

Winter 2012

COM 6190

Syllabus/Internship Packet

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COM 6190
Journalism Internship
Winter 2012
Section 22058/Three Credits

COM 6190
Speech Communication / Public Relations
Internship
Winter 2012
Section 22058/Three Credits

...and COM 6190
Media Arts and Studies (Radio/TV/Film) Internship
Winter 2012
Section 22058/Three Credits

Instructor: Jack Lessenberry

Contact Numbers: (313) 993-4083 or (248) 544-1033

Fax: (248) 544-6820 or (313) 577-8379

Office Hours:

Wednesdays

10:00 a.m. to 11:30 a.m.

Tuesday & Thursday: 4 to 6 p.m.

SOME Fridays 11 a.m. – 1 p.m.

And sometimes by appointment

Syllabus: COM 6190 Winter 2012, (1 to 3 credits) Journalism Internships, Speech Communication/Public Relations Internships, Media Arts and Studies (Radio-TV-Film) Internships (Course Reference 12324) Jan. 1, 2012 to May 1, 2012.

Jack Lessenberry

E-Mail: bucca@aol.com

Office: (313) 993-4083

FAX: (248) 544-6820 or (313) 577-8379

- 1. Once an internship has been selected, schedule a meeting with Mr. Lessenberry for approval.**
- 2. When internship has been approved, Mr. Lessenberry will submit an override request for registration.**
- 3. When registering you decide the number of credits needed (1 to 3 credits).**
- 4. Journalism majors must take at least one 3 credit internship.**
- 5. Only one internship for credit per semester.**

Prerequisites— Print Journalism Major: COM 4100, feature writing or equivalent, with instructor's consent. **Broadcast Journalism Major:** COM 2230: Broadcast News Writing. (When in doubt, see or contact instructor.)

Prerequisites--Media Arts and Studies Major: 12 credits in *relevant* COM (formerly SPR) courses; junior standing, with instructor's consent. (When in doubt, see or contact instructor.)

Prerequisites--Public Relations and Communications Major: 12 credits in *relevant* COM (formerly SPC) courses. Must have had Public Relations Writing, COM 3170 and be of junior standing, with instructor's consent. (When in doubt, see or contact instructor.)

Objectives:

- 1) To provide on-the-job experience in a professional setting that requires use of a set of communication skills.
- 2) To increase student understanding of what is expected in the job market and what their standard of performance should be.
- 3) To build professional, as well as academic, contacts and begin the process of networking and support for your future careers.

Requirements:

1) Students must successfully complete an approved internship that includes a **minimum** of 150 hours of on-the-job experience for 3 credits or 100 hours for 1 or 2 credits. You must first complete the **Internship Approval Form** which is part of this packet and return it to Jack Lessenberry by **Tuesday, Jan. 17, 2012** (faxing it is perfectly fine).

Any student who has **not** been able to make arrangements for an internship by **Tuesday Jan 24, 2012** should see me or seriously consider withdrawing from the course. **You must do so by Feb. 3, 2012** – I will **not** approve late withdrawal requests. Any student who is having difficulty finding an internship needs to see me as soon as possible.

2) **It is the student's responsibility to find an internship.** If needed,

the instructor is more than willing to offer any help or advice. Internship opportunities are posted on the Journalism bulletin board which is located on the fifth floor of Manoogian Hall outside Room 553. Jack Lessenberry will be available during office hours, by appointment, telephone or e-mail to discuss any possible solutions. Journalism instructors may know of other possibilities, and it might be wise to consult with them, as well.

A binder containing details of most of the internships is located for in-office-review in the Journalism Office, Room 553 on the fifth floor of Manoogian Hall. The binder cannot be removed from the Journalism Office.

Please Note: *A completely unsatisfactory review from your supervisor or failure to meet with the instructor during the semester – will cause you to fail this course. Failure to file all your weekly internship reports as scheduled will drop you a letter grade. Failure to file your final report or three weekly reports will drop you two letter grades and, with four or more missing reports, you will fail the course.*

3) You must meet with the instructor three times during the semester unless your internship is out of the metro area. Before starting the internship you must meet with the instructor to discuss what expectations you, the instructor, and the employer may have.

At mid-semester you need to meet with the instructor to review your performance and resume. A final meeting is needed by **Friday, April 27, 2012** to review your final report and portfolio. In some cases, your instructor will make an on-site visit.

To succeed, you should plan to arrive at the internship early each day, stay late, work hard and smart, show eagerness, ingenuity and hustle. Receiving reports of tardiness and absenteeism will cause you to flunk the course. It is not just your grade at stake. The reputation of the Wayne State Department of Communication and the opportunities for future students depend on your successful performance.

Assignments:

1) **Each week**, students must complete and turn in one Internship Responsibility Report which can be mailed, hand delivered, or faxed to the instructor. **The report is to be numbered and turned in by Monday afternoon for the previous week's work.** Fourteen weekly reports and one final report must be submitted. If you lose your copy of the form, you can get a replacement in the Journalism Office. **IF YOU PUT THEM UNDER LESSENBERRY'S OFFICE DOOR, THEY WON'T COUNT.**

2) You must create a resume that includes this internship experience and submit it for assessment by or before **Friday Feb. 17, 2012**, and then meet with the instructor sometime in the next TWO weeks to discuss it. BRING A SECOND COPY OF THE RESUME TO THE MEETING, which should happen during office hours. The resume should fit on one page unless the instructor indicated otherwise. ***You will be graded down if you do not make both of these deadlines.***

3) You need to create a portfolio of the work you generated through the internship job experience (if applicable) and submit it to the instructor for assessment no later than noon **Friday April 20, 2012**. You are bound to have questions or doubts about what constitutes a "portfolio" in the context of your internship, so talk to Jack Lessenberry.

4) You and your supervisor (on the job) must each complete an **Internship Final Assessment** form and have it in the instructor's hands by **Friday, April 20, 2012**. ***If delivered by the student, it must be in a sealed envelope with the supervisor's signature across the flap.***

5) **Undergraduates** also need to submit by **Monday, April 23, 2012** a 1,000 word evaluation of the (internship) organization and how interns are used by that organization.

6) **Graduate Students** will write a 15 page paper analyzing their organization from a management perspective and provide a flow chart showing how power and responsibility flow, who reports to whom, etc. This is due **Monday, April 23, 2012 as well**. Keep a copy as the original will not be returned.

EVERYTHING MUST BE TURNED IN ON TIME FOR FULL CREDIT. Every phase of communication has deadlines. Doing it on time is the nature of the entire communications world and is a standard of professionalism for any field.

Undergraduate Grading Guidelines:

Instructor's Final Assessment:	400 pts
Satisfactory, ON-TIME Weekly Responsibility Reports:	100 pts
Satisfactory Resume Completion:	100 pts
Satisfactory Portfolio Completion:	100 pts
Satisfactory Book Review	100 pts
Meetings with Instructor, (3):	100 pts
Your Assessment of Organization & Experience:	100 pts
Supervisor's Final Assessment:	500 pts
Total Possible Points	1,500 pts

Grading Scale: A=1,350-1,500, B = 1,200-1,349, C= 1,050-1,200, D: 1,000-1,050
(A grade of C minus or below is a failure in the College of Fine, Performing and Communication Arts.) Incompletes must be discussed in advance with the instructor and a date set for completion or you will get an "I" or failing grade. Any incomplete that is your fault -- missed deadlines, etc., will cause you to be graded down at least one full grade.

Things To Keep In Mind

Plagiarism: This is to take another's ideas or work and pass them off as your own without crediting the author. That is the ultimate no-no in any communications field.

Each piece of work must be your own. References in your work must be properly attributed; all research must be real; all quotes and facts truthfully attributed.

Failure to live up to this standard will result in a failing grade on the assignment and probably in the course. Such an incident may be noted in your academic file. All we have, after all, is our credibility. Taking one internship is not enough. Whether you are interested in print or broadcast, public relations or online you need as many job experiences as possible. Up to two internships may be taken for credit. But some of your fellow students will have 5 to 7 professional internships or posts before they graduate.

Disabilities: Wayne State University provides support and reasonable accommodations for persons with disabilities. If you are a student with a disability and need any special accommodations you must let the instructor know at the first internship meeting. In order to qualify for special

accommodations, you must contact Educational Accessibility Services at 1600 David Adamany Library (313) 577-1851 FAX (313) 577-4898

Religious Observances: It is Wayne State's policy to respect the faith and religious obligations of students, faculty and staff. Student interns who will have a conflict between their internship and their religious observances should notify Jack Lessenberry at the beginning of the semester.

Note on Internships:

Although one internship is required – it is not nearly enough if you are serious about this as a career. If you are a journalism major, public relations major, or hope for a career in radio or television; whether you are interested in print or broadcast or both, you need more than one internship. As many as possible -- period! We have carefully tried to design the sequence of classes to teach the professional skills needed for success in all communication-oriented careers. But to succeed, you need to practice these skills by constantly seeking professional experience as an intern and/or freelancer for local media outlets.

Remember that your course work is basically designed to prepare you for an internship and that your goal on every internship should be to impress your employer so that they offer you a job.

So complete as many internships as you can. The Journalism Office has a list of opportunities; others are posted on the bulletin board outside the office, but you may be aware of still other opportunities that are passed on by word of mouth. Up to two internships can be taken for course credit; anytime you have any internship questions, please feel free to contact me.

Internship Approval Form Winter 2012

This completed form must be returned to Jack Lessenberry, Wayne State University, 563 Manoogian Hall by **Monday, Jan 16, 2012**. Keep a photocopy of everything you submit for your own records.

Student Name: _____

Internship Affiliation: _____
WSU ID No. _____

Student Home Address: _____
City: _____

E-mail addresses: _____

Student Home and Office Phone Numbers: _____

Arranged Internship Work Hours: _____

Dates of Assignment: I will begin my internship on _____ and finish it on or about _____ at _____.

Is this a paid or unpaid internship?

If paid, what terms have been negotiated?

Internship Job Responsibilities: Be As Specific As Possible!

- 1)
- 2)
- 3)
- 4)
- 5)

Additional Comments: (You may append another sheet.)

Student Intern's Signature _____ Date

Intern Supervisor's Signature _____ Date

Intern Supervisor (Print Name) Phone No. and e-mail address

Jack Lessenberry
Date
Internship Coordinator, Wayne State University

**Wayne State University Weekly Internship Responsibility Report
Winter 2012**

IMPORTANT: Make copies of this page, number each weekly report and submit them. **Keep a photocopy of everything you submit for your own records.**

Student Name: _____ Report Number _____

Employer: _____

Week of: _____ to _____

Total Hours Worked During the Reporting Period:

Specific Comments About the Work You Performed:

How Close Did You Come To Meeting Your Objectives?

Names and Titles of New Professional Contacts Made Last Week:

Major objectives for the week ahead and what should you work hardest to improve?

(Print) Supervisor name, organization, phone number, and e-mail address.

Wayne State University Midterm Assessment Internship Site Visit

Interns must check with the instructor to see if a visit with the student and his/ her supervisor(s) on site is desirable or necessary. Not every internship is visited every term.

Internships are visited in order to:

- 1) Make personal contact with the sponsoring organization and supervisors.
- 2) Obtain feedback on how the internship is working and performing on the job.
- 3) Find out how Wayne State University and the organization can best work together for internship opportunities in the future.
- 4) Make sure the student is working and learning in a proper professional environment.

**Wayne State University Internship Final Assessment
Student Report Form – Winter 2012**

Student Name: _____

Organization: _____

Supervisor: Name, Title, Address, Phone Number & E-Mail:

1) Did your supervisor or supervisors provide you with learning opportunities or make an effort to train you? Explain. (Use additional sheets of paper if desired or necessary.)

2) Were you satisfied with the variety and nature of experiences on your internship? Explain.

3) Would you recommend that this publication or organization continue to be used for this WSU internship program? Explain.

4) Finally, summarize your thoughts and observations regarding this internship.

WSU Internship Final Assessment Supervisor Report Form

Supervisor: Please evaluate the work this student has done for you in fulfillment of the internship this semester. Questions should be directed to Jack Lessenberry, (Office) 313-993-4308 or 248-544-1033, e-mail address: bucca@aol.com . Please mail to: WSU Journalism Internship Coordinator, 563 Manoogian Hall, Wayne State University, Detroit MI 48201, or FAX to (248) 544-6820. It is due by **Monday April 23, 2012**. The student will not receive a grade until your report is filed.

Name of Student:

Your Name and Phone No:

Indicate by circling on the scale your evaluation of the intern on these criteria

	Failure			Excellent			
Dependability	1	2	3	4	5		NA
Creativity	1	2	3	4	5		NA
Initiative		1	2	3	4	5	NA
Appearance		1	2	3	4	5	NA
Self-confidence		1	2	3	4	5	NA
Emotional Stability		1	2	3	4	5	NA
Verbal skills		1	2	3	4	5	
NA							
Written skills	1	2	3	4	5		NA
Other Professional Skills	1	2	3	4	5		NA
Speed	1	2	3	4	5		NA
Accuracy		1	2	3	4	5	NA
Pride In Work	1	2	3	4	5		NA
Overall Performance	1	2	3	4	5		NA

Other comments may be attached or discussed directly with the intern director. This information can be shared with the intern, as well. Please grade your student: They should get a letter grade of: _____

If you prefer to grade on a percentage, give then a _____

Based on a scale where 100% is perfect:

90-99 Excellent

80-89 Very Good

70-79 Average or a little better

60-69 Acceptable

60 or less -- Unacceptable

COM 6190: Survey of Mass Communication

Book Review Assignment:

NOTE: IF THIS IS YOUR SECOND INTERNSHIP AND YOU HAVE ALREADY REVIEWED THIS BOOK, YOU MUST REVIEW A SECOND BOOK. SEE JACK LESSENBERRY ASAP TO DETERMINE WHAT BOOK IT WILL BE.

Breaking In By Joe Grimm/www.jobs page.com, \$10.00 166 pages, 2007

Review due Monday March 5, 2012

This is the best book on how to successfully handle a newsroom internship. It was written by a man who was the Detroit Free Press's intern recruiter for many years.

You need to read it, and write a 750-word review of it, and be prepared to read your review and discuss the book orally in class.

Review should be double-spaced, 12 point type, and in hard copy form

Write the review as if it were to appear in a newspaper like *The New York Times* (The NYT runs a book review every day, which would be an extremely good model to follow.) Make sure you include at the top of the review the title, author, price, publisher, etc. etc.

The review should summarize the author's main arguments and tell us whether you agree or disagree with them. Use evidence from the book to illustrate your points. Tell us where you think the book is strongest, weakest and whether you think the author proves his point and has the credentials and ability to do so. Tell us whether you think it accurate, based on your experience as an intern.

Finally, assess the book as a work of writing. Do you like this author? How, if at all, could he have done a better job? Is he a good writer? Is the manuscript tightly organized or sloppy? etc. etc.

The review is due when class starts. You can turn it in early. But if you turn it in late, it loses one letter grade per day. Not class session, each day. One minute after class starts it is considered a day late, so....get it done on time!

Good luck!

PS: Again -- IF YOU HAVE ALREADY REVIEWED THIS BOOK ... then you need to review another one, which first has to be approved by the instructor.

**WINTER 2012
COM 6190**

**Internship Course
Student Questionnaire**

(This survey is designed to help me assess and meet your needs in this course on an individual basis as possible. Thanks)

1.) Your name and the name of the internship company:

**2.) Your address, home and office phone numbers with *area codes*.
Also, your *e-mail address*.**

3.) What communication courses have you had? Have you had internships or any professional experience in any communication field before now?

**4.) How experienced are you at using computers/word processors?
Please list the software programs you have used. Can you do desktop
publishing? Power Point?**

5.) What do you think you ultimately want to do professionally?

6.) What do you read regularly?

7.) What do you seek to gain from this course?

8.) Is there anything else that might be useful for me to know about you?