VIRGINIA STATE UNIVERSITY

Mass Communications Internship Program

INTERNSHIP COURSE PACKAGE

COMM-496: Internship in Newspaper
COMM-496: Internship in Radio
COMM-496: Internship in Public Relations
COMM-496: Internship in Television

Student’s Name: __________________________________________

Course (check one)
   ___ COMM-496: Newspaper
   ___ COMM-496: Radio
   ___ COMM-496: Public Relations
   ___ COMM-496: Television

Semester: ________________________________________________

Place of Internship:

Full Address of Internship: __________________________________
_________________________
Package Contents

Cover page – basic placement information ........................................ 1
Contents of package ...................................................................... 2
Intern Insurance Waiver ............................................................... 3
Confirmation of Internship – full placement information .......... 4
Internship Agreement ................................................................... 5
Internship Packet for Students and Advisors......................... 6
Description of Mass Communications Internship Program ....... 7
  General Procedures................................................................. 7
  Course Requirements .............................................................. 7
  Contact Information ............................................................... 7
  Personal Conferences ............................................................. 8
  Selection of Internship Site ..................................................... 8
  Changing Internships ............................................................ 8
  Grades ................................................................................. 9
  Confirmation of Hours ........................................................... 9
  Tips for a Successful Internship ........................................... 10

Internship Description and Prerequisites............................ 11

Student Weekly Internship Report .......................................... 12
Student Midterm Internship Report ......................................... 13
Student’s Final Report ............................................................ 14

Supervisor’s Packet ................................................................. 16
Supervisor’s Midterm Internship Evaluation Form ................. 17
Supervisor’s Final Internship Evaluation Form ..................... 18
Virginia State University
Mass Communications Internship Program

**Intern Insurance Waiver**
(to be completed by VSU intern)

Name of Student (print clearly)_______________________________________________

I hereby agree that in connection with my upcoming internship at ________________ I have waived rights to coverage by Virginia State University insurance or the insurance of the above named company/organization should I be injured during the course of my internship affiliation.

Student intern’s signature: ___________________________ Date: __________

Internship Supervisor (job site): ___________________________ Date: __________

Internship Coordinator (VSU faculty): ___________________________ Date: __________
Confirmation of Internship
(to be completed by VSU intern and signed by supervisor)

This form is to be submitted to the Internship Coordinator (VSU faculty) as soon as arrangements for the internship have been completed and a letter of acceptance has been issued by the job site supervisor.

Name of Intern:__________________________________________

Name of Job Supervisor:_________________________ Title:_____________

Company Contact Information:

Name of Company:__________________________________________

Address:__________________________________________________

_____________________________________________________________________

Telephone:_______________________________________________

FAX:____________________________________________________

Supervisor’s E-mail:________________________________________

Intern Information:

Position or job title:________________________________________

Starting Date:____________________________________________

Job site Supervisor’s Name (please print clearly):_____________________

Signature of Internship Supervisor (job site):________________________

Additional Comments (if needed):


Internship Agreement  
(to be completed by VSU intern)

Complete this form on the first day of your internship and submit it to your faculty person. 
This form must be typed. 
You may use a word processor and provide information using this layout.

Name of Intern:________________________________________________________

Name of Job Supervisor:_________________________  Title:____________________

Name of Company:______________________________________________________

Address:________________________________________________________________

________________________________________________________________________

Telephone:_________________________  FAX:______________________________

Supervisor’s E-mail:______________________________________________________

Description of job requirements and duties:

List below the number of hours you plan to work each day of the week:

Monday:__________  Tuesday:__________  Wednesday:__________

Thursday:__________  Friday:__________  Saturday:__________

Sunday:__________

The undersigned have read and agree to all the conditions set forth above (please sign):

Student:_________________________________________________________  Date:______________

Job Supervisor:____________________________________________________  Date:______________

Faculty Coordinator:_______________________________________________  Date:______________
Virginia State University
Mass Communications Internship Program

Internship Packet
for
Students and Faculty Advisors

The next several pages include information and forms for the student intern:

- General Procedures ................................................................. 7
- Course Requirements ............................................................... 7
- Contact Information ............................................................... 7
- Personal Conferences ............................................................ 8
- Selection of Internship Site ...................................................... 8
- Changing Internships ............................................................ 8
- Grades .................................................................................. 9
- Confirmation of Hours ............................................................. 9
- Tips for a Successful Internship .............................................. 10
- Internship Description and Prerequisites ................................ 11
- Student Weekly Internship Report ....................................... 12
  (separate copy needed for each week worked)
- Midterm Internship Report .................................................... 13
- Student’s Final Report ........................................................... 14
Virginia State University  
Department of Mass Communications

Mass Communications Internship Program

COMM-496: Internship in Newspaper  
COMM-496: Internship in Radio  
COMM-496: Internship in Public Relations  
COMM-496: Internship in Television

General Procedures

1. In order to participate in an internship, the student must be a junior or senior in good standing with the University.

2. In order to be an intern, a student must have completed all the listed prerequisite courses for the particular internship in which he or she is interested.

3. Students should not use full-time jobs as internships.

4. Students can do a maximum of two internships for academic credit, but the internships must be in different areas (e.g., radio, television, public relations or print). Students cannot receive more than six hours of credit for internship courses.

5. Students will write papers and have conferences as required by the professor overseeing the internship.

6. Students are advised to talk with the Internship Coordinator (VSU faculty member) the semester prior to the one in which they plan to be an intern. The faculty person is required to approve the internship suitability before the student begins the assignment.

7. Students must complete at least 120 clock hours in their area of specialization for three (3) units of academic credit. These hours may be scheduled in any way that is convenient for the intern and the on-site Internship Supervisor. However, the 120 hours must be arranged to span at least a six-week period. This requirement is intended to give the student the broadest possible exposure to various job situations.

8. Students are expected to research their own internship options, or they may contact the faculty person for suggestions and guidance in finding an internship placement.

9. Prior approval of the assignment is required. Unofficial internships done without approval are usually valuable experience, but they will not be accepted for satisfying the internship requirement.
Internship Course Requirements

1. The following forms must be turned in to the faculty Internship Coordinator no later than two weeks after the start of the internship:
   - Confirmation of Internship Form
   - Internship Agreement Form
   - Cover Page and Placement Information Form
   - Insurance Waiver

2. Each week, submit the **Student Weekly Internship Report**.
   - Each one should be signed and dated by the on-site supervisor and turned in to the faculty supervisor each week.
   - *Photocopied signatures are not acceptable.*
   - Time sheets that are altered or whited-out are not acceptable.
   - **Do not accumulate these weekly reports and turn them all in at the end of the internship period.** Submitting them weekly documents your ongoing participation in the internship.
   - The time sheet must be signed (original signatures, no copied signatures) and submitted on the paper form each week - - some faculty members may also ask you to submit a weekly e-mail, giving you and your faculty coordinator more opportunity for interaction.

3. Each intern is required to submit two typewritten double-spaced reports to his or her Internship Coordinator (VSU faculty) during the semester. The **Midterm Report** and **Final Report** should include a complete evaluation and description of your internship experience. The paper should describe the work you did, what you learned, your likes and dislikes of the internship, and your impression of the organization and personnel with whom you worked.

Contact Information

You are required to provide current, correct addresses for postal and e-mail as well as phone numbers where you can be reached during your internship assignment. Keep the office and your faculty Internship Coordinator advised of any changes in this information so we can contact you if necessary.

Personal Conferences

You are required to meet with your faculty Internship Coordinator at these times:

- A mandatory orientation meeting held during the first week of classes.
- At least once between the first week of classes and midterm.
- At least once between midterm and the last week of classes.
- An exit interview will be conducted at the end of the internship before the end of the semester.
Selection of Internship Site

The student is responsible to find a suitable internship assignment and then bring one or more proposals to the faculty Internship Coordinator for your field (radio, TV, print, or public relations). The student may not enter into an agreement with potential internship sites without the consent of the faculty Internship Coordinator.

If you do not have an internship arranged by the first week of classes, check with your faculty Internship Coordinator and discuss possibilities for internship assignments.

All internships must be approved by your faculty Internship Coordinator to receive academic credit for your work. Upon approval of the assignment and your acceptance as an intern at the selected site, you must request a letter signed by the on-site Internship Supervisor confirming your acceptance. This letter should be sent directly to the faculty Internship Coordinator at the following address:

Bridgett P. Robertson, Mass Communications Internship Program
Mass Communications Program
Virginia State University
PO Box 9072
Petersburg, VA 23806

Changing Internships

If you find yourself in an internship that is unsatisfactory, you may change sites. Such a change should be made in a professional manner. Here are some guidelines:

- Discuss your concerns with your on-site Internship Supervisor.
- Notify your faculty Internship Coordinator, and discuss your concerns and alternative internship ideas.
- Give appropriate notice in writing to your job supervisor with a copy to your faculty Internship Coordinator.
- Do not just fail to show up for work – someone is expecting you to be on duty or finish a project.

Grades

Each employer is asked to submit a written evaluation of the student’s work at the end of the semester. Your faculty Internship Coordinator will then determine your final grade according to the requirements discussed in the course syllabus. The on-job supervisor will recommend a letter grade for your internship, but the final responsibility for grading rests with your faculty Internship Coordinator.

Confirmation of Hours Worked

Upon completion of your internship, you must request a letter – signed by the on-site Internship Supervisor – confirming that you have successfully completed 120 hours with that organization. This letter should be sent directly to your faculty Internship Coordinator.
Tips for a Successful Internship

1. Arrive on time
2. Dress appropriately to the work and environment.
3. Carry a notebook to log information, names, job titles, procedures, etc.
4. Consider making simple business cards using a computer. This will help you introduce yourself to people on the job site.
5. If you provide an e-mail address to co-workers, use a professional-sounding one. Likewise, if you have a voicemail at home, update the message so that it will present a professional image.
6. Avoid making personal calls and e-mail while at work. Cell phones or personal conversations must not disturb the work environment.
7. Respect the work environment – don’t give anyone the excuse to tell you to be quiet or move out of the way.
8. Expect to work your normal hours during school breaks - - your employer’s job goes on, and they’re counting on you to cover your part of the work schedule. If you can work extra hours during breaks, ask your employer if this is okay.
9. Follow through on all of your commitments.
10. Be enthusiastic and eager to learn. Don’t just wait for it to come to you.
11. Cultivate positive relationships with all staff. Ask for names and business cards.
12. Ask questions when you do not know the answers.
13. Admit your errors quickly and simply, but avoid long explanations and apologies. And get over it – mistakes happen, and this is part of learning.
14. Prioritize your time and tasks based on the company’s needs and expectations.
15. Respect the hierarchy of authority on the job site.
16. Seek regular consultation with your work supervisors and trainers as well as your faculty internship supervisor – don’t wait for people to come to you.
17. Complete all internship forms correctly, completely and on time. Do not flood your job supervisor and faculty coordinator with paperwork at the last minute.
18. Remember – your internship can be counted as a job on your resume. A successful internship counts as much as a job.
19. Keep copies of all the work you do. Consult with your job supervisor and faculty coordinator on how to do this appropriately.
Internship Description, 3 semester hours

Work experience for one semester in a newspaper organization, radio station, television station or public relations firm with emphasis on the practical application of classroom concepts. Minimum of 120 hours of assigned work under the direction of the on-site Internship Supervisor. Regular meetings with faculty Internship Coordinator and weekly reports. Dates and times of meetings with the faculty Internship Coordinator must be arranged by students.

Note: “Prerequisites” means that the listed courses have been completed with a grade of C or higher before beginning the internship. The courses listed below may also have prerequisites. Consult the VSU Catalog, the Mass Communications curriculum guide for your major and discuss with your academic advisor.

COMM-496: Internship in Newspaper Journalism
Prerequisites: COMM-205 Journalism I
COMM-351 Print and Online Media Journalism or
COMM 310 Media Writing Lab
COMM-351 Copy Editing
Permission of Internship Coordinator

COMM-496: Internship in Radio
Prerequisites: COMM-331 Audio Production
COMM-431 Advanced Audio Production
COMM-311 Writing for Broadcasting
Permission of Internship Coordinator

COMM-496: Internship in Public Relations
Prerequisites: COMM-321 Public Relations I
COMM-322 Public Relations II
COMM-324 Public Relations Practicum
Permission of Internship Coordinator

COMM-496: Internship in Television
Prerequisites: COMM-311 Writing for Broadcasting
COMM-341 Television Production
COMM-342 Advanced Television
Permission of Internship Coordinator
Virginia State University
Mass Communications Internship Program

Student Weekly Internship Report
(to be completed by VSU intern)

Provide a new form for each week of work.
The hours worked and signatures must not be photocopied.
You may attach company time cards as supporting documentation, but this form is required.

Check one:
___ COMM-496 Internship in Newspaper
___ COMM-496 Internship in Radio
___ COMM-496 Internship in Public Relations
___ COMM-496 Internship in Television

Student name (please print): ____________________________________________

Semester: ___ Fall  ___ Spring  ___ Summer  Year:______

For week beginning (date):__________________________________________

Place of internship: ________________________________________________

Job Supervisor’s Name (please print):_________________________________

Job Title: _______________________________________________________

<table>
<thead>
<tr>
<th>Time On / Time Off</th>
<th>Hours (nearest ¼ )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday . _____ to _______</td>
<td>_______ hours worked today</td>
</tr>
<tr>
<td>Tuesday . _____ to _______</td>
<td>_______ hours worked today</td>
</tr>
<tr>
<td>Wednesday _______ to _______</td>
<td>_______ hours worked today</td>
</tr>
<tr>
<td>Thursday . _____ to _______</td>
<td>_______ hours worked today</td>
</tr>
<tr>
<td>Friday . . _____ to _______</td>
<td>_______ hours worked today</td>
</tr>
<tr>
<td>Saturday . _____ to _______</td>
<td>_______ hours worked today</td>
</tr>
<tr>
<td>Sunday . _______ to _______</td>
<td>_______ hours worked today</td>
</tr>
</tbody>
</table>

Number of hours worked this week: ________

Total number of hours worked this semester: ________

*No photocopied signatures or dates*

Student’s Signature: ____________________________ Date: ______________

Job Supervisor’s Signature:__________________________ Date: ______________

*Turn this in each week.*
Midterm Internship Report
(to be completed by VSU student intern at mid-term)

Check one:
___ COMM-496 Internship in Newspaper
___ COMM-496 Internship in Radio
___ COMM-496 Internship in Public Relations
___ COMM-496 Internship in Television

Student name (please print): _______________________________________________________

Semester:  ___ Fall  ___ Spring  ___ Summer  Year: ______

Name of Job Supervisor: _______________________________  Title: ______________________

Name of Company: ______________________________________________________________

Address: ___________________________________________________________________

Telephone: _______________________  FAX: ______________________

Supervisor’s E-mail: ____________________________________________________________

Date internship assignment began: ________________________________

Today’s date: ________________________________

Total hours worked to date (to nearest quarter-hour): ___________________ hours

Essay – Your assessment (required)

- Please type on the back of this form or attach word-processed pages.
- Be sure your name is on all pages.
- Summarize your thoughts regarding your internship so far.
  - Describe the orientation and training you have received and the names of who trained you.
  - List duties you have performed
  - Include facts and procedures you have learned.
  - Describe observations you have made (work, organizational culture, etc)
Final Internship Report
(to be completed by VSU student intern at end)

Check one:   ___ COMM-496 Internship in Newspaper
            ___ COMM-496 Internship in Radio
            ___ COMM-496 Internship in Public Relations
            ___ COMM-496 Internship in Television

Student name (please print): 

Semester:  ___ Fall  ___ Spring  ___ Summer  Year:______

Name of Job Supervisor:_____________________________   Title:________________

Name of Company:______________________________

Address:

Telephone:_____________________________   FAX:_____________________________

Supervisor’s E-mail:_____________________________

Date internship assignment began:_____________________________

Today’s date: . . . . . _________________________________

Total hours worked to date (to nearest quarter-hour):___________ hours

Essay – Your assessment (required)

Attach typed or word-processed pages. Put your name on each page.

1. Briefly summarize your main thoughts and observations regarding your internship.

2. What were your objectives for enrolling in the internship. Explain how those objectives were met. Describe what objectives were not met, and why.

3. Did your supervisor(s) provide you with sufficient learning opportunities? Explain.

4. Were you satisfied with the variety and nature of your internship and the experiences you gained? Explain.

5. Would you recommend this organization and assignment to others interesting in completing an internship in your area of specialization? If “no,” please explain.
Department of Mass Communications
Virginia State University

Mass Communications Internship Program

Job Supervisor’s Packet

The following pages are for the on-site Internship Supervisor. These forms should be completed, signed and retuned to the faculty Internship within the prescribed deadlines.
Mid-Term Internship Evaluation Form  
from the Job Supervisor  
(one-page form)

Intern’s name: ________________________________  
Organization’s name: ________________________________  
Job Supervisor’s name: ________________________________  

This form gives the job supervisor an opportunity to measure the student intern’s performance in the following areas:

Rating scale – Please use a scale of 1 to 5, with 5 being the highest and 1 being the lowest score.

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating (1 to 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Punctuality</td>
<td></td>
</tr>
<tr>
<td>Dependability</td>
<td></td>
</tr>
<tr>
<td>Works well with others</td>
<td></td>
</tr>
<tr>
<td>Takes directions well</td>
<td></td>
</tr>
<tr>
<td>Works alone or unsupervised well</td>
<td></td>
</tr>
<tr>
<td>Work is good quality</td>
<td></td>
</tr>
<tr>
<td>Shows interest in job assignments</td>
<td></td>
</tr>
<tr>
<td>Able to meet deadlines</td>
<td></td>
</tr>
<tr>
<td>Takes initiative</td>
<td></td>
</tr>
<tr>
<td>Shows resourcefulness doing work</td>
<td></td>
</tr>
<tr>
<td>Appropriate appearance and grooming...</td>
<td></td>
</tr>
<tr>
<td>Respectful of people and job environment</td>
<td></td>
</tr>
</tbody>
</table>

Overall rating of this intern: ____________  

This form should be mailed directly to the faculty Internship Coordinator at the following address.

Bridgett P. Robertson, Mass Communications Internship Coordinator  
Mass Communications Program  
Virginia State University  
PO Box 9072  
Petersburg, VA 23806
Final Internship Evaluation Form
from the Job Supervisor
(NOTE: this is a two-page form)

Intern’s name: ________________________________
Organizations name: ________________________________
Job Supervisor’s name: ________________________________

This form gives the job supervisor an opportunity to measure the student intern’s performance in the following areas:

Rating scale – Please use a scale of 1 to 5, with 5 being the highest and 1 being the lowest score.

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating (1 to 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Punctuality</td>
<td></td>
</tr>
<tr>
<td>Dependability</td>
<td></td>
</tr>
<tr>
<td>Works well with others</td>
<td></td>
</tr>
<tr>
<td>Takes directions well</td>
<td></td>
</tr>
<tr>
<td>Works alone or unsupervised well</td>
<td></td>
</tr>
<tr>
<td>Work is good quality</td>
<td></td>
</tr>
<tr>
<td>Shows interest in job assignments</td>
<td></td>
</tr>
<tr>
<td>Able to meet deadlines</td>
<td></td>
</tr>
<tr>
<td>Takes initiative</td>
<td></td>
</tr>
<tr>
<td>Shows resourcefulness doing work</td>
<td></td>
</tr>
<tr>
<td>Appropriate appearance and grooming....</td>
<td></td>
</tr>
<tr>
<td>Respectful of people and job environment</td>
<td></td>
</tr>
<tr>
<td>Overall rating of this intern</td>
<td></td>
</tr>
</tbody>
</table>

Continued on next page
Student Intern’s Name: ____________________________________________________________

Final Internship Evaluation
Part II: To be completed by the job supervisor:

• Type on this form or attach word-processed pages responding to the following questions.

• Please sign and date this form, and mail directly to the address below:

This form should be sent directly to the faculty Internship Coordinator at the following address:

Bridgett P. Robertson, Mass Communications Internship Coordinator
Mass Communications Program
Virginia State University
PO Box 9072
Petersburg, VA 23806

1. What do you consider to be the intern’s significant strengths?

2. How could the intern improve?

3. Hypothetically, if your firm had an opening for a person with the background and skills shown by this student intern, would you hire this person? Please explain your reasons.

4. The VSU faculty person bears official responsibility for the grade this intern will receive. As this intern’s on-job supervisor, what letter grade would you recommend? You may offer comments in support of this grade (not required).

   Please check one: ___ A superior
   ___ B above average
   ___ C average
   ___ D below average
   ___ F poor, unacceptable

5. Would you be interested in having another VSU Mass Communications intern in the future?

   ___ Yes  ___ No – Explain

6. Do you have any suggestions for improvement of the Mass Communications internship program at Virginia State University? We welcome your input.

Evaluator’s name (please print clearly): __________________________________________
Evaluator’s signature: ____________________________ Date: ________________________

Thank you for your help.