

Professional Journalism Internship

Fall 2009 / 61-427-001C

8:30-9:30 a.m. Tuesdays
Clow 148

INSTRUCTOR: Barbara (Schmitz) Benish
OFFICE: Clow 106L
PHONE: 424-7145 office
235-0972 home
E-MAIL: benish@uwosh.edu
OFFICE HOURS: 11 a.m.-1:40 p.m. Mondays and Wednesdays
9:30-11 a.m. Tuesdays
By appointment

RECOMMENDED TEXTBOOK

get hired! Guide, UW Oshkosh Career Services, 2008

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 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 portfolio.

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.
- Assemble a book 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, 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, Nov. 17, 2009 at Gruenhagen Conference Center. Each student will have one or 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 one of these events and write up a report about what they learned:

- 1.) ***Career Fair on the Fox***, 2-6 p.m. Thursday, Oct. 1, Kolf Sports Center.
Professional dress preferred.

- 2.) ***Dining with Professionals and Fashion Show for Appropriate Professional Attire***. Put on by Career Services, the sessions are offered:
 - 5-7 p.m. Oct. 7**, LaSure’s Banquet Hall, 3125 S. Washburn St., Oshkosh
 - 5-7 p.m. Nov. 4**, LaSure’s Banquet Hall, 3125 S. Washburn St., Oshkosh
 - 5-7 p.m. Dec. 3**, LaSure’s Banquet Hall, 3125 S. Washburn St., OshkoshTo 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.) ***Networking: Building Professional Relationships***. Workshop put on by Career Services
 - 5-6 p.m. Sept. 15**, Reeve Union Ballroom
 - 5-6 p.m. Sept. 16**, Reeve Union Ballroom
 - 5-6 p.m. Sept. 21**, Reeve Union Room 306*Sign up for these workshops in Titan Jobs.*

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

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

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

Sept. 15	<ul style="list-style-type: none"> •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.
Sept. 22	<ul style="list-style-type: none"> •Discuss how a new employee can enhance a diverse work environment •Discuss portfolio creation (Bring portfolio to class, if started.) •<i>Due: One-page report describing internship</i>
Sept. 29	<ul style="list-style-type: none"> •Resumes, Cover Letters, Business Cards and References (Bring your latest resume to class for feedback, if time permits.) •<i>Due: Report summarizing work performed during internship</i>
Oct. 6	<ul style="list-style-type: none"> •Folio 21 workshop: Bring resume and clips to class in electronic form. •<i>Due: Report evaluating and assessing the quality of the internship Cover letter, resume, business card, etc.</i> •Sign up for class presentations
Oct. 13	<ul style="list-style-type: none"> •How Facebook, MySpace & YouTube can impact your career search
Oct. 20	<ul style="list-style-type: none"> •Interviewing Workshop •<i>Due: Student report on online searches</i>
Oct. 27	NO CLASS DUE TO NEWSPA BOARD MEETING
Nov. 3	<ul style="list-style-type: none"> •How and Where to Find a Job •Salary Negotiation
Nov. 10	<ul style="list-style-type: none"> •Prepare for Professional Interview Experience — research companies, finalize resumes, write cover letters, etc. <p><i>COVER LETTERS TO EMPLOYERS PARTICIPATING IN PROFESSIONAL INTERVIEW EXPERIENCE DUE TO INSTRUCTOR BY 5 P.M. NOV. 10.</i></p>
Nov. 17	<p>No class from 8:30-9:30 a.m.</p> <p>Professional Interview Experience, Gruenhagen Conference Center, 2-5 p.m.</p> <p><i>BRING YOUR PORTFOLIO, MOST RECENT RESUME AND REFERENCES, COVER LETTERS, & BUSINESS CARDS</i></p>
Nov. 24	<ul style="list-style-type: none"> •Copy due for newsletter •Edit stories •Class and individual photos for newsletter
Nov. 25-29	THANKSGIVING BREAK
Dec. 1	<ul style="list-style-type: none"> •Class only for those needing help with Folio 21 •Deadline to schedule exit interview with instructor
Dec. 8	<ul style="list-style-type: none"> •Newsletter due to instructor to be put on the Department Web site
Dec. 15	<ul style="list-style-type: none"> •No class