Professional Journalism Internship

Spring 2012/ 61-427-001C

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

Sage 3422

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OFFICE HOURS: 9:30 a.m. – 12:15 p.m. Tuesdays
8 a.m. – noon Wednesdays
11 a.m. – 12:15 p.m. Thursdays
By appointment

RECOMMENDED TEXTBOOK
get hired! Guide, UW Oshkosh Career Services, 2010

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.

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, social media and broadcasting.

It will also help prepare you for the job market in that you must complete a resume, references, business card, cover letters and online and book portfolios.

COURSE OBJECTIVES
A key goal of this class is to provide student interns with a quality job experience under the supervision of a mass media professional. 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

Classes will feature discussions of issues related to the internship experiences. A clearer understanding of the profession can be achieved through thoughtful reflection and collaborative assessments. Everyone must participate in classroom discussions.

STUDENT RESPONSIBILITIES

Following are the expectations of students:

- Attend all class sessions and contribute on designed topics. If you cannot attend, you must listen to the podcast of that class and write up a 1-2 page synopsis that is *due by the following class period.*

- Ensure that your internship file is complete, including the appropriate forms, written reports, supervisor and student evaluations, and updated resume, cover letter, business card and references.

- Upload your resume, references and at least eight pieces of work to Folio 21 or another electronic portfolio, granting your instructor access to it.

- Join LinkedIn and create a professional profile, as well as connect with a minimum of 30 people in your field.

- Assemble a book portfolio of work done during the internship, and include any other material that could be presented during a job interview.

- Create a video resume and upload it to YouTube, put your resume on Pinterest, create and update a blog, or come up with another way approved by your instructor in advance to promote yourself and your skills.

- Share your experiences with and describe the internship program to students in other journalism department classes.

- Complete a group newsletter, which will be used to educate others about the internship class and the value of an 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. It should include information how to apply for your particular internship.

- Students are required to attend the Professional Interview Experience from 2-5 p.m. Tuesday, April 2, 2013 at UW Oshkosh Career Services offices within the Student Success Center on Elmwood Avenue. Each student will have 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 for each position. Those cover letters will be e-mailed to the appropriate employers in advance.

- In addition, students must attend **TWO** of these events and write up a short report about what they learned/did for each:

1.) ***Career Fair on the Fox***, 1-5 p.m. Tuesday, **March 5,** Kolf Sports Center. *Professional dress preferred*. Search employers who will be present through Titan Jobs.

2.) ***Dining with Professionals & Fashion Show —*** Put on by Career Services, the sessions are offered:
•**5-7 p.m. Feb. 20**, LaSure's Banquet Hall, 3125 S. Washburn St., Oshkosh
•**5-7 p.m. April 11,** Reeve Union Ballrooms, UW Oshkosh
To attend, you will need to RSVP in Titan Jobs in advance (Spots go quickly, so sign up early.) There is a cancellation policy so if a student does not properly cancel their RSVP (details about this are in TitanJobs when they sign up) they will be charged for their meal. Otherwise, there is no fee.

3.) ***Various Career Services Workshops***
•*LinkedIn Workshop* — **5-6 p.m. March 7**, Swart Hall, 229A
•*Federal Jobs: An Introduction* — 5-6 p.m. **March 27**, Student Success Center, Suite 125
•*Graduate School Workshop* — **4:30-5:30 p.m. April 2**, Student Success Center, Suite 125
•*Networking Workshop* —**5-6 p.m. April 16**, Student Success Center, Suite 125

Sign up for these workshops in Titan Jobs.

4.) ***Company visits***
Many companies come on campus to interview. You must schedule the interview through Career Services.

5.) ***Fox Valley Ad Club meeting.*** (For schedule of meeting times and dates, go to http://www.foxvalleyadclub.com)

6.) ***PRSA, Northeast Wisconsin Chapter, meeting*** (For information, go to http://prsanewis.org/index.php)

7.) ***Other events approved in advance by your instructor.***

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.

All work must be completed before you can pass. There are no exceptions.

COURSE CALENDAR FOLLOWS ON THE NEXT PAGE:

Jan. 29	•Introduction •Deliver short presentation on work performed as intern. •Submit supervisor's evaluation of your work, if available •Complete student evaluation checklist •Discuss group project to create a newsletter explaining the internship program and experience.
Feb. 5	•Lecture: Diverse Work Environments; Portfolio Creation •Handout and Discussion: What employers would you like to participate in the Professional Interview Experience? •***Due: One-page report describing internship*** *(Only if internship is already completed or near the end)*
Feb. 12	•Videos: Make your Resume POP and the Cover Letter (CareerSpots.com) •Lecture: Resumes, Cover Letters, Business Cards and References (Bring your latest resume to class for feedback, if time permits.) •***Due: Report summarizing work performed during internship*** *(Only if internship is completed or near the end)* •***Required Reading: Resume Writing*** *(Pages 19-36)****; Professional Communication*** *(Pages 37-46)*
Feb. 19	•Folio 21 and Weebly workshop: Bring resume and clips to class in electronic form. •***Due: Report evaluating and assessing the quality of the internship*** ***Cover letter, resume, business card, etc.***
Feb. 26	•Video: The Perils of Social Networking (CareerSpots.com) •Lecture: How Facebook, MySpace & YouTube can impact your career search •***Sign up for class presentations***
March 5	•**Student presentations on online searches of classmate** *(Please print out two copies — one for the student and one for your instructor, plus be ready to present what you found during class.)* •Lecture: Networking •**Required Reading: Networking** *(Pages 59-66)*
March 12	•Interviewing Workshop: Career Services •***Students sign up for the mock employers they'd like to interview with during class.***
March 19	SPRING BREAK
March 26	•Prepare for Professional Interview Experience — research companies, finalize resumes, write cover letters, etc. *COVER LETTERS TO EMPLOYERS PARTICIPATING IN PROFESSIONAL INTERVIEW EXPERIENCE DUE TO INSTRUCTOR BY 5 P.M. March 26.*
April 2	•No class from 8:30-9:30 a.m. **Professional Interview Experience, Career Services, 2-5 p.m.** *BRING YOUR PORTFOLIO & BUSINESS CARDS*
April 9	Lecture: Salary Negotiation, recap of mock interviews
April 16	•Copy due for newsletter; We will edit stories in class •Take class and individual photos for newsletter •SOS Survey
April 23	•Lecture: How and Where to Find a Job: Mia Nhia Xiong, Career Services
April 30	•Class only for those needing help with Folio 21, Weebly, YouTube, LinkedIn, etc. •Deadline to schedule exit interview with instructor
May 7	•Newsletter due to instructor to be put on website, no class