

# Professional Journalism Internship

Spring 2009 / 61-427-001C

*9:10-10:10 a.m. Thursdays*

*Clow 148*

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By appointment

## **REQUIRED 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 five 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 Mock Interviews from 2-5 p.m. Thursday, April 2, 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 mock position. Those cover letters will be e-mailed to the appropriate employers in advance. From

4:30-5 p.m., there will be panel discussion where you can ask the professionals questions relating to interviews, portfolios, resumes, etc.

•In addition, students must attend one of these two events:

1.) ***Dining with Professionals and Fashion Show for Appropriate***

***Professional Attire.*** Put on by Career Services, the sessions are offered:

- 5-7 p.m. Feb. 25, Reeve Ballroom
- 5-7 p.m. March 12, Reeve Ballroom
- 5-7 p.m. April 28, Reeve Ballroom

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.

2.) ***Student vs. World. Thursday, April 30, 2009.*** This is a Fox River Ad Club event that includes a portfolio review, a panel of creatives, and a poster design competition. Cost is \$10 with advanced registration.

### 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.**

### COURSE CALENDAR

Feb. 5	<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>
Feb. 12	<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>
Feb. 19	<ul style="list-style-type: none"> <li>•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>
Feb. 25	• <b>Dining with Professionals</b> — Option 1
Feb. 26	<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.</i></li> <li>•Sign up for class presentations</li> </ul>
March 5	<ul style="list-style-type: none"> <li>•How Facebook, MySpace &amp; YouTube, can impact your career search</li> <li>•<b>SPEAKER:</b> Eric Schadrie, Fox River Ad Club (9:15-10 a.m.)</li> </ul>

March 12	<ul style="list-style-type: none"> <li>•Interviewing Workshop</li> <li>•<b>Dining with Professionals</b> — Option 1</li> </ul>
March 19	<ul style="list-style-type: none"> <li>•Prepare for mock interviews — research companies, finalize resumes, write cover letters, etc.</li> </ul> <p><i>COVER LETTERS TO MOCK EMPLOYERS DUE TO INSTRUCTOR BY 5 p.m. MARCH 30.</i></p>
March 26	•SPRING BREAK
April 2	<p>No class from 9:10-10:10 a.m.</p> <p><b>Mock Interviews, Gruenhagen Conference Center, 2-5 p.m.</b></p> <p><i>BRING YOUR PORTFOLIO, MOST RECENT RESUME AND REFEREMCES, COVER LETTERS, &amp; BUSINESS CARDS.</i></p>
April 9	<ul style="list-style-type: none"> <li>•How and Where to Find a Job</li> <li>•Salary Negotiation</li> </ul>
April 16	No class
April 23	<ul style="list-style-type: none"> <li>•Copy due for newsletter</li> <li>•Class and individual photos for newsletter</li> <li>•Resume and work samples due on Folio 21</li> </ul>
April 28	• <b>Dining with Professionals</b> — Option 1
April 30	• <b>Student Vs. World, Fox River Ad Club</b> — Option 2
May 7	<ul style="list-style-type: none"> <li>•No class, but deadline to schedule exit interview with instructor</li> <li>•Newsletter due to instructor to be put on the Department Web site</li> </ul>
May 14	•No class