

# Professional Journalism Internship

Fall 2008 / 61-427-001C

*8:30-9:30 a.m. Tuesdays*

*Clow 148*

INSTRUCTOR: Barbara (Schmitz) Benish  
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By appointment

## **COURSE DESCRIPTION:**

This course, including the related hands-on work experience associated with it, is designed to provide journalism students with first-hand knowledge of what it means to be a media professional. The insights you gain should prove useful in all fields of communications, including newspapers, magazines, the Internet, advertising, public relations and broadcasting. It will also help prepare you for the job market in that you must complete a resume, cover letter, business card, list of references and portfolio.

## **COURSE OBJECTIVES:**

A key goal of this class is to provide student interns with a quality job experience under the supervision of a professional journalist. This course also gives students an opportunity to reflect on their experiences on the job and to share those experiences, whether good or just so-so, with other interns and with students who are considering an internship. It will help students understand the often-complex nature of the workplace, and of the diversity of people and job opportunities in the journalism field. Another purpose of this course is to help students move more smoothly from a university setting to a job in the profession.

## **COURSE METHODS:**

This course will be more beneficial to everyone if all of the students participate and share their experiences with others. That is how everyone will learn. Classes will feature discussions, debates and analyses of issues related to the internship experiences. A clearer understanding of the profession can be achieved through thoughtful reflection and collaborative assessments.

## **STUDENT RESPONSIBILITIES:**

Following are the expectations of students:

- Attend all class sessions and contribute on designed topics.
- Make sure your internship files are complete, including the appropriate forms, written reports, supervisor and student evaluations, and updated resume, cover letter, business card and references.

- Upload your resume and at least five pieces of work to Folio 21 or another electronic portfolio, granting your instructor access to it.
- Assemble a portfolio of work done during the internship, and include any other material that could be presented during a job interview.
- Share your experiences with and describe the internship program to students in other journalism department classes.
- Complete a group newsletter that will be used to help other students in the department to better understand the internship class and the value of the internship experience.
- Meet one-on-one with the instructor before the end of the semester to review your internship and work completed.
- Submit to the instructor the following written reports:
  - 1.) A three-page summary of the work performed during the internship
  - 2.) A one- or two-page evaluation assessing the quality of the internship experience and what could be done to make the internship more worthwhile
  - 3.) A one-page description of the internship that will be used to provide information to future student interns about your specific employer.
- Submit to Career Services a resume, cover letter, references list and business card for review. These final documents must also be submitted to your instructor.
- In addition, each student must attend the Interviewing Workshop, put on by Career Services, prior to the Mock Interviews. If, for some reason, you cannot attend the session during our class time, it is up to you to sign up for and attend another session.
- Students are also required to attend Mock Interviews from 2-5 p.m. Tuesday, Oct. 28, 2008 at Gruenhagen Conference Center. Each student will have about two interviews, and employers will “post” a job listing so students know exactly what they are “applying” for. You must also write a cover letter to give to each employer. (An electronic copy of the cover letter must also be given to your instructor.) From 4:30-5 p.m., there will be panel discussion where you can ask the professionals questions relating to interviews, portfolios, resumes, etc. You must RSVP for the mock interviews on Titan Jobs.

### **LIBERAL ARTS EMPHASIS**

Professional Journalism Internship is offered through the UW Oshkosh College of Letters and Sciences, the liberal arts college of our campus. A liberal arts education transcends preparation for specific careers, providing general knowledge and allowing students to develop intellectual capacities and critical thinking skills.

### **ACADEMIC HONESTY POLICY**

UW Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: “Students are responsible for the honest completion and representation of their work ... and for respect of others’ academic endeavors” (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, which could include oral or written reprimand to suspension or expulsion.

## GRADING

Grading is on a pass/fail basis. The grade will take into consideration the evaluation by the employer. Also considered will be work samples submitted to the instructor, the various assigned reports, the group newsletter project, and an exit interview with the instructor.

## COURSE CALENDAR

Sept. 9	<ul style="list-style-type: none"><li>•Introduction</li><li>•Deliver short presentation on work performed as intern.</li><li>•Submit supervisor's evaluation of your work, if available</li><li>•Complete student evaluation checklist</li><li>•Discuss group project to create a newsletter explaining the internship program and experience.</li></ul>
Sept. 16	<ul style="list-style-type: none"><li>•Discuss how a new employee can enhance a diverse work environment</li><li>•Discuss portfolio creation (Bring portfolio to class, if started.)</li><li>•<i>Due: One-page report describing internship</i></li></ul>
Sept. 23	<ul style="list-style-type: none"><li>•Speaker: Tera Annoye of Career Services: Resumes, Cover Letters, Business Cards and References (Bring your latest resume to class for feedback, if time permits.)</li><li>•<i>Due: Report summarizing work performed during internship</i></li></ul>
Sept. 30	<ul style="list-style-type: none"><li>•Folio 21 workshop: Bring resume and clips to class in electronic form.</li><li>•<i>Due: Report evaluating and assessing the quality of the internship Cover letter, resume, business card, etc. to Annoye and Benish</i></li><li>•Sign up for class presentations</li></ul>
Oct. 7	<ul style="list-style-type: none"><li>•Speaker: Tera Annoye of Career Services: How and Where to Find a Job, plus how Facebook, YouTube, etc. impacts career search</li></ul>
Oct. 14	<ul style="list-style-type: none"><li>•Speaker: Tera Annoye of Career Services: Interviewing</li></ul>
Oct. 21	<ul style="list-style-type: none"><li>•Do research for mock interviews; finalize resumes, cover letters, etc.</li></ul>
Oct. 28	No class from 8:30-9:30 a.m. <b>Mock Interviews, Gruenhagen Conference Center, 2-5 p.m. DON'T FORGET TO BRING YOUR PORTFOLIO, COVER LETTERS, BUSINESS CARDS, ETC.</b>
Nov. 4	No class
Nov. 11	No class
Nov. 18	<ul style="list-style-type: none"><li>•Report on newsletter progress/copy due</li><li>•Class and individual photos, if needed for newsletter</li><li>•Resume and work samples due on Folio 21</li></ul>
Dec. 2	<ul style="list-style-type: none"><li>•Deadline to schedule exit interview with instructor</li><li>•Newsletter due to instructor to be put on the Department Web site</li></ul>