

Winter 2017

COM 6190

Syllabus/Internship Packet

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COM 6190
Journalism Internship
Winter 2017
CRN 21621/Three Credits*

COM 6190
Speech Communication / Public Relations
Internship
Winter 2017
CRN 21621/Three Credits*

...and COM 6190
Media Arts and Studies Internship
Winter 2017
Section 21621/Three Credits*

Instructor: Jack Lessenberry

Contact Numbers: (313) 993-4083 or (248) 544-0031

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

- ***Credits can vary with a second internship***

Office Hours:

Wednesdays, 2:30 to 5:00 p.m.

Thursdays, 4:00 to 6:00 p.m.

Some Fridays, 11:00 a.m. – 1:00 p.m. – check first

And sometimes by appointment

Syllabus: COM 6190 Winter 2017, (1 to 3 credits) Journalism Internships, Speech Communication/Public Relations Internships, Media Arts and Studies (Radio-TV-Film) Internships (Course Reference #12090)
January 9, 2017 to April 28, 2017.

Jack Lessenberry

E-Mail: bucca@aol.com

Office: (313) 993-4083

FAX: (248) 544-6820 (preferred) 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 (1-3 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 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 15 hours a week of on-the-job experience for an entire semester for 3 credits or 10 hours a week 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 **Wednesday, January 18, 2017** (faxing it is perfectly fine).

Any student who has **not** been able to make arrangements for an internship by **Friday, January 20, 2017** should see me or seriously consider withdrawing from the course. **You must do so by February 3, 2017** – I will **not** approve late withdrawal requests for other than medical emergencies. 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 Area.

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 **Thursday, April 27, 2017** 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 opportunities for future students partly 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, February 27, 2017**, fax it to Lessenberry. and then meet

with him 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 **Monday, April 17, 2017**. 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 Thursday, April 20, 2017**. **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 **Thursday, April 20, 2017** a 1,000 word evaluation of the (internship) organization and how interns are used by that organization. *A week earlier is preferred.*
- 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 **Thursday, April 20, 2017 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:	600 points
Satisfactory, ON-TIME Weekly Responsibility Reports:	200 points
Satisfactory Resume Completion:	200 points
Satisfactory Portfolio Completion:	300 points
Satisfactory Book Review:	200 points
Meetings with Instructor, (3):	200 points
Your Assessment of Organization & Experience:	200 points
Supervisor's Final Assessment:	600 points

Total Possible Points **2,500 points**

Grading Scale: **A = 2,250 – 2,500** **C = 1,800 – 2,000**
 B = 2,000 – 2,250 **D = 1,700 – 1,800**

(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 in any 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 2017

This completed form must be returned to Jack Lessenberry, Wayne State University, 555 Manoogian Hall by **Friday, January 27, 2017**. Keep a photocopy of everything you submit for your own records.

Student Name: _____

Major: _____

Who your internship is for: _____

WSU BANNER ID # (9 digits) _____

Student Home Address: _____

City/State/Zip: _____

E-mail addresses: _____

Student Home & Office Phone _____

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 # and e-mail address

Jack Lessenberry
Internship Coordinator, Wayne State University

Date

Wayne State University Weekly Internship Responsibility Report
Winter 2017

IMPORTANT: Fill out your name, employer, and the information about your supervisor (below). Then make 15 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?

(Please Print:)

Name of Supervisor

Organization

Phone Number

E-Mail Address

Wayne State University Midterm Assessment Internship Site Visit

Interns should 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 or contacted 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.

Learning Outcomes Statement: COM 6190: Journalism Internship

The purpose of this course is for students to take their classroom knowledge and other experience and use both to demonstrate the ability to learn and grow in a real-world professional setting. Students should show hustle and maturity and learn and demonstrate practical, professional and people skills. The most successful students will, by the end of the internship, be graded by supervisors who also then offer them jobs -- or indicate they would want to hire them if they had an appropriate vacancy.

**Wayne State University Internship Final Assessment
Student Report Form – Winter 2017**

Student Name: _____

Organization: _____

Supervisor Name: _____

Title: _____

Address: _____

Phone #: _____

E-Mail Address: _____

- 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, 555 Manoogian Hall, Wayne State University, Detroit MI 48201, or FAX to (248) 544-6820. It is due by **Wednesday, April 26, 2017**. The student cannot receive a grade until your report is filed.

Name of Student: _____

Your Name and Phone #: _____

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

	<u>Failure</u>			<u>Excellent</u>		
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

For Internship Supervisors: Help Us Improve Our Program!

We are interested in how you feel Wayne State is preparing students for the professional world – and would greatly appreciate feedback from you.

This will both help us make them better journalists and better prepared to enter the work force – and hopefully help you by helping us produce better interns.

We appreciate your willingness to help – and want to make it as easy and simple as possible for you.

You can answer the following few brief questions in whatever way best suits you.

- 1) How well do you think your student was prepared, in terms of technical expertise, for this internship? Are there additional skills they ought to have had?
- 2) How were your intern's writing/speaking/social skills? Where did they need the most improvement?
- 3) Did your intern have adequate workplace and professional skills? Were they on time, appropriately dressed, armed with a good work ethic and willing to hustle? Did you see areas where they should have been better prepared?
- 4) Finally, what else could Wayne State doing to improve the ways in which it prepares students for professional life?

Thank you! Now

- A) You can scan (or not scan) this survey, type your answers and e-mail it back to us
@comminternships@wayne.edu
- B) Fax it to us at (313) 577-8379
- C) Or simply send it to:

Jack Lessenberry, Internship Coordinator
Department of Communication/CFPCA
Wayne State University
555 Manoogian Hall
906 West Warren Avenue
Detroit, MI 48201

Sincerest best,

Jack Lessenberry
Internship Coordinator and Area Head,
Wayne State University

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 Wednesday, March 1, 2017

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.

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? (Such as disabilities that might bear on your learning process, or special skills.)**