

## The Internship Experience

The capstone course in mass communication is your internship. It is designed to give you “real world” experience in your chosen area. You should look upon it as an opportunity, rather than work. You will receive college credit and will probably not be paid by the company for which you intern; however, you will be richly rewarded in a different way. It should give you:

1. A chance to work with the employer of your dreams. Few fresh graduates can choose their employers and the city of residence.
2. An opportunity to network. You will meet powerful and influential leaders in your field who can later guide you and help you reach your life-goals.
3. Apprentice knowledge. After your internship, you should know what will be required in an entry level job. An employer will want and expect this.
4. Possible job offers. Either in your internship company or through the influence of those you meet, you may well find your first career job.

The internship will count as a 2-hour credit in the semester that you have registered it. You should include it on your schedule during the period of your internship. If this is not possible, you may enroll for the credit in the semester immediately following completion of the internship.

What are the requirements to complete your internship?

1. Talk to your advisor. Consider your preparation, your desires, your possible accommodations in the internship city, and the potential companies. He/She may have some rich suggestions for you!
2. Choose an internship company. Call or visit the internship supervisor to find out about availabilities and procedures. We will be happy to write a letter to them on your behalf, if you desire, to tell them what is required. You should consider living accommodations for the location you choose.
3. Fill out the internship approval form and turn it in to the department office so an internship folder can be prepared for you.
4. After completion of the internship
  - a. Deliver, FAX, or mail the evaluation form to your immediate internship supervisor. This must be completed and returned to the HU Communication Department office. They may FAX it back to (501) 279-4065 or send it by regular mail.
  - b. Write your intern paper, being candid and open about your experience and fulfilling other requests suggested for the paper.
  - c. Fill out the internship credit form and give it to your internship advisor.
5. Remember! You must have completed the 40-wpm typing test before a grade will be assigned. See the department secretary when ready for this.

# **Responsibilities for Internships**

## **An Outline**

### **Responsibilities of the Student:**

1. Select a faculty advisor and request help.
2. Choose an internship outlet.
3. Fill out and turn in internship approval form (yellow) to department office.
4. Register for internship course. If you plan to work the internship in the summer, you may register for the course the following semester. (Advertising: 441; Print Journalism: 442; Public Relations: 443; Electronic Media Production: 444; Communication Management: 445; Interactive Media: 446; Broadcast Journalism: 447).
5. Work internship.
6. Write thank you letter to the internship company at completion of internship.
7. Complete paper and give to advisor.
8. Fill out internship credit form (blue) and give to advisor.
9. Complete typing test requirement.

### **Responsibilities of the Faculty Advisor:**

1. Provide intern with information sheets and forms.
2. Advise intern with suggestions and answers to questions.
3. Ask intern to deliver evaluation form to supervisor.
4. Read internship paper and suggest grade.
5. Send paper and credit form to the department office.

### **Responsibilities of the Department:**

1. Provide forms for use.
2. Prepare folder for student internship records.
3. Send letter to companies who officially request internship documentation.
4. Administer typing test.
5. Send suggested grade to the registrar.

## **Internship in Communication Performance Requirements**

In addition to the paperwork requirements and selection of an internship sponsor, as outlined in the paper, “The Internship Experience,” you have other requirements that should be noted.

For the actual internship, you must complete at least 240 hours of work with your assigned organization. These hours are usually completed during the summer because of student living accommodations, but may be taken during any period.

The 240 hours may be accrued with any schedule that is agreed to with your internship organization. For example, you could work 40 hours for 6 weeks, 30 hours for 8 weeks, or 20 hours for 12 weeks. Please keep in mind the requirements of your supervisor.

You are to treat this internship as you would any employment. Follow the working rules of the company and be prompt with your scheduling. If you are to arrive at 9:00 a.m., don’t come in at 9:15. Similarly don’t be a “clock watcher” at closing time. Remember, the hours you work are for your benefit – the more hours, the more benefit!

Do everything within your power to learn every aspect of the business! Ask, Seek, and Knock. Ask for extra work, Seek other areas of service, and Knock on your supervisor’s door and keep him/her apprised of your growth.

Make every moment count. Try to avoid the mundane by looking for growth experiences. Look for work! You will be repaid tenfold! Talk to people who are in a position to help you find the job you are looking for. If you want a job with the internship organization, say so! Many interns find work with the company where they interned.

Keep a daily log of your experiences. Below you will see requirements for a paper. You will need this information.

### **The paper**

Don’t look at it as a “term” paper to be dreaded. Rather, it should be a recounting of the experiences you’ve had in the Communication Department and with the internship organization. We value your open comments and use them as an assessment tool to help us improve. This paper is to be turned into your faculty supervisor no later than the 13<sup>th</sup> week of the semester you are signed up for the course. If you are still in your internship, it must be completed during the first five weeks of the next term.

That doesn’t mean that the paper should be treated flippantly. Rather, make it your best, polished effort that represents the work of a college senior who has taken English and writing classes. It should be grammatically correct and neat in appearance. Though there are no real length requirements, it is doubtful that you can address all the requirements in fewer than 5-6 pages.

Content-wise, it should include the following five parts:

1. Describe the work performed during the internship.
2. Evaluate the practical knowledge and experience gained during the internship, using specific examples.
3. Evaluate the adequacy or inadequacy of the Communication Department’s program at Harding to prepare you for the internship.
4. Evaluate the way Harding has or has not prepared you for your future career.
5. Provide a general reaction and suggestions about the internship program.

## Internship Approval Form

(Return this form to Department of Communication secretary before internship begins.)

Student \_\_\_\_\_

H# \_\_\_\_\_ Phone # \_\_\_\_\_

Type of internship (Advertising, Broadcast Journalism, etc.) \_\_\_\_\_

Semester internship will be worked **and** taken for credit \_\_\_\_\_

**(Student must register for one of the following the semester the internship is worked)**

— Advertising: ComM 441; Print Journalism: ComM442; Public Relations: ComM 443;  
Electronic Media Production: ComM 444; Communication Management: ComM 445;  
Interactive Media: ComM 446; Broadcast Journalism: ComM 447)

Name of proposed intern organization \_\_\_\_\_

Organization's contact person and title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Description of proposed intern position \_\_\_\_\_

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Faculty Advisor Approval \_\_\_\_\_ Date \_\_\_\_\_

Department Chair Approval \_\_\_\_\_ Date \_\_\_\_\_

# Internship Credit Form

(Return this form with internship paper after the internship is finished.)

Student \_\_\_\_\_

H# \_\_\_\_\_ Phone # \_\_\_\_\_

Major \_\_\_\_\_

Faculty advisor \_\_\_\_\_

Intern organization \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Was this a paid position? \_\_\_\_\_

Dates/hours of internship \_\_\_\_\_

Type of work experience gained \_\_\_\_\_

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Supervisor evaluation received \_\_\_\_\_

Grade \_\_\_\_\_

Internship paper completed \_\_\_\_\_

Internship contact info in database \_\_\_\_\_

Internship grade \_\_\_\_\_

Faculty Advisor Signature \_\_\_\_\_

Date \_\_\_\_\_

**Faculty Advisor: After grade is assigned, please return this form with the completed internship paper to the department secretary for filing.**