SFA Department of Mass Communication
Media Internship
MCM 480 Section 002
Spring 2016

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Catalog Description: 3 semester hours. Supervised on-the-job experience. Internships arranged
by student and approved by instructor. Strongly recommended. Prerequisite: Must have completed
66 hours overall with 24 hours in MCM courses (12 hours at SFA).

Program Learning Outcomes: The following apply to the Mass Communication major.
Some may be partially addressed in this course

1. Demonstrate the ability to write effectively across a variety of platforms
   appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate
   information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

RADIO/TV CONCENTRATION Program Learning Outcomes:
1. Develop technical and creative skills necessary for the production and airing
   of basic broadcast programs.
2. Cultivate understanding of contemporary broadcast structure, recognize
   standard production elements, and critically analyze their application.
3. Familiarize students with standard and evolving terminology utilized within
   the broadcast field.

Student Learning Outcomes:
1. The student is expected to substantially improve their skills and build upon
   many of the outcomes measured in prerequisite courses.
2. The student will experience a professional work environment
3. Students will have to perform specific assignments and duties during the
   internship and should demonstrate a sense of responsibility
4. The student will be able to observe first hand the preparation of effective
   presentations as utilized in the industry.
5. The student will display comprehension of the terminology used in the
   discipline.
Elaborated Course Description: Provides qualified students on-the-job experience working (usually unpaid) in professional RTV, Journalism or other media settings. Provides opportunities to observe & analyze the methods, techniques, & creative processes of professionals. To determine eligibility, internship application forms must be completed and returned to the Director of Internships, Department Chair and the Dean’s office.

Student requirements:
Key recurring concepts that run throughout this course focus on job skills development and personal development. The student will experience differences in expectations of the classroom and campus lab setting contrasted to the professional who evaluates employee skills and abilities. The student should also learn about workplace cultural differences. The student must be able to understand expectations of everyone involved, apply education and skills to a workplace setting and develop a good work ethic. At the very least the student will

1. Learn the organizational structure of the company
2. Learn the roles of the various positions
3. Learn the processes and procedures used by the professionals in the position under study
4. Obtain practical and tangible experience
5. Practice professional appearance and professional behavior.

To get the most out of the internship the student and supervisor should develop a training plan by defining goals for the internship based upon development of an understanding of the requirements of the media professional and/or their clients. This should occur on the first day and thus the student should be familiar with supervisor guidelines. Along the way the student will continue to develop soft skills such as communication, dependability and organization. Self assessment is important as you reflect on accomplished goals and add to your resume as appropriate.

1. Work a MINIMUM of 150 hours in a professional Communication organization
   (Notes: This is a minimum. Most students put in about 200 hours over a semester. Clerical work, answering the phone, running errands, etc. does not count.) Students should never put in more than 25 hours in one week.
2. Activity log. Student will maintain an activity log that will be submitted at midterm and again at the end of the semester. The log should be typed and contain a summary of tasks accomplished and hours present. A short but clear entry for each day or week is best. It is best to do this after each work period rather than trying to reconstruct this from memory before the report is due.
3. Students should follow the schedule worked out at the start of the internship. Planned absences (such as family functions or school breaks) should be approved by the on-site supervisor at the start of the semester.
4. If problems arise on the internship, the student should contact the course instructor as soon as possible.
5. Type up responses to the appraisal questions at the end of this syllabus and turn in to the director of internships via the instructor at the end of the semester.

Text & Materials: There is no text required for the course. The student is responsible for providing materials. In NO circumstances are you to use paper/letterhead, recording media
(videotapes, CD’s etc) or other resources from the internship organization to prepare your logs and submissions (or portfolio).

**Policies and Procedures**

- **Academic Integrity (4.1)**
  Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism.
Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.
Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)

If there is a reason to suspect you have been academically dishonest, the instructor will contact you and present the evidence and describe the procedure. If you are guilty you will receive an F for the entire course.

Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)

**Attendance Policy:** The student is expected to be at the internship as per the hours indicated in the contract and ON-TIME.

- **Students with Disabilities**

  To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/)
  Students with disabilities should meet with the instructor prior to January 22 to discuss any expected accommodation.
• **Withheld Grades Semester Grades Policy (A-54)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Course Calendar:** (Learning Activities Schedule) NOTE: Prior to the start of the semester the student should have agreement contracts prepared by all parties (Internship Program Director, Student Intern, Organizational Sponsor) and have it signed by The Department Chair and the Academic Dean

**Week 1** Begin on-site internship—learn about people & procedures

**Week 2-6** Activities vary depending upon the student’s abilities, progress and needs of the internship site.

**Week 7** Continue activities and submit draft copies of documents to your professor for midterm grading a Draft copy of Daily Diary and the On site supervisor’s evaluation

**Week 8-13** Activities vary depending upon the student’s abilities, progress and needs of the internship site.

**Week 14** Last Week of the Semester
Submit typed Internship Report Questionnaire (continued)
Complete Diary of all daily activities
Internship Project Documents
Organizational Evaluation of Intern's Performance
Intern submits program evaluation form to Program Director
Faculty member submits grade to Registrar

**Grading:** The student’s grade will be determined after a review of the Internship Journal/Log, the Supervisor’s Midterm and Final Reports and the Student’s Appraisal of the Internship and other assessment tasks (such as a portfolio) at the discretion of the instructor with input from the supervisor at the work site.

**Midterm Report:** Submit the Activity log covering the period from the start of the internship until a week before the midterm. You may add up to a one page summary as to how your internship is going so far but this is optional. Remind your supervisor to submit their midterm report directly to me by FAX, e-mail or mail or they can give it to you in a sealed envelope with their signature across the seal (this is a confidential form in that the student is not to see the report as we desire a candid evaluation of your performance from the professional) and you can submit it with your midterm report. **This semester the midterm report is due March 5.**

Each report (the midterm and the final) should be submitted in a large envelope (9x12) and labeled exactly this way:
Final Report: Submit the Activity log covering the period from the midterm thru the end of the internship. Remind your supervisor to submit their FINAL report directly to your instructor by FAX, e-mail or mail or they can give it to you in a sealed envelope with their signature across the seal (the student is not to see the report) and you can submit it with your final report. This semester the final report is due May 3. Along with the final report should be a portfolio of any work you were allowed to do and/or a 5 to 7 page paper detailing where you observed the content (theory, operational procedures, etc) you’re your courses were put into practice by the organization.

Student’s Appraisal of the Internship

You also need to include with the final report your appraisal of the internship. To complete that, fill out the form and attach pages with your responses to the questions:

Name _________________________                         Date________________
Firm __________________________                         Faculty Supervisor_________
Firm Supervisor _____________________________________ Semester____________

Answer the following questions based upon your internship experience. Answers should be submitted as a paper and neatly typed. Use this page only as your cover page for your report.

1. What did you like and/or dislike about your internship?
2. Explain how well you were prepared for your internship
3. In what ways were you able to relate your internship to the rest of your curriculum?
4. What did you learn that you feel will be of value to your career?
5. Did you feel you had open lines of communication between you and your work supervisor?
6. In what ways was your firm supervisor actively involved with you?
7. What types of activities were the most meaningful to you?
8. What would you change about this internship if you had to do it over again?