Central State University

“Service, Protocol, and Civility”

COM 4896: INTERNSHIP

An INTERNSHIP (COM 4896) is an off-campus, part-time placement in a professional setting for you to gain practical experience in your career path or interests in the field of communication. You are expected to learn operational and managerial skills that are required for entry-level positions.

OBJECTIVES
1. To rehearse an entry-level job search and initiate networking opportunities
2. To make you aware of workplace expectations.
3. To give you professional mentoring.
4. To test your real and assumed proficiencies.
5. To encourage a more serious approach to learning during your senior year
6. To help you explore career options.
7. To contribute to the sponsor’s productivity.

COMPETENCIES*
1. The ability to explore and secure a job
2. The ability to clearly analyze career options
3. The ability to succeed in a professional work environment
4. The ability to sharpen your professional skills
* These will be measured by two professional evaluations and an evaluation of your internship portfolio.

ELIGIBILITY
1. You must achieve junior classification in order to be eligible for an internship.
2. You must have a 2.5 average in the major and a 2.0 cumulative average.
3. You must have the permission of the Journalism and Mass Communications Director.

REGISTRATION
Once you have secured an internship, you must register for COM 4896—Internship. You will not receive academic credit for your internship unless you register for COM 4896 and complete all the course requirements.

You may complete your internship fall, spring, or summer terms. You should register for COM 4896 the same term that you complete the internship. We understand that it may be difficult financially for some students to register for a single class — COM 4896 — during summer term. For that reason, we sometimes allow students to complete their internships during the summer with the understanding that they will register for COM 4896 fall term.

Students who wish to take advantage of this option must make their requests, in writing, via email. Email your request to Mike Gormley at mgormley2@centralstate.edu. Students who complete their internships over the summer will need to submit an internship proposal, internship contract, and work evaluations during summer term. They will complete their internship case study and make an oral presentation during fall term. You should NOT begin an internship over the summer -- without registering for summer term -- unless you have shared your plans with the program director via email AND received an email response in reply.

YOU SHOULD NOT REGISTER FOR THIS CLASS UNTIL AND UNLESS YOU HAVE ALREADY SECURED AN INTERNSHIP.
QUALIFYING INTERNSHIPS

You may only receive academic credit for a media internship. Your proposed internship must make use of the skills you have acquired while enrolled in the communications program at Central State. You should not assume that just any summer job will qualify for internship credit. You may intern with any mass media organization. These organizations include radio and TV stations, cable and satellite companies, newspapers, magazine and book publishers, photographers, book stores, advertising agencies, public relations agencies, record companies, production companies, graphics companies, and Web-based businesses.

You may also intern within departments of non-media organizations. For example, you may work for the marketing department of the local public library, the public information office of the police department, or the promotions department of a local theatre group. You may intern for just about anyone as long as the internship makes good use of some of the skills you have acquired at Central State: speaking in public; writing; reporting; editing (text, photos, or video); creating graphics, designing public relations campaigns, etc.

As a general rule, you must intern with an off-campus organization. However, the journalism program will approve a limited number of on campus internships at WCSU-FM, public relations, and sports information. We will not approve internships with other on campus offices.

In writing your internship proposal (explained below) you should make clear what communications/media skills you will bring to the internship, how your internship sponsor will make use of those skills, and how the internship will strengthen those skills. The program director will not approve your proposal unless the proposal makes clear how the internship relates to your future career in mass media. Please resist the temptation to turn your part-time job as a sales clerk at TJ Maxx into a communications internship. There is nothing wrong with working in retail, but it does not qualify as an internship in mass media.

Let’s consider various scenarios:

<table>
<thead>
<tr>
<th>Internship credit</th>
<th>No internship credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media company</td>
<td>Non-media company</td>
</tr>
<tr>
<td>Assistant producer at a TV station</td>
<td>Writer in the public relations department at the local library</td>
</tr>
<tr>
<td>Sales assistant at a radio station</td>
<td>Media contact in the public affairs office at the sheriff’s department</td>
</tr>
<tr>
<td>Feature writer at a community paper</td>
<td>Graphic designer in the marketing department of a local car company</td>
</tr>
<tr>
<td>Photographer at an Internet company</td>
<td>Promotions coordinator at a professional theatre company</td>
</tr>
<tr>
<td>Copy assistant at an advertising agency or public relations company</td>
<td>Writer for an in-house newsletter produced by the local school district</td>
</tr>
</tbody>
</table>

Please know that — contrary to popular belief — there are internship opportunities in the local community. You will need transportation to get to many of these businesses, but they are still quite convenient. Consider: the Afro American Museum and Cultural Center, the Xenia Gazette, the Yellow Springs News, WYSO, the Greene County Public Library, Athletics in Action, Greene Memorial Hospital, Xenia Area Community Theatre, The Greene County Combined Health District, the Xenia Community School District, the Girls and Boys Scouts, the Xenia Chamber of Commerce, Payne Theological Seminary, The American Red Cross, Time Warner Cable. There are any number of government and social service agencies in the community. There are large churches, schools, and businesses. Many of these organizations need help promoting their activities and providing their services. They would welcome the services of a good intern. If you are able to travel to Dayton, Columbus, or Cincinnati, you will find even more opportunities: TV and radio stations, advertising agencies, public relations firms, newspapers, magazines, Internet companies, and more. I’ve included a list of companies that have already hosted CSU students as interns in this packet.

YOU MAY NOT INTERN WITH AN ORGANIZATION IF YOU RELATED TO AN EMPLOYEE WITHIN THE ORGANIZATION OR ARE CURRENTLY WORKING FOR THE ORGANIZATION OR HAVE WORKED FOR IT IN THE PAST.

SECURING AN INTERNSHIP
It is your responsibility, as a student, to secure an internship. We can help you find an internship, but it is your responsibility. Finding an internship can be challenging. It requires skills essential in any job. You must take the initiative, conduct research, and network with potential employers. You must demonstrate persistence. If you think that an internship will fall fortuitously into your lap, you are almost certainly mistaken. Students compete for internships. Employers look for students who have good academic records, strong work ethics, and special skills. A demonstrated ability to work well with others is another great asset.

**Start early**

You should begin searching for an internship at least six months before you plan on starting the internship. Many companies hire interns for the summer in the late fall. Before searching for an internship, you should ask yourself four questions:

1. When do I want to intern?
2. Where will I be living?
3. What do I want to do?
4. How will I get there?

It is important to decide when and where you wish to complete the internship. You don’t need to be calling Dayton TV stations if you are going to complete your internship at home in Chicago. Likewise, you don’t need to be calling newspapers if you really want a radio internship. Once you have established the parameters of you internship — time and place, line of work, transportation — you can begin looking for an appropriate position.

The bottom line: The early bird gets the worm.

**Conducting your search**

There are many ways to find an internship. You can start with a low-tech stroll through the yellow pages. Pick up the phone and call businesses that interest you. If you have a car, drive to the business and introduce yourself. Many media companies have internship programs. Go to the companies’ web sites and find the application information. You can find information about internships on any number of web site. Here are a few:

- http://jobbank.emmyonline.org/
- http://www.cbaanetwork.com
- nabj.org (National Association of Black Journalists)
- nahj.org (National Assoc. of Hispanic Journalists)
- naja.com (Native American Journalists Association)
- beaweb.org (Broadcast Education Association)
- www.nbs-aerho.org (National Broadcasting Society)
- irts.org (International Radio & TV Society)
- rtnda.org (Radio & TV News Directors Association)
- www.natcom.org (National Comm. Association)
- spj.org (Society of Professional Journalists)
- asne.org (American Society of Newspaper Editors)
- naa.org (Newspaper Association of America)
- djnewspaperfund.dowjones.com (Dow Jones Fund)
- 4internships.com
- medialine.com
- JournalismJobs.com
- http://hotjobs.yahoo.com/careers
- http://promotions.monster.com/diversitysearch/

**Central State resources**

The Communications Program does not operate its own career center. However, we regularly receive internship notices, which we post on our internship board. Many students have found internships (and scholarships) by checking this board. We also take students to the Howard University Media Job Fair in October and the Columbus Association of Journalists’ internship workshop. We host our own media event (“Communication Week”) in the spring
The university operates a career center in the student union. You should register with Career Services, speak to a career counselor, and participate in the annual university job fair.

The bottom line: Central State has the necessary resources to help you secure an internship. But you must invest the necessary time and effort to make it happen.

**INTERNSHIP REQUIREMENTS**

1. You must attend scheduled meetings of the COM 4896 class.
2. You must upload an internship proposal to Blackboard prior to beginning the internship. The proposal should be two typewritten pages (double-spaced) and explain the specific internship desired, your experience and course work in the field, how you hope to relate your course work to the internship, and how you want it to contribute to your career goals. The director of the program will contact you if there is a problem with the proposal.
3. You must upload an internship agreement to Blackboard at the start of the internship. You and your supervisor should sign the agreement.
4. You must work 225 hours over the course of your internship to receive three academic credits. This means that you must work a minimum of 15 hours a week over a 15-week semester. The number of hours you work per week in the summer will vary depending on the length of the internship.
5. You must upload a mid-term and a final evaluation to Blackboard. Submitting these evaluations late may adversely affect your final grade.
6. You must upload a case study to Blackboard at the end of your internship. The case study is explained in detail below. It covers such issues as what you learned, whether it matched your expectations, whether and how it has promoted your career goals, and whether your ideas about your profession have changed because of the internship. The case study is due to the Communication Program director no later than the last Monday of the semester. (Be certain to save a copy of the internship case study. You will include it in your senior portfolio.)
7. You must also make a 10-15 minute oral presentation on your internship experience in any COM class the last three weeks of the term. (You will be responsible for scheduling the oral presentation with a faculty member at least one week in advance.) The oral presentation is explained in detail below. Give the faculty member a copy of the “in-class oral presentation form” and ask that he/she complete the form after your presentation. Scan the document and upload it to Blackboard.

Note: Students who register for COM 4896 during summer term and are not living on campus will not be able to make their oral presentations before fall term. Those students will receive an Incomplete grade at the end of the summer term. They will have six weeks after the start of fall term to submit their internship case studies and to make their oral presentations.

**FORMS**

You will find electronic versions of all forms on Blackboard. They will be distributed as “announcements” at the start of the term.

**STUDENT RESPONSIBILITIES**

The internship experience, by design, takes place off campus. Aside from the first class of the term, when the internship packet will be distributed and explained, you will not meet with your professor. You will be expected to complete the requirements of the course on your own initiative. You should not expect to be reminded of the requirements explained in this internship packet. Nonetheless, the instructor of the course may occasionally email students to remind them of course requirements and deadlines. At the end of the term, the instructor will review your file to determine whether you have submitted all of the required tasks and submitted all of the necessary paperwork.

**GRADES**

Your internship grade will be based on your proposal, your agreement, your case study, your oral presentation, and your supervisor’s midterm and final evaluations. If you have not submitted all of these items, or if you submit them late, your final grade will be adjusted accordingly. (You may request an Incomplete if you are missing items. If you do not request and receive an Incomplete, your grade will be based on the material that you submitted.) Your final grade will not be changed if you provide additional material after the grading period.

These items will be weighted accordingly:

- Proposal 5 points
Download this form from the program webpage found at centralstate.edu

Agreement  10 points
Midterm  25 points
Final  25 points
Case study  25 points
Oral presentation  10 points

100 points

You must upload each of these documents to Blackboard under the appropriate assignment.

Please know that the instructor routinely contacts internship supervisors to confirm students’ work and evaluations.

ATTACHMENTS
• Guidelines for the internship case study and oral presentation,
• A letter that students may submit to internship supervisors when they request a letter confirming that the student will receive academic credit for the internship class,
• A list of companies that have previously hosted CSU interns.
Your case study serves as a comprehensive record of your internship experience. It will explain where you worked, what you did, and how the experience affected you. It should demonstrate that you were a productive intern who contributed to the host organization.

Your case study should be well written and well organized. It should demonstrate that you have mastered the rules of grammar, punctuation, and spelling. It should demonstrate that you know how to use words and how to organize your thoughts.

You should use Word to create this document. (Use a standard term paper format of 1” margins at the top, bottom and right and a 1.5” margin on the left. Use a 10- or 12-point typeface.) The first page of the document should include your name, the class, the term, and the assignment. For example:

Michael Gormley  
COM 489: Internship  
Fall 2014  
Case Study

The rest of the document should consist of three sections beginning on the second page.

PART I: INTERNSHIP SETTING (2-3 PAGES)

1. Explain the role and purpose of your internship organization. Give a brief history of the organization. Describe the internship site (a photo is helpful but not mandatory) and provide the current staff size.
2. Outline the organization’s current leadership, including the educational and professional backgrounds of those in top positions (or those you work with most directly). Include an organizational chart with names and titles of those in the chain of command over you, from the owner/president to your immediate supervisor to you.
3. List the organization’s “publics” (its audiences, people it influences or affects). Define these publics, using your organization’s latest data (circulation figures, listing of clients, ratings, number of employees, etc.)
4. Describe the local/regional competition, and report how the organization ranks.
5. Find out how the organization has changed in the year. Discuss, for example, new personnel, labor problems, the addition/loss of clients, new products or programs, technological changes, profitability, downsizing, etc.)
6. Describe the history of internships in the organization and whether supervisors view them as successful.

PART II: THE INTERNSHIP EXPERIENCE (3-5 PAGES)

1. Explain how you obtained the internship.
2. Describe your working conditions: your typical work hours, whether you were paid (and if so, what you were paid), whether you had a work space of your own and access to necessary office equipment/supplies, etc. Please also discuss the workplace culture. Was there a formal or informal dress code? Did workers dress casually or professionally? Were deadlines flexible or inflexible? Was the atmosphere in the office what you expected in a professional environment?
3. Describe the work experience. Explain your general work duties. Tell us about some of your major work assignments. Explain how you were supervised. Did you receive much on-the-job training?
4. Assess the work experience. Explain your pre-internship expectations and tell us whether they were met. Tell us what you learned about working in a professional environment and what new skills you acquired. Cite what was appealing and what was not appealing about the internship. Tell us whether you would consider this type of work after graduation. Describe how the internship experience has affected your career plans.
5. Assess your own preparation. Explain whether you felt prepared for the internship experience. Did you have the necessary work ethic, attitude, and skills for the experience? Could faculty members in the Journalism and Mass Communications program do anything to better prepare you? What do you need to work on now?

6. Attach a daily log or weekly journal explaining what you did on a given day or during a given week. You should make some effort to analyze the work experience. Include questions, concerns, and observations about the work assignments.

PART III: INTERNSHIP WORK SAMPLES

You should incorporate 5 to 10 samples of your internship work into the case study. Show as much diversity in your work as possible. If you were engaged in electronic media or multi-media production or on-air work, you may upload audio or video files to Blackboard under the same “case study” assignment.
Schedule: You must make an oral presentation about your internship experience. It is your responsibility to arrange a time to give your oral presentation in any COM class. You may also make a presentation to an appropriate student organization with prior approval of the organization’s student leader and faculty sponsor. You should make your presentation by the final week of the term. (For summer interns, your presentations should be done in the first three weeks of the fall semester.) Please contact the professor of the class you wish to address at least one week in advance. Waiting too late to schedule a presentation will not mean that the presentation requirement will be waived. The faculty sponsor must be at the meeting and agree to evaluate your presentation.

Preparation: Your presentation needs to be well planned and rehearsed to make the best use of the short time you will have to deliver your presentation.

Content:

- Give your name, major, where you did your internship (include a brief explanation of the role and purpose of the organization), and how you obtained the internship.
- Explain the work you did, what you learned, and whether you felt prepared for the internship; include your evaluation of the internship (both good and bad), whether you were paid, and whether the internship affected your career plans. Would you recommend this internship to other communication majors?
- Show work samples!
- Solicit questions from the audience.

Time Limit: Please adhere to a 15-minute time limit.

Equipment: Most of our class spaces are equipped with smart podiums. You should familiarize yourself with this equipment before your presentation if you intend to use it. If you are speaking in room 119, you will need to arrange for audiovisual equipment.

Attire: You should dress in professional attire for your presentation.

Evaluations: You must provide a copy of the Oral Presentation Evaluation Form (below) to the person in charge of the class or organization before you make your presentation. Once he/she has completed it, scan the document and upload it to Blackboard.
Dear Internship Supervisor:

All communication students at Central State University are required to complete an off-campus internship in order to graduate. Students must register for \textit{COM 4896: Internship} to receive academic credit for their internship work.

Students must secure an internship offer and submit an internship proposal before registering for class. Once the student has registered for COM 4896, the student and internship supervisor should sign an internship contract to be sent to the director of the communications program. (All forms related to the internship program are included in the student’s internship packet.)

\textbf{To confirm that your student intern will receive academic credit for his or her work, you should confirm that the student has registered for COM 4896. The student can download proof of registration off the Internet.}

Thank you for supporting Central State students. Please call me if you have any questions.

Sincerely,

Mike Gormley  
Interim Director  
Journalism and Mass Communications  
mgormley2@centralstate.edu  
937 376-6095
<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Contact</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross</td>
<td>1080 East Main St.</td>
<td>Judy Elder</td>
<td>937 372-8060</td>
<td></td>
</tr>
<tr>
<td>Greene Co. Combined</td>
<td>360 Wilson Drive, Xenia</td>
<td>Jason Kal班长</td>
<td>937 374-1396</td>
<td></td>
</tr>
<tr>
<td>Mowpeth Productions</td>
<td>195 Bellbrook Ave, Xenia</td>
<td>Lisa Grigsby</td>
<td>513 622-1376</td>
<td></td>
</tr>
<tr>
<td>Nat Afr0-American Museum/Cultural Ctr</td>
<td>Wilberforce, OH</td>
<td>Dr. Floyd Thomas, Dr. Charles A. Washington</td>
<td>937 376-4944</td>
<td></td>
</tr>
<tr>
<td>Stage 5 Theatre</td>
<td>111 S. Main St, Dayton</td>
<td>Dayton Daily News</td>
<td>45409</td>
<td></td>
</tr>
<tr>
<td>Xenia Gazette</td>
<td>30 S. Detroit St, Xenia</td>
<td>Dayton Weekly News</td>
<td>45409</td>
<td></td>
</tr>
<tr>
<td>Dayton Weekly News</td>
<td>118 Sisem Ave, Dayton</td>
<td>Dayton Weekly News</td>
<td>45409</td>
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<td>Dayton Daily News</td>
<td>45409</td>
<td></td>
</tr>
<tr>
<td>Dayton Daily News</td>
<td>111 S. Main St, Dayton</td>
<td>Dayton Weekly News</td>
<td>45409</td>
<td></td>
</tr>
<tr>
<td>Film Dayton</td>
<td>25 Villa Pl. Drive, Dayton</td>
<td>Dayton Weekly News</td>
<td>45409</td>
<td></td>
</tr>
<tr>
<td>Dayton Weekly News</td>
<td>118 Sisem Ave, Dayton</td>
<td>Dayton Daily News</td>
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<td></td>
</tr>
</tbody>
</table>

Note: Information may not be current. Don't be afraid to contact the listed companies. They may need interns, even if the information is outdated.
<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Contact Person</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fox 45/ABC 22</td>
<td>45 Broadcast Plaza, Dayton</td>
<td>Michelle Steinbrugge</td>
<td>937 460-5435, 319-3609</td>
</tr>
<tr>
<td>Times Community Newspaper</td>
<td>3085 Woodman Dr, Fairborn</td>
<td>Terry Baver</td>
<td>937 409-3347</td>
</tr>
<tr>
<td>Middletown Journal</td>
<td>1611 S. Main St, Dayton</td>
<td>Kevin Aldridge</td>
<td>513 649-0149</td>
</tr>
<tr>
<td>Maxwell Worldwide Historical Film</td>
<td>70 W Main St, Dayton</td>
<td>Dwight Downson</td>
<td>717 East David, Dayton</td>
</tr>
<tr>
<td>WDTN-TV Ch. 2</td>
<td>4594 S. Dixie Dr, Moraine</td>
<td></td>
<td>45417 937 293-2101</td>
</tr>
<tr>
<td>WCP0-TV</td>
<td>1/22 South Webster Ave, Cincinnati</td>
<td>Romayne Jones</td>
<td>513 721-9900</td>
</tr>
<tr>
<td>WCRQ-TV</td>
<td>111 Cony St, Yellow Springs</td>
<td>Brenda Stone Browder</td>
<td>614 284-3007</td>
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</tbody>
</table>
### Internship Hosts

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Wright Brothers Inst.</td>
<td>5000 Springfield, Suite 100, Dayton 45431</td>
<td>937 424-8669</td>
<td><a href="mailto:lesmcfawn@wrightbros.org">lesmcfawn@wrightbros.org</a></td>
</tr>
<tr>
<td>WYSO TV-Radio</td>
<td>150 East South College St., Dayton 45431</td>
<td>937 778-4943</td>
<td><a href="mailto:davidabendroth@wysotv.org">davidabendroth@wysotv.org</a></td>
</tr>
<tr>
<td>Black Weblog Awards</td>
<td>835 Ogilvie Road, SW, Atlanta, GA</td>
<td>404 425-9890</td>
<td><a href="mailto:admin@blackweblogawards.com">admin@blackweblogawards.com</a></td>
</tr>
<tr>
<td>KPRC Ch. 2 News</td>
<td>Houston, TX</td>
<td>713 778-4943</td>
<td><a href="mailto:khambrellmarshall@kprc.com">khambrellmarshall@kprc.com</a></td>
</tr>
<tr>
<td>Walt Disney World</td>
<td>West Buena Vista Dr., Orlando, FL 32830</td>
<td>407 824-6462</td>
<td><a href="mailto:spatrone@disneyworld.com">spatrone@disneyworld.com</a></td>
</tr>
<tr>
<td>Wibe Magazine</td>
<td>New York, NY</td>
<td>221 787-9443</td>
<td><a href="mailto:shiera.carroll@wibe.com">shiera.carroll@wibe.com</a></td>
</tr>
<tr>
<td>MVG 9/2010</td>
<td>Available online at michaeldormaney.com/</td>
<td></td>
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Out of State

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
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<tbody>
<tr>
<td>David Abendroth</td>
<td>Yellow Springs</td>
<td>537 767.4420</td>
<td><a href="mailto:davidabendroth@wysotv.org">davidabendroth@wysotv.org</a></td>
</tr>
<tr>
<td>Wright Brothers Inst.</td>
<td>Wright Brothers Inst. 5000 Springfield, Suite 100, Dayton 45431</td>
<td>937 424-8669</td>
<td><a href="mailto:lesmcfawn@wrightbros.org">lesmcfawn@wrightbros.org</a></td>
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Available online at michaeldormaney.com/manuals