

INTERNSHIP IN MASS COMMUNICATION

MCOM-492 (3 credits) & MCOM-495 (6 or 12 credits)

AND

PRACTICUM IN MASS COMMUNICATION

MCOM-494 (3 credits)

OVERVIEW, EXPECTATIONS, AND PROCESSES

I. FOR THE HOST ORGANIZATION

- *Roles and Responsibilities of Student, Faculty, & Host Organization*
- *Internship/Practicum Contract*

II. FOR THE STUDENT

- *Internship/Practicum Syllabus*
- *Departmental Application*
- *Student Evaluation Form*
- *Timesheet*



Department of Mass Communication
101 Braddock Road
Frostburg, Maryland 21532-1099
(301) 687-3049
FAX Number: (301) 687-3033

Mass Communication Internship/Practicum Experiences: *Roles and Responsibilities of Student, Faculty, & Host Organization*

Thank you for considering one of our students for an internship/practicum with you. Below you will find the roles and responsibilities of the student, faculty coordinator, and the host organization's supervisor. Please read this document before filling out and signing the internship/practicum contract at the end.

The Department of Mass Communication believes that a successful internship/practicum experience is dependent upon the cooperation of all parties involved: the student, the faculty coordinator, and the host organization (site supervisor). There must exist the common understanding and agreement as to the purpose of the internship as well as to the separate roles and responsibilities of each party. *The student must gain valuable knowledge that they will in turn be able to use in their career, i.e., experience in audio, video, journalism, public relations, etc. The student should not be solely used as a gopher or to carry out menial tasks. However, it is recognized that some of this type of work may be necessary.*

Critical elements to a successful internship/practicum experience are:

1. Established objectives for each experience, i.e., identification of ways for achieving the integration of academic knowledge and practical application.
2. Established means for monitoring and evaluating the progress of the student, which may include on-site visits by the faculty coordinator.
3. Clearly defined and agreed upon roles and responsibilities of all parties involved.

Responsibilities of the Student

1. Awareness of and compliance with all deadlines relating to application and preparation for the internship/practicum.
2. Meet university and departmental requirements for eligibility for internship/practicum.
3. Assist in identifying and selecting host organization for internship/practicum.
4. Meet host organization's requirements for internship/practicum.
5. Assist in completion of Internship/Practicum Agreement Form.
6. Compliance with provisions of the Internship/Practicum Agreement.
7. Compliance with host organizations' policies and expectations.
8. Completion of Internship/Practicum assignments and time requirements.

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**Mass Communication Internship/Practicum Experiences:
*Roles and Responsibilities of Student, Faculty,
& Host Organization cont'd.***

Responsibilities of the Faculty Coordinator

1. Having knowledge and appreciation of the host organization's program objectives.
2. Screening applicants for:
 - a. meeting university and departmental requirements
 - b. meeting host organization's needs
 - c. meeting applicant's program and career needs
3. Having active, but non-obtrusive monitoring.
4. Taking serious consideration of the host organization's evaluation of the student.
5. Orientation of student addressing:
 - a. expectations/requirements of student
 - b. role of the faculty coordinator
 - c. expectations/requirements of the host organization
 - d. other relevant information
6. Assist in completion of the Agreement form to include:
 - a. monitoring of student
 - b. evaluation of student
 - c. any preparation required of student
 - d. description/requirements of internship/practicum projects
8. Aid resolution in the event of problems.

Responsibilities of the Host Organization

1. Provide a detailed job description for student.
2. Identify requirements for internship/practicum position.
3. Identify any special preparation required of student prior to beginning the internship/practicum experience.
4. Participate in selection of student.
5. Identify site supervisor and include contact information.
6. Orient student to include:
 - a. expectations of job (general and detailed)
 - b. policies and procedures of organization relevant to job
 - c. on-going monitoring and evaluation of student
 - d. establishing work schedule
 - e. signing student's timesheets
7. Provide necessary support for student, e.g. work space, equipment, supplies, etc.
8. Work with the faculty coordinator.
9. Provide regular feedback to student regarding progress and performance.
10. Submit a final evaluation of student's performance to faculty coordinator.



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**MASS COMMUNICATION INTERNSHIP/PRACTICUM CONTRACT
(MCOM 492/495 or MCOM 494)**

DATE: _____ **SEMESTER:** _____ **CREDITS:** _____
[135 total hours = 3 credits,
240 total hours = 9 credits,
480 total hours = 15 credits]

This form is to be filled out in triplicate with one copy going to the student, one to the internship/practicum coordinator, and one to the on-site supervisor. *(Please print legibly)*

Contact Information: Department of Mass Communication
119 Guild Center
Frostburg, MD 21533
301.687.3049
ccapacchione@frostburg.edu

Student Information: *(Please print legibly)*

Student's Name: _____ E-mail: _____

Student PAWS ID#: _____ Student cell phone #: _____

Student's Address: _____

_____ Zip Code: _____

(Address at which student receives mail while interning)

Company Information: *(Please print legibly)*

Name of Company: _____

Supervisor's Name: _____

Company Address: _____

_____ Zip Code: _____

Supervisor's Phone # _____ E-mail: _____

Descriptive Title of Internship/Practicum: _____

Number of hours to be worked each week: _____

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Specific duties and activities to be undertaken by the student:

(These duties must be professionally based and prepare student for future employment.)

The undersigned have read the responsibilities listed herein and agree to the conditions set forth in this *contract* for the internship/practicum and all parties will uphold this agreement within FSU and designated company employment policies.

Student: _____

Date: _____

Supervisor: _____

Date: _____

Faculty Coordinator: _____

Date: _____

INTERNSHIP IN MASS COMMUNICATION

MCOM-492 (3 credits) & MCOM-495 (6 or 12 credits)

AND

PRACTICUM IN MASS COMMUNICATION

MCOM-494 (3 credits)

Faculty Supervisors

Out-of-the-area

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jlombardi@frostburg.edu

Frostburg area

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Office Contact

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Frostburg, MD 21532
301.687.3049 (office)
301.687.3033 (fax)
ccapacchione@frostburg.edu
<http://www.frostburg.edu/dept/mcom/intern.htm>

Course Descriptions

MCOM 492 Internship Project (3 credits)

Academic component of internship experience, in conjunction with MCOM 495. Graded A through F. Every semester. *Co-requisite: MCOM 495. Capstone.*

MCOM 495 Internship in Mass Communication (6 or 12 credits)

Experiential component of internship: guided work experience directly related to student's academic program. Full-time interns register for 12 credits in 495, 3 credits in 492, and may not enroll in any other courses. Part-time interns must register for 6 credits in 495 and 3 credits in 492. Graded P/F. Every semester. *Prerequisites: Junior/senior status, not on probation; declared major in mass communication, minimum 12 cr. in mass communication, and 2.5 GPA in major.*

MCOM 494 Mass Communication Practicum (generally 3 credits)

Supervised field experience for Mass Communication majors. Participation in the communication operations of a commercial, governmental, or educational organization. Repeatable but only 3 credits may be applied for the completion of one professional focus. Every semester. *Prerequisite: Junior/ senior standing, a minimum of 12 credits in Mass Communication courses, and permission of the instructor. Capstone.*

Basic Questions

I. What is an internship and a practicum?

Both internship and practicum experiences are educational learning experiences within a mass communication-related organization. Both experiences are typically unpaid, but University Policy allows students who receive compensation for their work to also receive academic credit. In both situations the experience should provide for the application of theory and skill in a professional setting. Both experiences are to be supervised by a working professional within (and onsite) the hosting organization and monitored by a Mass Communication faculty member.

II. What's the difference between an internship and a practicum?

There is no fundamental difference between an internship and a practicum. Both experiences can be identical. The only difference between the two is in the number of hours of course credit you receive. The number of hours of credit you receive is based on the number of hours you work with the sponsoring organization. The breakout of hours of work necessary to earn the varying credit hours is below:

- MCOM 494 (3 credits) = 135+ hours of work for the approved organization
- MCOM 495 (6 credits)* = 240+ hours of work for the approved organization
- MCOM 495 (12 credits)* = 480+ hours of work for the approved organization

* To register for MCOM 495 you must also register for MCOM 492 (3 credits). See prerequisites above.

III. How do I find a practicum/internship site?

Each student must find his/her own practicum/internship site. However, the Department of Mass Communication has contact information for numerous mass communication-related organizations. You can find some of the Department's contact information on the practicum/internship website (noted above). Additional information is available in the Departmental office (GC 118) and with individual faculty members. Please know that some practicum/internship sites have their own internal application process that must also be adhered to (in addition to the Department's processes).

Please note: Under no circumstances should you contact a practicum/internship site prior to discussing the process and developing a strategy with one of the faculty supervisors.

IV. How are grades determined?

Grading for the practicum is a bit different from grading for an internship since the internship experience must combine MCOM 492 and MCOM 495.

- A. A practicum is composed of one course for a total of 3 credit hours
 - Graded A-F
 - Grades based on completion of required number of hours, final projects, and supervisor's evaluation
- B. An internship is composed of two courses for a total of either 9 or 15 credit hours.
 - MCOM-492 (3 credits) is the academic component of the internship experience
 - Graded A-F
 - Grades based on completion of required number of hours, final projects, and supervisor's evaluation
 - MCOM-495 (6 or 12 credits)
 - Graded P or F (pass or fail)

V. What are the projects required for the practicum and internship?

The required projects are listed below:

- MCOM 494
 - 5+ page paper outlining your experiences
 - portfolio containing samples of your work
 - signed timesheets
 - student evaluation of organization
 - supervisor's evaluation of student
- MCOM 492/495
 - all of the above PLUS a weekly journal detailing each week's activities

VI. Should I do an internship (MCOM 492/495) or a practicum (MCOM 494)?

All Mass Communication majors are required to do either MCOM 494 or MCOM 492/495. Either should provide an invaluable experience in a mass communication-related industry. An internship (MCOM 492/495), since it can earn you more credits, is good for those students who are in need of extra credits to count toward the 120 total required for graduation and/or for students who are in need of extra upper division credits (300 or 400 level courses) to count toward the 39 total required for graduation.

At Frostburg State University all students must complete 40 hours of GEP classes. The current Mass Communication major requires 39 total hours (including 3 hours for either MCOM 494 or MCOM 492). Together that totals only 79 hours leaving 41 additional hours to reach the required 120. MCOM 492/495 can give students

up to 15 credits at one time and all 15 of these hours are upper division hours (400 level hours) so all count toward the 39 upper division hours required for graduation.

VII. How do I register?

Once you have decided which experience is right for you you're ready to register. In order to register for the "Practicum" (MCOM 494) you need only to complete the Internship/Practicum Contract. Once this is completed bring it to the Department of Mass Communication office (GC 118) where the Department's Administrative Assistant, Connie Capacchione, can enroll you in MCOM 494 (3 credits). From there, you simply need to ensure that your tuition bill is paid. Billing questions should be directed to the University Billing Office (Pullen Hall, 148 or x4321).

To register for the "Internship" (MCOM 492/495) you first need to apply. To apply to undertake an internship you need to complete the Department's Internship Application (please see requirements under "Course Description" for MCOM 495 above). Once your application is approved you simply need to complete the Internship/Practicum Contract. You will then bring the completed contract to the Department of Mass Communication office (GC 118) where the Department's Administrative Assistant, Connie Capacchione, can enroll you in MCOM 492 (3 credits) and MCOM 495 (6 or 12 credits). From there, you simply need to ensure that your tuition bill is paid. Billing questions should be directed to the University Billing Office (Pullen Hall, 148 or x4321).

Please Note: Students **MUST** be registered for practicum or internship credit **PRIOR** to beginning the practicum or internship experience.

Practicum/Internship Objective

The primary objective of any practicum/internship experience is to give students the opportunity to learn, first hand, about the inner workings of a professional mass communication-oriented organization. In order to fully benefit from this experience you should:

- exercise initiative at every possible opportunity and go beyond the minimum standards specified in the practicum/internship contract
- show up for work on time and in accordance with your specified agreement
- exhibit professional behavior at all times
- participate in the specified activities to achieve the specified objectives
- schedule weekly meetings with your on-site supervisor to discuss your progress

Project Descriptions

In order to receive credit for any practicum or internship experience ALL projects must be completed and submitted to the faculty supervisor prior to the established deadline. Specific project deadlines will be established by the faculty supervisor, but generally projects will be due by the last class day of the term (excluding exam week). Below are general descriptions of practicum and internship projects. Individual faculty supervisors may alter assignments at their discretion. Be sure to consult with your faculty supervisor specific details.

I. Final Paper

Each practicum/internship student must write a 5+ page paper outlining his/her experiences. The paper should describe duties performed, the overall work environment, the accessibility of the on-site supervisor, the relevance of the tasks assigned, organizational contact information (name, address, phone number, and email address of the person in charge of interns from all mass communication-related departments at the host site), and your overall thoughts on the experience. Your paper should include a cover page with your name, the name of the organization, the website of the organization, and the dates of your practicum/internship experience. These papers will be kept on file for other students to view.

II. Portfolio

During the course of your practicum/internship experience you should have the opportunity to produce some tangible product directly relating to your experience AND the mass communication industry. Your practicum/internship experience should allow you to produce at least three (3) such products as at least three (3)

current products must be included in your practicum/internship portfolio. In addition to work done at your practicum/internship site you should include samples of work done at other points in your academic career (class work, outside work, past practicum/internship experiences, etc.). Your portfolio must also include a current resume (including your practicum/internship) and a generic cover letter. All work must be presented in a professional-looking folder/portfolio.

The purpose of this portfolio is to encourage you to begin assembling a collection of work that you can present to perspective employers. The quality of the actual presentation (the look and organization of the actual portfolio) can often times be as important as the items contained within it. Be sure to make it sharp!!

III. Timesheets

You must keep accurate weekly timesheets detailing the hours in which you worked each day. Each week's timesheet must be signed by your on-site supervisor. Your timesheets should be signed by the same person each week. In the event that your supervisor changes, be sure to inform the faculty supervisor. Timesheet totals should meet or exceed the number of hours required for the practicum/internship experience in which you're registered.

IV. Student Evaluation of Host Site

You must complete a final evaluation form. This form is for **YOU** to evaluate the practicum/internship experience. These forms will allow the Department to better facilitate strong, productive practicum/internship experiences. These forms are for Departmental use only and will **NOT** be shared with your practicum/internship site.

V. Evaluation of Student (to be completed by on-site supervisor)

Part of your final grade will be based on an evaluation of your performance. Your on-site supervisor will be sent a copy of the evaluation form to be completed. He/she must complete this and return it directly to the Department. While you will not be responsible for collecting this form your final grade cannot be processed until it is received by your faculty supervisor. You will not be penalized if the form is not received by the established deadline, but you may receive an "I" (incomplete) until it is received.

VI. Weekly Journal (MCOM 492/495 students only)

Those students enrolling in MCOM 492/495 must also keep a journal. Your journal must have at least one entry per week detailing what you worked on and what you learned. You should also discuss whether there were any special activities or events that you were able to participate in and discuss your working relationships with your supervisor and other organization personnel.

Special Note: If you decide to mail your projects **DO NOT** send them in anyway that requires a signature upon receipt. Doing so may lead to delays in your projects being received by faculty supervisors.

JOB EXPERIENCE

| Year | Title | Name of Employer | Job Description |
|-------------|--------------|-------------------------|------------------------|
|-------------|--------------|-------------------------|------------------------|

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COLLEGE ACTIVITIES

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OTHER INTERESTS/HOBBIES

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Student's Signature

Date

Internship Final Evaluation Form

The student intern should complete and include this evaluation form as part of the final Internship Project. Return to:

Department of Mass Communication
Frostburg State University
101 Braddock Road
118 Guild Center
Frostburg, MD 21532

Intern's Name: _____

Date: _____

Internship Site (Organization): _____

Supervisor: _____

Indicate using the scale below your evaluation of your internship site through the duration of the internship. Feel free to comment on the characteristics mentioned below.

Use the scale: 1= Outstanding, 2= Very Good, 3= Average, 4= Mediocre, 5= Poor

| Trait | Value | Comments |
|--|-------|----------|
| Access to Supervisor | _____ | _____ |
| Clarity of Instruction | _____ | _____ |
| Relevance of work to my future career | _____ | _____ |
| Percentage of time doing relevant work | _____ | _____ |
| Friendliness of Staff | _____ | _____ |
| Open to suggestions | _____ | _____ |

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In your opinion, would this be a good placement for future students? _____

What do you consider to be this site's most significant strengths?

In what areas could this site make improvements for future interns?

What do you consider to be this site's most significant weaknesses?

Other comments:

MCOM INTERNSHIP MATERIALS CHECKLIST

(fully complete this form and paperclip it to the front of the internship materials binder that you submit to the Faculty Internship Supervisor)

Student Name: _____ Student email: _____

Internship or Practicum attempted (I/P): _____

credit hours attempted: _____ # of work hours needed: _____

- *MCOM 494 (3 credits) = 135+ hours of work for the approved organization*
- *MCOM 492+495 (9 credits) = 240+ hours of work for the approved organization*
- *MCOM 492+495 (15 credits) = 480+ hours of work for the approved organization*

of work hours completed (from your timesheets): _____

IMPORTANT: All internship materials **MUST** be presented professionally in a 3-ring binder or by using some other professional binding method. Use dividers to create a section for all material listed below (e.g. PAPER, PORTFOLIO, TIMESHEETS, etc). Create a TABLE OF CONTENTS at the front of the binder. Label the exterior of the binder with your name and class and any other pertinent information. No grade will be given until a complete and professional binder is submitted to the Faculty Supervisor.

MCOM 494 PRACTICUM MATERIALS CHECKLIST

- ____ 5+ page paper (see internship packet for details)
- ____ Portfolio
- ____ Minimum 3 examples of work completed during internship
- ____ Current resume (include internship)
- ____ Generic cover letter (written as if you were seeking employment)
- ____ Signed Timesheets
- ____ Supervisor Evaluation (to be emailed or faxed to the Internship coordinator)
- ____ Student evaluation of organization (form is in the internship packet)

MCOM492+MCOM495 INTERNSHIP MATERIALS CHECKLIST

- ____ 5+ page paper (see internship packet for details)
- ____ Portfolio
- ____ Minimum 3 examples of work completed during internship
- ____ Current resume (include internship)
- ____ Generic cover letter (written as if you were seeking employment)
- ____ Signed Timesheets
- ____ Supervisor Evaluation (to be emailed or faxed to the Internship coordinator)
- ____ Student evaluation of organization (form is in the internship packet)
- ____ Weekly journal

FROSTBURG STATE UNIVERSITY
 DEPARTMENT OF MASS COMMUNICATION
 INTERNSHIP TIME SHEET

 Intern Name

 Internship Site

MUST BE COMPLETED IN INK

PLEASE PRINT CLEARLY.

Instructions:

Timesheet must be signed by both the intern and the internship supervisor.

Halftime (6 credits) = approximately 20 hours per week for 12 weeks.

Fulltime (12 credits) = approximately 40 hours per week for 12 weeks.

Make sure dates are entered in date column. Any changes in your time **must** be initialed by the internship supervisor.

| DATE | DAY | IN | OUT | IN | OUT | IN | OUT | TOTAL HOURS |
|-------|--------|----|-----|----|-----|----|-----|-------------|
| | MON. | | | | | | | |
| | TUES. | | | | | | | |
| | WED. | | | | | | | |
| | THURS. | | | | | | | |
| | FRI. | | | | | | | |
| | SAT. | | | | | | | |
| | SUN. | | | | | | | |
| TOTAL | | | | | | | | |

SIGNATURES:

Supervisor:

The intern's performance during this time period was

_____ Satisfactory

_____ Unsatisfactory

Verified: _____
 Internship Supervisor Date

Comments:

| DATE | DAY | IN | OUT | IN | OUT | IN | OUT | TOTAL HOURS |
|-------|--------|----|-----|----|-----|----|-----|-------------|
| | MON. | | | | | | | |
| | TUES. | | | | | | | |
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| | SAT. | | | | | | | |
| | SUN. | | | | | | | |
| TOTAL | | | | | | | | |

Intern's
 Signature: _____
 Intern Signature Date

DUPLICATE AS NEEDED