

Media Internship

JOUR4930-001

JOUR7600-001

Fall 2014

MW 3:55-5:20 p.m., 112 Meeman

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COURSE REQUIREMENTS

CATALOGUE/COURSE DESCRIPTION:

Work in practical assignments at local media under supervision of qualified practitioners.

PREREQUISITE:

Acquisition of an internship, completion of required paperwork, and permission of advisor and/or internship coordinator.

TEXTBOOKS:

No textbooks required. Readings will be provided via email.

CLASSROOM FORMAT:

Field experience (120+ hours), class discussion, lecture, in-class activities

GRADING:

Grades are recorded as Pass or Fail.

Participation in class assignments	25%
Blogging	25%
Online portfolio	25%
Evaluation by your supervisor	25%

Students are required to submit a portfolio/resume tape (or website) for evaluation and review by the internship supervisor before the end of the semester. The portfolio/tape/site must feature work from the current internship experience. Failure to submit a tape or portfolio will prevent successful completion of the internship course.

COURSE ASSIGNMENTS

Tweeting. Over the course of the semester, you should tweet using #JournoIntern. You must follow me @enwillis so I am able to see your tweets. Tweet about your day-to-day experiences, pertinent articles, or general thoughts on journalism and communication. Remember to use the hashtag #JournoIntern.

Interns have been tweeting using #JournoIntern for almost five years. We are working to build our brand and you are part of that process. Aim to tweet one or two times per week using the #JournoIntern hashtag.

Blogging. You are responsible for four blog posts this semester. Each post should be written from your perspective and reflect your experience at your internship. If you have already interned, write about your experience or give advice to others regarding internships. You may include hyperlinks, photos, videos, etc. in your posts. These posts should be approximately 250 words each. Remember to proofread and use proper grammar and AP-style. Your entries will be posted on our class website.

Online Portfolio. At the end of the semester, you will turn in an online portfolio. This is a personal website that “shows off” your work. It should include your resume, writing or design samples, newsreel, etc. This website is important to your job search. You are a brand and this website is meant to help “sell” you to potential employers.

Here are some examples from former graduates of the journalism department:

Ashli Blow: <http://www.ashliblow.com>

John Stevenson: <http://www.johnstevenson.me>

Tom Willcox: <http://tomwillcox.com>

TENTATIVE SCHEDULE

Mon. Aug. 25	Welcome to Jour4930/7930: Media Internship Introductions	www.memphisjournointern.weebly.com Password: journalism Review the syllabus, course expectations
Mon. Sept. 29	Getting a job after college Guest speakers: Deana Lindo and Jodie Cherry, ALSAC/St. Jude	Readings: “5 Mistakes” and “Using LinkedIn” <i>*Blog post due (250 words) – upload to Dropbox by midnight</i>
Mon., Oct. 20	Interviewing Guest speaker: Lurene Kelley, Shelby Co. Public Defender	Reading: “The First Job Interview” and “30 Questions” <i>*Blog post due (250 words) – upload to Dropbox by midnight</i> <i>*Mid-semester assessment survey to internship supervisors</i>
Mon., Nov. 17	Writing the cover letter and resume Department workshop	Bring your cover letter and resume to class <i>*Blog post due (250 words) – upload to Dropbox by midnight</i>
Mon., Dec. 1	Final wrap up; transitioning from intern to employee	The good, bad, and ugly: What did you learn from your experience? <i>Blog post due (250 words) – upload to Dropbox by midnight</i> <i>*Final assessment survey to internship supervisors</i>
Fri., Dec. 5		Online portfolios due by midnight to Dropbox

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR MEDIA INTERNSHIP

Students will be able to:

- Demonstrate an understanding of the history and role of professional and institutions in shaping communications
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Apply tools and technologies appropriate for the communications professions in which they work

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Students will be able to think critically about the environment in which they work and the role they play in helping to achieve success.
- Students will be able to transfer classroom experiences to the workplace.
- Students will be able to understand their own strengths and limitations.
- Students will be able to articulate the macro and micro factors that shape the success or failure of an organization-economy, politics and community- and the impact that they can make on these factors.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Students will be able to develop news stories.
- Students will develop a portfolio of work appropriate to their field- a broadcast tape; news clips; ad copy or designs; and public relations writing, layout, or other appropriate work that is approved by the instructor and on-site supervisor.
- Students will work 15 hours per week per semester.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR MEDIA INTERNSHIP

Students are assessed using the following methods:

- Portfolio/tape review
- On-site supervisor evaluation form
- One-on-one meetings with the internship advisor to review resume, portfolio and final project

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.