



Communication Arts Department
Internship Manual:
Journalism
Media Communication

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Introduction

Congratulations on having completed 75 credit hours at North Central University! As you enter the last portion of your schooling, it is time to consider your internship. Regardless of your employment history, your internship will present new challenges for you, as well it should. The internship provides an opportunity to use the theories and practices you have learned through your studies.

This manual is designed to help you. You have decisions to make and preparations to consider. We have endeavored to present a detailed outline of steps you need to take to ensure a successful internship.

Internship Process

- You must complete **75 or more credit hours** before being eligible to begin the internship process.
- Attend the required internship orientation sessions as scheduled.
- Complete your résumé before starting to search for an internship site.
- Your internship must be completed in one semester plus one summer, if needed.
- The internship can be paid or unpaid.
- Your internship must be supervised on-site and overseen by your advising professor.
- You must arrange your own internship. Internships completed at NCU may be considered acceptable only by department permission.
- After arranging your internship, turn in the “Proposal and Verification of Internship” form.
- You must complete at least **200 hours** on-site.
- Keep a journal of the hours you work and the tasks that you do.
- Use your journal to carry out a reflective writing assignment.
- Develop a portfolio of work that you accomplished during your internship.
- Have your internship supervisor fill out the “Internship Evaluation” forms and send them to your advising professor.
- Submit all your written work (journal, reflective writing assignment, and portfolio) to your supervising professor.
- Prepare and present your work in a formal department meeting and receive final approval.
- Provide the department with a copy of all work, to be placed on file.

COMMUNICATIONS INTERNSHIP | COMM 496

COURSE SYLLABUS

North Central University
COMM 496, 3 credits

Todd Wold, Assistant Professor - Department Chair
Office: IRC 301
Campus Phone: 612-343-4724
E-mail: tlwold@northcentral.edu

Course Description: Students are assigned to a professional setting where they are exposed to “real-world” applications of video, web, radio, or print media. Students are expected to spend a minimum of 20 hours per week “on-the-job.” Course descriptions are tailored to the students’ interests and the institutions’ specifications. COMM 495, taken concurrently with COMM 496, is expected to reflect in-depth academic and practical applications gleaned from the internship experience.

Objectives:

1. Write a résumé that will be used for seeking employment after graduation
2. Complete a minimum of 200 hours on-site. These must be documented in a time log.
3. Keep a journal of hours worked and duties performed.
4. Develop a professional portfolio that will be used when seeking employment after graduation.
5. Develop and deliver a professional presentation which discusses the internship

Required Materials:

Internship manual
Professional quality portfolio

Requirements:

These are detailed in the internship manual:

- Internship “Proposal and Verification of Internship” form
- 200 hours working at the internship site
- Résumé
- Journal of hours you work and tasks you perform
- Reflective writing assignment
- Supervisor assessment
- Portfolio of work completed in the internship
- Presentation of the internship to the department

Course Policies:

1. **Plagiarism:** Plagiarism is defined as “intentionally or knowingly representing the words or ideas of another person’s as one’s own in an academic exercise” (*UM Policy and Procedure Manual*, 2003). For example:
 - a. Direct quotations must be identified by quotation marks or appropriate indentation and must be cited in a footnote or endnote.
 - b. Prompt acknowledgement in the body of the assignment is required when material from another source is paraphrased or summarized, in whole or part, in one’s own words. Then conclude with a parenthetical documentation, footnote or endnote identifying the exact reference. (*UM Policy and Procedure Manual*, 2003).

North Central University views plagiarism as a serious offense. In addition, it is against the broader rules of scholarship within the North American scholarly community (of which we are all members) to use the ideas or words of another person without giving the person credit. Whether the other source is your textbook, another book, an article, a friend, a website, etc., you must make it clear that you have used that source, and precisely what elements of the work you are handing in are drawn from it. Ignorance or lack of clarity about what precisely constitutes plagiarism is not an excuse. All work you hand in, at any time during your studies at NCU, must be your own.” (*North Central University 2009-2010 Student Guide*, 2009, pp. 4-5)

2. **Academic Integrity:** Paul says in Philippians 4:8, “Brethren, whatever is true, whatever is honorable, whatever is right, whatever is pure, whatever is lovely, whatever is of good repute, if there is any excellence and if anything worthy of praise, let your mind dwell on these things” (NASB).

Academic integrity is a mandate given in the Word of God. It is not an opinion. As Pentecostal Christians, we must pursue holiness in all areas of our lives and therefore consider academic integrity as primary importance in our walk with the Lord.

Academic dishonesty is defined as intentional plagiarism, cheating, fabricating or attempting to help others to be dishonest which includes, but is not limited to, roster fraud and attendance deception” (*North Central University 2009-2010 Student Guide*, 2009, p. 4). See the catalog for explanations of cheating and fabrication of sources.

3. **Due Dates:** The complete portfolio is due by 12:00 noon on the first Monday of exam week the semester that the internship is completed.
4. **Students with Disabilities:** If you have a documented disability and wish to discuss academic accommodations, please contact me as soon as possible.

5. **Late Addition of the Class:** Students who add the course after the first class meeting are held to the same syllabi expectations as students who start the course on the official start date. These expectations include, but are not limited to: assignments and attendance policy. It is the responsibility of the late addition student to make up missed assignments, class notes, etc. The professor is not held responsible.

Grading Criteria

The internship “Proposal and Verification of Internship” form – 0 points; however, the internship cannot be started without it

200 hours working at the internship site

Résumé	10%
Journal of hours you work and tasks you perform	5%
Reflective writing assignment.	5%
Supervisor assessment	50%
Portfolio of work completed in the internship	20%
Presentation of the internship to the department	10%

Grading Components

Supervisor Grade

Your on-site internship supervisor will fill out two “Internship Evaluation” forms and assign you a grade. These forms can be found on pages 15 and 16, and you should provide them to your supervisor. The supervisor should then send these forms to your supervising professor at North Central University Communication Arts Department 910 Elliot Avenue South, Minneapolis, MN 55404.

Journal

According to most writing teachers, writing is not only about the final product and getting published. It also serves the process of learning. We write to express ourselves, certainly, and to make a point, as well as to have others read our thoughts. But we also write to better clarify what we are studying, thinking through, and researching. Many people in various fields have found themselves making new connections, gaining fresh insights, and coming to a deeper understanding of important ideas and key experiences as they write informally about them.

This is the idea behind the Communication Arts Internship Journal. We write to learn. As one of our requirements for your internship, you are expected to keep a reflective journal, in which you detail important aspects of your work as an intern, reflecting on your job and your growing sense of understanding of your place in your major field. Use this manual to record and reflect on your experiences while you are an intern.

Be informal, but also be thorough. Two keys to keep a successful journal may be found in two words, “informal” and “thorough.” Remember, first, that journals are rarely written to be published. They are written for personal reasons; your audience is yourself. But also be detailed and thorough about this. Write with the understanding that you will later read your entries and be able to recall what it was that you were writing about.

Guidelines:

While there is room in this assignment for some variations, a few guidelines should be followed.

1. Plan first, on a day-to-day basis, to write about what you actually did on the job and how it fit into the work your department was doing.
2. Note how well you did it. What did you learn?
3. Jot down any and all feedback from your mentor, from co-workers, from other people involved. Did the feedback help? What were your own reactions to the feedback? Note your emotional responses.
4. Write down any and all reflections on what you do and don't like about the position you are holding and about the field that your internship is initiating you into. What conflict do you feel about working in this field? What areas of growth do you need to work on?

- What feelings do you have about doing your job? Do you have satisfaction? A sense of being drained? What would you tell others who are thinking about entering your field?
5. Note any recurring problems, ideas, or issues that you find yourself confronted with.

As for length of entries, do not worry. Many have found that the more they work at the journal, the more they have to say. Begin by striving to complete a page per entry, and plan to see that output expand and grow.

You should plan to record an average of three entries for every week that you are on the job. Please use a word processor to prepare and print your journal to hand in.

If you are interested in communication, then you should always be working on improving your writing.

Portfolio

You must develop a portfolio of the work you completed during your internship. Be sure to include copies of printed materials, audiotapes of radio work, and videotapes of television work. You may want to make two copies of everything because the portfolios become the property of the department once they are submitted.

Exit Interview with Professor

At the end of your internship, you should schedule a meeting with your supervising professor. Be sure to bring your journal and portfolio with you to this meeting.

Presentation of Internship

After meeting with your supervising professor, meet with the department chair to schedule a time for you to present your internship to the department. This is a formal PowerPoint presentation and speech. All the Communications Arts full-time faculty will be present, and the presentations will be open to the North Central Community. You need to turn in a copy of your work (both your portfolio and your presentation) to be placed on file in the Communications Arts department for further reference.

Internship Possibilities

Newspapers

The Brainerd Daily Dispatch
506 James Street
Box 974
Brainerd, MN 56401

The Detroit Lakes Newspaper
511 Washington Ave.
Detroit Lakes, MN 56502

The Elk River Star News
506 Freeport Ave NW
P.O. Box 330
Elk River, MN 55330

The Faribault Daily News
514 Central Ave.
Faribault, MN 55021

The Hermantown Star
4850 Miller Trunk Hwy
Hermantown, MN 55811

The Daily Tribune
2142 First Ave.
Hibbing, MN 55746

The Jackson County Pilot
310 Second St.
Box 208
Jackson, MN 56143

The Northfield News
Box 58
Northfield, MN 55057

La Prensa de Minnesota
550 Concord St.
St. Paul, MN 55057

The Minnesota's Women's Press
771 Raymond Ave.
St. Paul, MN 55114
651-646-2186
www.womenspress.com

The St. Peter Herald
331 S. Minnesota Ave.
Box 446
St. Peter, MN 56401

The Herald-Dispatch
115 Second Ave. NE
Sleepy Eye, MN 56085

The Kandiyohi County Times
14288 Hwy 23 N.
Box 910
Spicer, MN 56288

The Times/Northern Watch
324 Main Ave. N.
Box 100
Thief River Falls, MN 56701

Publishing Houses

Abdo Publishing Company
4940 Viking Dr.
Edina
952-831-1317

Beaver's Pond Press Inc.
7104 Ohms Lane
Edina
952-829-8818

Bellwether Media Inc.
6200 Baker Rd.
Eden Prairie
952-974-0100

Bethany House Publishers
Bloomington, MN
(612) 829-2500
Contact Teresa Fogarty

The Book Peddlers
15245 Minnetonka Blvd
Minnetonka
952-912-0036

Bronze Bow Publishing
2600 E 26th St.
612-724-8200

Coffee House Press
27 N. 4th Street
612-338-0125

Educational Media Corp.
4256 Central Ave. NE
Columbia Heights
763-781-0088

Finney Co.
3943 Meadowbrook Rd.
952-938-9330

Free Spirit Publishing Inc.
217 5th Ave. N.
612-338-2068

Grason Book
Minneapolis, MN
(612) 335-1304
Contact Debbie Brace

Image of God Religious Textbooks
700057th Ave. N.
Crystal
763-566-6127

Inscape Publishing
6465 Wayzata Blvd.
St. Louis Park
763-765-2222

Kendall Hunt Publishing Co.
952-912-9801

Kimm Publishing Co.
763-572-9194

Lamplighters International
6301 Wayzata Blvd
St. Louis Park
952-294-0822

Lerner Publications
2700 NE. Winter Street
612-331-6236

Lerner Publications Co.
612-332-3344

Light and Life Publishing Co.
4818 Park Glen Rd.
St. Louis Park
952-925-3888

Meadowbrook Press
5451 Smetana Dr.
Minnetonka
952-930-1100

Milkweed Editions
1011 Washington Ave. S.
612-332-3192

Montgomery Press
952-928-0826

Nodin Press Inc.
530 N. 3rd St.
612-333-6300
www.nodinpress.com

Oliver Press
5707 W. 36th St.
St. Louis Park
952-926-8981

Outernet Publishing
6595 Edenvale Blvd
Eden Prairie
952-946-1453

Peanutbutter Publishing
612-370-4440

Peytral Publications
5901 Whited Ave.
Minnetonka
952-949-8707
Photobook Press
2836 Lyndale Ave. S.
612-874-0244

Robert J. Proft
646 NE. Sullivan Lane
Columbia Heights
763-571-8995

Taylor Publishing –Balfour Scholastic
Products
3947 Excelsior Blvd
St. Louis Park
952-926-2664

Teach Me Tapes Inc.
6016 Blue Circle Dr.
Minnetonka
952-933-8086

Tristan Publishing, Books with a Message
(home of Waldman House Press)
2300 Louisiana Ave. N.
Golden Valley
763-545-1383
www.tristanpublishing.com

Radio Stations

ABC Radio
2000 SE. Elm St.
612-617-4000
Drive 105-FM WGVX
KQRS
93XKDIZ (Radio Disney 1440 AM)

AC Nielsen
600 Hwy 169 S.
St. Louis Park
763-593-2000

Center for Communication and
Development
555 Girard Ter.
612-377-0594

Clear Channel
1600 Utica Ave. S.
St. Louis Park
952-417-3000

Ken Mills Agency
1635 N. Kelly Drive
Golden Valley
763-513-9988

KLBB
8000 73rd Ave
Brooklyn Park
763-425-9229

Minnesota Broadcasters Assoc.
3033 Excelsior Blvd.
612-926-8123

NFC Tower
7900 Xerxes Ave. S.
Bloomington
952-820-4300

Public Radio International
100 N. 6th Street
612-338-5000

Relevant Radio
919 N. Lilac Dr.
Golden Valley
763-546-4000

Spirit FM 107.5
14589 Grand Ave. S.
Burnsville
952-435-5777

WCAL 89.3
1520 St. Olaf Ave.
Northfield
612-789-9225

WCCO Radio 830 AM
612-370-0611
WEVR FM Stereo 106.3
Hudson
612-381-1111

WLTE 102.9 Lite FM
625 2nd Ave. S.
612-339-1029

WRNB Radio
1004 Marquette Ave
612-341-2447

WXPT Mix 104.1 FM
7001 France Ave. S.
Edina
952-836-1041

WDGY Radio Rey Inc.
2619 E. Lake Street
612-729-3776

Sports Teams

Timberwolves/Lynx Offices
600 First Avenue N
Minneapolis, MN 55403
612-673-1600

Minnesota Twins
Metrodome
34 Kirby Puckett Place
Minneapolis, MN 55415
(612) 375-1366

Minnesota Wild
317 Washington Street
Saint Paul, MN 55102
Phone: (651) 602-6000
Fax: (651) 222-1055
www.wild.com

Vikings Sales and Marketing
Olympic Place
7825 Washington Avenue
Suite 700
Bloomington, MN 55439
952-828-6504
952-828-6500

Minnesota Thunder
2124 Univeristy Ave. W.,
Suite 215
St. Paul, MN 55114
651.917.TEAM (8326)

TV Stations

Program Districts
WSS Media
1701 NE Broadway St.
612-379-0434

Program Producers

Church of Kingdom Int'l
952-943-0189

Ron Schara Enterprises
6009 Wayzata Blvd.
St. Louis Park
952-545-9471

Tremendous Entertainment
17113 Minnetonka Blvd
Minnetonka
952-258-0220

Broadcast Companies

CBS Performance Marketing
612-370-0600

Catholic Views Broadcast Inc.
3355 Hiavatha Ave
612-724-2265

Cityline
1100 E. 80th St.
Bloomington
952-814-4450

Fox Sports Net North
One Main Street SE
612-486-9500

Interconnect of the Twin Cities
7385 Old Shady Oak Rd.
952-674-2800

KARE 11 Gannet Broadcasting
NBC
8811 Olson Memorial Hwy
Golden Valley
763-546-1111
www.kare11.com

Northwest Suburbs Cable Communications
Commission
6900 Winnetonka Ave. N.
Brooklyn Park
763-536-8355

Sound Clips
810 N. Lilac Dr.
Golden Valley
763-529-9048

UPN 29 WFTC
11358 Viking Drive
612-379-2929

Value Vision Int'l Inc.
6740 Shady Oak Rd.
Eden Prairie
952-947-5200

WCCO TV
612-339-4444

**North Central University
Communication Arts
910 Elliot Avenue South
Minneapolis, MN 55404
(612) 343-4140**

Proposal and Verification of Internship

This form should be completed at least six (6) weeks prior to the beginning of your internship program. The internship is granted with the approval and supervision of Communication Arts department faculty.

Name: _____

Address: _____

Phone Number: _____

I have a ____ tentative ____ firm commitment for a one-semester internship to begin _____ with the following company, church, or ministry:

Name of Organization: _____

Address: _____

Phone Number: _____

Signature of Supervisor or Contact Person: _____

Approved by: _____

Communication Arts Full-time Faculty Member

Date: _____

RETURN THIS FORM TO THE CHAIR OF THE DEPARTMENT

Weekly Log

Week of: _____ Internship Site: _____

Day: _____ Hours: _____
Description of Work:

Day: _____ Hours: _____
Description of Work:

Day: _____ Hours: _____
Description of Work:

Day: _____ Hours: _____
Description of Work:

Day: _____ Hours: _____
Description of Work:

Day: _____ Hours: _____
Description of Work:

Day: _____ Hours: _____
Description of Work:

**North Central University
Communication Arts Department
Internship Evaluation Form**

Name of Student: _____

Title of Internship Position: _____

Name of Agency (employer): _____

Name of Supervisor: _____

Phone Number of Supervisor: _____

Inclusive Dates of Internship Activity: _____

Average Number of Hours Worked Per Week: _____

Rate of Pay (if applicable): \$_____ per _____

Brief Description of Internship Activity: _____

How effective was the internship activity in meeting the needs of your organization?

In what ways do you feel the student gained from the internship experience?

Recommended grade for the Intern: **A B C D F**

Signed: _____ Title: _____

Date: _____

**North Central University
Communication Arts Department
Internship Evaluation Form**

Check the appropriate column for each item listed below:

Student's Performance	Excellent	Good	Average	Poor	N/A
Quality of Work	_____	_____	_____	_____	_____
Quantity of Work	_____	_____	_____	_____	_____
Accuracy/Thoroughness	_____	_____	_____	_____	_____
Responsibility/Dependability	_____	_____	_____	_____	_____
Comments:					

Student's Attitudes	Excellent	Good	Average	Poor	N/A
Toward the Internship	_____	_____	_____	_____	_____
Toward the Agency	_____	_____	_____	_____	_____
Relations with Co-workers	_____	_____	_____	_____	_____
Relations with Supervisor	_____	_____	_____	_____	_____
Reactions to Criticism	_____	_____	_____	_____	_____
Comments:					

Student's Abilities/Aptitudes	Excellent	Good	Average	Poor	N/A
Initiative	_____	_____	_____	_____	_____
Creativity	_____	_____	_____	_____	_____
Ability to Learn New Tasks	_____	_____	_____	_____	_____
Ability to Work Under Stress	_____	_____	_____	_____	_____
Maturity of Judgement	_____	_____	_____	_____	_____
Organizational Skills	_____	_____	_____	_____	_____
Communication Skills (Oral)	_____	_____	_____	_____	_____
Communication Skills (Written)	_____	_____	_____	_____	_____
Comments:					

Problem Checklist	Serious	Moderate	Minimal	N/A
Inadequate Technical Skills	_____	_____	_____	_____
Lack of Previous Relevant Experience	_____	_____	_____	_____
Personality Conflicts	_____	_____	_____	_____
Personal Problems	_____	_____	_____	_____
Unauthorized Absences	_____	_____	_____	_____
Late Arrivals/Early Departures	_____	_____	_____	_____
Inappropriate Appearance	_____	_____	_____	_____
Comments:				

Reflection Paper

1. What were your objectives/goals when you began this internship? Why did you choose these goals and objectives?
2. Were they met? Explain.
3. What were the objectives/goals of your internship place (supervisor)?
4. Did you meet their objectives? Explain.
5. Did you have a supervisor? Were you mentored? Describe your relationship with your supervisor.
6. What did you do? (Detailed summary of your work – use your personal log) Write in such a way that someone with no background in communications would understand your work.
7. What was the most interesting aspect of your internship? Least interesting? What is it that made it interesting? Uninteresting?
8. What did you learn through this internship (communication skills, technical skills, etc.)? Give details.
9. Did your education at NCU (so far) prepare you for your internship? How?
10. Did this internship prepare you for what you want to do in the future? How?

***The Reflection Paper should be 5 – 7 pages long.**

Final Portfolio

The purpose of the final course portfolio is to document to the department, as well as for yourself, that you have fulfilled the objectives of the internship. It will also serve as a document that you show prospective employers.

Your portfolio should be arranged in a professional-grade, three-ring binder that is divided into a minimum of five sections:

1. Résumé
2. Reflection paper
3. Journal – weekly log (This needs to be typed.)
4. Work samples (Here is a place where you might want additional sections.)
5. Evaluation forms from supervisor

You should use tabs that you can run through the computer to label. Do not handwrite anything.

You may want additional sections for other material you would like to include. There should be a cover page for the entire portfolio as well as for each section. There should also be a table of contents for the entire portfolio.

Then portfolio is due to your supervising professor by 12:00 noon, the first Monday of exam week of the semester you are taking your internship.

The criteria on which you will be evaluated will be developed throughout the semester; however, you can be thinking along these lines: 1) you have clearly shown how you have met the objectives of the internship, 2) the material is well organized, 3) the portfolio is easy to understand, and 4) the portfolio is neatly put together and attractive. This project should have a professional appearance to it.

***VERY IMPORTANT:** When you finish your internship, send a thank-you to your supervisor. This will keep the doors open between NCU and that internship site for future students' internships and is a "real-world" practice that very often is the difference between getting the job and not getting the job.

Internship Checklist

- _____ 1. Internship site selected
- _____ 2. Form "Proposal and Verification of Internship" turned in to department chair at least six weeks prior to starting internship
- _____ 3. Internship approved by Communication Arts faculty
- _____ 4. Detailed weekly log kept of all internship activities and hours worked (the form for this appears in this manual).
- _____ 5. Internship evaluation form (in this packet) filled out by supervisor and returned to faculty member overseeing the internship.
- _____ 6. Portfolio submitted to the supervising professor.
- _____ 7. Time scheduled with the department chair for internship presentation. Do this as soon as the internship is completed.
- _____ 8. Portfolio and presentation turned in to Communication Arts chair.
- _____ 9. Thank-you note sent to internship supervisor.