briefly summarize your main thoughts and observations regarding your internship.
2. What were your objectives for enrolling in the internship. Explain how those objectives were met. Describe what objectives were not met, and why.
3. Did your supervisor(s) provide you with sufficient learning opportunities? Explain.
4. Were you satisfied with the variety and nature of your internship and the experiences you gained? Explain.
5. Would you recommend this organization and assignment to others interesting in completing an internship in your area of specialization? If “no,” please explain.

**Department of Mass Communications
Virginia State University**

Mass Communications Internship Program

Job Supervisor's Packet

The following pages are for the on-site Internship Supervisor. These forms should be completed, signed and returned to the faculty Internship within the prescribed deadlines.

Department of Mass Communications
Virginia State University

Mid-Term Internship Evaluation Form
from the Job Supervisor
(one-page form)

Intern’s name: _____

Organization’s name: _____

Job Supervisor’s name: _____

This form gives the job supervisor an opportunity to measure the student intern’s performance in the following areas:

Rating scale – Please use a scale of 1 to 5, with 5 being the highest and 1 being the lowest score.

<u>Category</u> _____	<u>Rating (1 to 5)</u>
Punctuality	_____
Dependability	_____
Works well with others	_____
Takes directions well	_____
Works alone or unsupervised well.....	_____
Work is good quality.....	_____
Shows interest in job assignments	_____
Able to meet deadlines.....	_____
Takes initiative.....	_____
Shows resourcefulness doing work.....	_____
Appropriate appearance and grooming....	_____
Respectful of people and job environment	_____
Overall rating of this intern.....	_____

This form should be mailed directly to the faculty Internship Coordinator at the following address.

Bridgett P. Robertson, Mass Communications Internship Coordinator
Mass Communications Program
Virginia State University
PO Box 9072
Petersburg, VA 23806

**Department of Mass Communications
Virginia State University**

Final Internship Evaluation Form from the Job Supervisor

(NOTE: this is a two-page form)

Intern’s name: _____

Organization’s name: _____

Job Supervisor’s name: _____

This form gives the job supervisor an opportunity to measure the student intern’s performance in the following areas:

Rating scale – Please use a scale of 1 to 5, with 5 being the highest and 1 being the lowest score.

<u>Category</u> _____	<u>Rating (1 to 5)</u>
Punctuality	_____
Dependability	_____
Works well with others	_____
Takes directions well	_____
Works alone or unsupervised well.....	_____
Work is good quality.....	_____
Shows interest in job assignments	_____
Able to meet deadlines.....	_____
Takes initiative.....	_____
Shows resourcefulness doing work.....	_____
Appropriate appearance and grooming....	_____
Respectful of people and job environment	_____
Overall rating of this intern.....	_____

Continued on next page

Student Intern's Name: _____

Final Internship Evaluation

Part II: To be completed by the job supervisor:

- Type on this form or attach word-processed pages responding to the following questions.
- Please sign and date this form, and mail directly to the address below:

This form should be sent directly to the faculty Internship Coordinator at the following address:

Bridgett P. Robertson, Mass Communications Internship Coordinator
Mass Communications Program
Virginia State University
PO Box 9072
Petersburg, VA 23806

1. What do you consider to be the intern's significant strengths?

2. How could the intern improve?

3. Hypothetically, if your firm had an opening for a person with the background and skills shown by this student intern, would you hire this person? Please explain your reasons.

4. The VSU faculty person bears official responsibility for the grade this intern will receive. As this intern's on-job supervisor, what letter grade would you recommend? You may offer comments in support of this grade (not required).
 Please check one: ___ A superior
 ___ B above average
 ___ C average
 ___ D below average
 ___ F poor, unacceptable
5. Would you be interested in having another VSU Mass Communications intern in the future?
 ___ Yes ___ No – Explain
6. Do you have any suggestions for improvement of the Mass Communications internship program at Virginia State University? We welcome your input.

Evaluator's name (please print clearly): _____

Evaluator's signature: _____ Date: _____

Thank you for your help.