The Internship Experience

The mass communication internship is designed to give you professional 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 organization 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 recent graduates can choose their employers and the city of residence.

2. An opportunity to network. You will meet influential leaders in your field who can later guide you and help you reach your goals.

3. Apprentice knowledge. After your internship, you should know what would 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 for 1 or 2 hours of academic credit, based on your needs. The requirements for the internship are the same, whether you take it for 1 or 2 hours. You should enroll in one of the following courses during the semester you work the internship — Advertising: COMM 441; Journalism: COMM 442; Public Relations: COMM 443; Electronic Media Production: COMM 444; Web Design and Interactive Media: COMM 446; Broadcast Journalism: COMM 447.

Depending on your financial aid, you may choose to apply your internship credits to the fall semester following a summer internship. If you do this, you must enroll in a zero-credit internship during the summer session and 1 or 2 hours during the following fall semester.

What are the requirements to complete your internship?

1. Talk to your adviser. Consider your preparation, your desires, your possible accommodations in the internship city, and the potential companies. Your adviser may have some rich suggestions for you.

2. Choose an internship company. The internship should have a full-time supervisor who functions in a communication role. Call or visit the internship supervisor to find out about availabilities and procedures. Search the Internet. Remember many internship opportunities have application deadlines. We will be happy to contact internship supervisors to inform them of our requirements. You should consider living accommodations for the location you choose.

3. Complete the internship approval form. Submit the form to the Department of Communication secretary so an internship folder can be prepared for you.

4. After completion of the internship (240 hours):
   a. Deliver the evaluation form to your immediate internship supervisor. Your supervisor should complete the evaluation form and return it to the Department of Communication via email, fax or snail mail.
   b. Write your internship paper, being candid and open about your experience.
   c. Fill out the internship credit form (and return it to your internship adviser along with your internship paper.)
Internship in Communication:
An Outline of Responsibilities

Responsibilities of the Student:
1. Request help from your faculty adviser.
2. Choose and pursue an internship outlet. The internship should have a full-time supervisor who functions in a communication role.
3. Fill out and submit the internship approval form to the Department of Communication office after having it signed by your adviser.
4. Register for internship course the semester the work is done.
   (Advertising: COMM 441; Journalism: COMM 442; Public Relations: COMM 443; Electronic Media Production: COMM 444; Web Design and Interactive Media: COMM 446; Broadcast Journalism: COMM 447)
5. Work internship. (240 hours are required.)
6. Write a thank you letter to the company at completion of internship.
7. Write internship paper following guidelines listed in this packet.
8. Attach completed internship credit form to your internship paper and give both to your adviser.

Responsibilities of the Faculty Adviser:
1. Provide intern with information.
2. Advise intern with suggestions and answers to questions.
3. Read internship paper and supervisor’s evaluation and assign grade.
4. Send paper and credit form to the Department of Communication office.

Responsibilities of the Department:
1. Provide internship packet and forms.
2. Prepare folder for student internship records.
   (At completion a student folder will include the: approval form, supervisor’s evaluation, internship paper and credit form.)
3. Send letter to companies that officially request internship documentation.
4. After completion, send suggested grade from student’s adviser to the registrar.
Internship in Communication: 
Performance Requirements

The Department of Communication expects you to represent Harding well. If you are on academic probation, the department may not allow you to enroll in the internship.

Your work
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 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 for extra work; seek other areas of service; knock on your supervisor’s door and keep him or 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.

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 Department of Communication 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 submitted to your faculty adviser no later than the 13th week of the semester you are signed up for the course. If you are still fulfilling the requirements of your internship at this time, this must be communicated with your adviser or the department secretary.

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. It should be about 5-6 pages in length (12-point normal typeface). Keep a daily log of your experiences and you will easily be able to recall your experiences for the paper.

The paper 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 Department of Communication’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 the Department of Communication secretary before the internship begins.)

Student ________________________________

H#______________ Cell Phone #______________ Email________________________

Type of internship (Advertising, Broadcast Journalism, etc.) __________________

Semester and year internship will be worked ______________

Semester and year when internship will be credited _____________.

Number of credit hours ______

**Student must register for one of the following the semester the internship is worked**
— Advertising: COMM 441; Journalism: COMM 442; Public Relations: COMM 443;
Electronic Media Production: COMM 444; Web Design and 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 ______________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________

Faculty Adviser Approval __________________________ Date _____________

Department Chair Approval ________________________ Date _____________

**YOU MUST TAKE THIS COMPLETED FORM TO THE REGISTRAR’S OFFICE BEFORE YOU CAN BE ENROLLED IN THIS INTERNSHIP.**
Internship Credit Form

(Return this form with internship paper to Department of Communication secretary after the internship is finished.)

Student________________________________________________________

H#_________________ Cell Phone #________________________ Email__________________________

Major ____________________________________________

Faculty adviser___________________________________________

Intern organization________________________________________

   Contact person______________________________________

   Address___________________________________________

   Phone___________________________________________

   Email___________________________________________

Was this a paid position?______________________________________

Dates/hours of internship______________________________________

Type of work experience gained________________________________

   ______________________________________________________

   ______________________________________________________

   ______________________________________________________

Supervisor evaluation received________

   Grade________

Internship paper completed________

Internship contact info in database________

Copy of evaluation for assessment purposes________

Internship grade________

Faculty Adviser Signature____________________________________

Date________

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