

Central State University



COM 4896: INTERNSHIP

“An internship is not just a requirement, it’s an opportunity.”

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 to take advantage of 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 and develop a career path
7. To contribute to the sponsor’s productivity.
8. To expose you to a diverse workplace

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 already passed COM 4892: Professional Development and COM 4894: Practicum.
3. You must have a 2.5 average in the major and a 2.0 cumulative average.
4. 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. No retroactive credit will be awarded for past internships or internships in progress. You should not begin an internship over the summer without registering for COM 4896 during the summer term.

***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 any 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, photography studios, 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.

If you wish to work with a media entity on campus, you should register for COM 4894: Practicum. You may work at WCSU radio, the sports information office, and public relations while enrolled in COM 4894.

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.

Here are a few internships to avoid:

1. Retail

You should 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.

2. The family friend with a business

You should also be wary of working for family friends who own small, internet business and need help running them. I've seen plenty of students intern with a family friend or aunt as a "social media" consultant. These internships are seldom productive. I have never heard of anyone getting a job after completing such an internship.

3. Church

I am glad that you go to church on Sunday, but recording Sunday service is not a media internship.

4. Blogs and random websites

Many students intern with obscure websites creating "content." They write blogs or post material to social media sites. They work virtually. They do not have regular hours or responsibilities. They are lightly supervised. They have very little work product to share at the end of the internship experience.

These websites often promote a person's business or organization. That person is often a friend of the student's or a family member. (See number 2 above.) The website itself is relatively new, has no full-time employees, and generates little revenue.

Working virtually deprives you of the benefits of an in-person internship. You will not see how people dress, how they interact, and how they conduct themselves at work. You will not see how they deal with customers and other stakeholders. You most likely will not develop the close personal relationships, which are possible in person (and which can help you grow your career.)

Students seek out these internships, because they are easy to secure and because the work isn't very demanding. The students simply want to satisfy the internship requirement. They aren't looking to enhance their career prospects.

As a rule, I will NOT approve virtual internships unless they are with a well-recognized, long-standing, established media organization.

Before proposing any internship, you should ask yourself: What will I be doing? What will I learn? What new technical skills will I master? What contacts will I make? How closely will I be supervised? What is the chance that interning here will help me land a job and develop a career? Why am I really doing this?

Let's consider various scenarios:

Internship credit		No internship credit
Media company	Non-media company	
Assistant producer at a TV station	Writer in the public relations department at the local library	Clerk at a local bookstore
Sales assistant at a radio station	Media contact in the public affairs office at the sheriff's department	Camp counselor
Feature writer at a community paper	Graphic designer in the marketing department of a local car company	Any job where you say, "May I take your order, please?"
Photographer at an Internet company	Promotions coordinator at a professional theatre company	Retail

Copy assistant at an advertising agency or public relations company	Writer for an in-house newsletter produced by the local school district	Any job in which you wear a bathing suit
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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-FM, the Greene County Public Library, Athletes 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. (At the same time, as noted above, a media internship should involve more than recording Sunday service.)

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.

NOTE: YOU MAY NOT INTERN WITH AN ORGANIZATION IF YOU ARE RELATED TO AN EMPLOYEE WITHIN THE ORGANIZATION OR ARE CURRENTLY WORKING FOR THE ORGANIZATION OR HAVE WORKED FOR IT IN THE PAST. INTERNSHIP SITES WITH FEWER THAN FIVE EMPLOYEES WILL BE CONSIDERED ON A CASE-BY-CASE BASIS.

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?
3. 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 your 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 by calling people. 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://jobsearch.coxohio.com/
tvjobs.com](http://jobsearch.coxohio.com/tvjobs.com)
<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 university operates a Career Center in the University Student Center. You should visit the Career Services Office, speak to a career counselor, and register with Handshake, the university's career services web portal. You should also participate in the university job fair fall and spring terms.

Please see the addendum, Career Services in the Journalism and Digital Media Program, for more information on the program's efforts to help you develop a career in media.

MAKING MONEY

Most internships for college students are unpaid. However, Central State's Office of Career Services has, in the past, used grant money to pay students who secure internships. Consequently, if you secure an unpaid internship, you should immediately contact Career Services Director Karla Harper and ask her whether this program still exists and whether you can get paid for your internship.

Please know that this program has never been available to graduating seniors in their final term at school. In other words, if you are a senior who will graduate in May, you may make use of this program in the fall but not in the spring. If you will graduate in December, you may make use of this program in the summer but not the fall.

You may email Ms. Harper (khaper@centralstate.edu) or call her at 937 376-6383. Better yet, visit the Career Service office in person and speak to Harper or another staff person. They are located on the second floor of the University Center.

WORKING

An internship, by definition, is an entry-level position. You don't have to "know it all." You may or may not need to know much of anything. You may or may not need to have acquired many technical skills before the internship. However, you will always need strong soft skills. Soft skills are related to attitude. Here are a few tips related to attitude:

1. Show up faithfully for work. Show up on time or show up early. Dress professionally.
2. Work cooperatively with others and be open to constructive criticism. Be positive. Don't complain.
3. Take the initiative. Volunteer for assignments.
4. Follow instructions. Meet work deadlines.
5. Learn office procedure. Acquire new technical skills.
6. Be eager. Watch, listen, and absorb what others are doing.
7. Stay late if necessary. Don't watch the clock.
8. Ask for feedback.

9. Be self-reliant. Ask for help when necessary.
10. Network intentionally with colleagues.
11. Take evaluations seriously. Address any deficiencies mentioned in your early evaluations.

INTERNSHIP REQUIREMENTS

1. You must attend any specified in-class or online meetings of the COM 4896 class.
2. You must upload the **Proposal** and Authorization form to Schoology at the start of the term *prior* to beginning the internship. You should fill out the form in its entirety.
3. You must upload an **internship agreement** to Schoology at the start of the term and prior to beginning the internship. You and your supervisor should read and sign the agreement. Please note: Typing the name of your supervisor on the signature line is not the same thing as getting your supervisor to sign the agreement. There is such a thing as an “electronic signature,” but that signature must be generated by the person whose name is typed on the signature line. Typing your supervisor’s name on the signature line without his or her prior knowledge and consent will result in an “F” grade for the class and possible disciplinary action by university officials.
4. You must work 150 hours over the course of your internship to receive three academic credits. This means that you must work a minimum of 10 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 Schoology from your supervisor. Submitting these evaluations late may adversely affect your final grade.
6. You must upload a **case study** to Schoology at the end of your internship. The case study is explained in detail below. It covers such issues as what you learned during the internship, whether the experience matched your expectations, whether and how it has affected your career goals, and whether your ideas about mass media have changed because of it. 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 case study. You may include it in your senior portfolio.)
7. You must also make a 10-15 minute **oral presentation** about your internship experience in any COM class at some point during 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 or photograph the document and upload it to Schoology.

FORMS

You will find electronic versions of all forms on Schoology. They will be uploaded at the start of the term.

STUDENT RESPONSIBILITIES

The internship experience, by design, takes place off campus. We will meet to discuss the requirements of the class, but 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.

Proposal	10 points
Agreement	5 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 D2L under the appropriate assignment.

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

Tentative Course Calendar Spring 2021

Mon, Jan 19. Spring term begins

Thurs, Jan. 28 Internship proposal and authorization form due. Upload to Schoology. 10 points

Thurs, Feb. 4 Signed internship agreement due. Upload to Schoology. 5 points

Feb. 26 1st Interim Grades due

Thurs, March 4 Midterm evaluation due. Upload to Schoology 25 points

March 8 2nd Interim grades due

Thurs, April 22 Final evaluation due. Upload to Schoology. 25 points

**Thurs, April 29 Case study (25 points) and evaluation of oral presentation (10 points) due.
Upload to Schoology.**

May 4 Senior Grades due

Career Services in the Journalism and Digital Media Program

Finding a job (or internship) requires patience, persistence, research skills, and the ability to network. It also helps to have marketable skills, relevant work experience, good references, and a solid work ethic. Developing a career is NOT something that happens during the spring term of your senior year. It is NOT something that happens the first week of the term that you register for the internship class. It is an ongoing process that starts when you begin college and ends when you retire from work.

If you set aside 30 minutes every week to develop a career, you will have one when you graduate. If you have a good resume and online portfolio, attend the fall and spring job fairs, network with people at Communication Week, visit Career Services regularly, develop marketable skills and create good work product, you won't be looking for a job on graduation day. You will already have one.

Developing a career is not a passive experience. A good job will not come looking for you. You've got to pursue it. If you expect someone else to find you a job, chances are, you don't deserve one. Employers want self-starters – people who take the initiative and who have...persistence, patience, research skills, and the ability to network. We encourage you to begin your career with an off campus internship. Many careers begin with good internships.

We do not have a Career Services Office in the Journalism and Digital Media program, and students sometimes complain that we do not do enough to help them land an internship, job, or graduate school placement. In truth, students bear the primary responsibility for the pursuing their career and educational objectives, but the JDM program and the university offer plenty of help. Students who take advantage of this help are often quite successful in pursuing their goals.

JDM Career Services

Professional Development Practicum

All communication majors are required to complete a Professional Development Practicum worth one credit. Each student in this class creates a resume, writes a sample cover letter and a personal statement, and collects reference letters from professors or work supervisors. Students also attend a job fair, establish accounts with LinkedIn and MarauderJobs, participate in mock interviews, and conduct a job search. They meet Central State's Director of Career Services, the Director of Pre-law and Pre-Professional Graduate Programs, and the Human Resources Director. They discuss career related topics, including professional dress, interview techniques, and much more.

Internship Requirement

Communication majors are required to complete an internship before graduating. This experience allows students to rehearse an entry-level job search, initiate networking opportunities, become aware of workplace expectations, and to test their real and assumed work skills. We strongly urge student to complete their internships off campus. An off campus internship is much more likely to lead to a job than an on campus internship.

The JDM program's internship policies are explained in an internship packet. The packet includes a wealth of information, including career related web sites that students can use in their job/internship search. The program also maintains a list of employers who have hosted Central State interns in the past.

Note: Securing an off campus internship typically requires that students apply for the internship at least six months before starting the internship. The early bird gets the worm! Don't delay. Start today.

Online Portfolio

Communication majors are required to create an online portfolio in their senior capstone class. This portfolio showcases the student's best work and is an excellent vehicle for the student to market himself or herself to potential employers anywhere on the planet. The portfolio typically features work created in journalism and digital media classes, such as audio and video productions, news scripts and stories, graphic design, photography, and more.

Communication Week

The JDM program invites media professionals to campus each spring to meet with students and to discuss a variety of media issues. Communication Week is an opportunity for students to network with media professionals.

Career Services

Central State has a Career Services Office, located on the top floor of the University Center. The office helps students create their resumes, practice interview techniques, and find internships and jobs. The office maintains an online job/internship database, MarauderJobs, as well as a paper file of job and internship opportunities. The office coordinates job fairs in the fall and spring. It also maintains a closet of professional attire clothes that students may take free of charge.

Pre-Professional Graduate Programs

Central State has a Pre-Professional and Graduate Programs Office. It is located in the Administrative Annex to the rear of the university's main parking lot on Brush Row Road. The office offers graduate school counseling and test prep services. It brings graduate school representatives to campus and takes students to universities throughout the region.

Job Fairs

Central State sponsors job fairs for students in the fall and spring semesters. Dozens of employers and graduate schools participate in these fairs, which are an excellent way to land an internship, job, or graduate school position.

Internship Kiosk

Students can find internship and job notices in the magazine rack outside the computer lab.

JDM policies and curriculum

The JDM program has adopted a variety of rules, including Professional Dress Wednesday and the Five Minute Rule, to prepare students for the workplace. The curriculum, in large part, is project based, which means students work on assignments directly related to careers in media. We teaching marketable job skills. Writing skills. Editing skills. Production skills. Thinking skills.

We want you to have a career in media? Do YOU want it?

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 *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 agreement to be sent to the coordinator of the Journalism and Digital Media program. (All forms related to the internship program are included in the student's internship packet.)

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
Associate Professor
Journalism and Digital Media
mgormley2@centralstate.edu
937 376-6095

Internship Hosts

Company Location Contact Email Phone

XENIA

American Red Cross	1080 East Main St.	Judy Elder		937 376-3111, 372-9983 x12
Greene Co. Combined Health District	360 Willson Drive, Xenia, 45385	Sherraz Reporter	sreporter@gcchd.org	937 374-5617
Green Co. Library	76 East Market St, Xenia 45385			937 374-1396
Mowpeth Productions	195 Bellbrook Ave Xenia 45385	James Korff	mowphethmovement@yahoo	937 610-6210
Nat Afro-American Museum/Cultural Ctr	Wilberforce, OH	Dr. Floyd Thomas, Dr. Charles A. Washington, Jr.		937 376-4944
Stage 5 Theatre	AHOP (Church in Xenia) 30 S. Detroit St. Xenia 45385	Aiyana Marcus	stage5theatre@yahoo.com	937 474-6449 937 372-4444 X 101; 937 369-1657
Xenia Gazette		Aaron Larson, Merrilee Embs		

OUTSIDE XENIA

Dayton Daily News	1611 S. Main St. Dayton 45409			
Dayton Weekly News	118 Salem Ave. Dayton 25 Villa Pt. Drive, Springboro, 45064	Don G. Black	donblackdwn@live.com	937 223-8060
Film Dayton		Lisa Grigsby	lisagrigsby@mac.com	937 572-1376

Note: Information may not be current. Don't be afraid, however, to contact the listed companies. They may need interns, even if the staff has changed.

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Internship Hosts

Fairborn Daily Herald	402 W. Main St. Fairborn 45324	Nicki Ferrell	nferrell@fairbornherald.com	937 878-3003
Fox 45/ABC 22	45 Broadcast Plaza, Dayton 45410	Michelle Steinbrugge	msteinbrugge@sbqnet.com	937 262-1891
HBCU Connect.com	750 Cross Pointe Rd. Suite Q, Columbus	Camille Turner		614 284-3007
Main Line Broadcasting (Hot 102.9)	717 East David, Dayton	Jesse Hubbard, Brian Casey		937 296-5277 740 708-0420
Maxwell Worldwide Historical Film	Bellbrook, OH 1611 S. Main St. Dayton 45409	Dwight Dowson Kevin Aldridge	kaldridge@coxohio.com	937 409-3771 513 649-0149
Middletown Journal	705 Central Ave., Suite 200 Cincinnati 45202	Tameka Kullum	tkullum@radioone.com	513 679-6000
Radio One	111 Corry St. Yellow Springs 45506	Brenda Stone Browder	bsb@brendabrowder.com	937 460-5435; 319- 6109
Times Community Newspaper	3085 Woodman Dr. Kettering, OH 45420	Terry Bayer	tbayer@tnewsnet.com	937 294 7000
Waycross Community Media	2086 Waycross Road, Forest Park, OH 45204	Romayne Jones		(513) 825-2429; 551-9676
WCPO-TV	1 /2U Gilbert Ave. Cincinnati 45202			513 721-9900
WDTN-TV Ch. 2	4594 S. Dixie Dr., Moraine, 45417		info@waycross.org	937 293-2101

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Internship Hosts

Wright Brothers Inst.	5000 Springfield, Suite 100, Dayton 45431	Lester McFawn	lesmcfawn@aol.com	937 424-8669
WYSO TV-Radio	150 East South College St. Yellow Springs	David Abendroth		937.767.6420
OUT OF STATE				
Black Weblog Awards	835 Oglethorpe Ave. SW Apt. 407, Atlanta, GA	Maurice Cherry	admin@blackweblogawards.com	404 425-9890
KPRC Ch. 2 News	Houston, TX	Khambrell Marshall	Kmarshall@kprc.com	713 778-4943
Vibe Magazine	New York, NY	Shirea Carroll	shireacarroll@gmail.com	
Walt Disney World	West Buena Vista Dr., Orlando, FL 32830	Stacey Patrone	spatrone7@gmail.com	407 824-6462

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