



Communications and Media Studies

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SUMMER 2011 EXP0099CB ... FULL-CREDIT INTERNSHIP IN COMMUNICATIONS

Your internship will enable you to learn about the world of communications through hands-on experience in broadcasting, film production, print journalism, public relations, marketing communications, advertising, publishing, web and multimedia, social media, and other fields. You will learn how media organizations operate and how various forms of information are transmitted to the public. You may have an opportunity to develop technical skills such as news and sports writing, copywriting, editing, layout, web design, and audio and video production. You will see first-hand how media professionals handle crisis situations as well as their normal daily routine. You may learn that you "have what it takes" for success in a particular field, or you may learn that you don't really want to pursue the career that you thought you did. You will certainly learn things that you could never learn in a classroom.

EXP0099CB internships receive **full credit** and are graded on a **Pass/Fail** basis. With consent, the course can be done long distance, with the internship site located somewhere other than Boston. The Summer School session is 12 weeks in length (May 25-August 12), but your internship does not have to occupy the full 12 weeks. You are required to complete a minimum of 150 hours over the course of at least one month, or whatever hours the site requires, whichever is greater. You may start the internship (and thus the course) later than May 25 and/or end earlier than August 12, but you must first receive consent for the schedule from the course instructor and the internship site supervisor.

You must be enrolled in EXP0099CB BEFORE you start the internship. Completing the paperwork takes time and requires that your site supervisor fill out and submit paperwork, so please plan ahead. To enroll, you should pick up an *Internship Agreement – Full Credit* form and a *Guidelines for Internships – Full Credit* form from Susan Eisenhauer at 95 Talbot Ave. (or download them from the CMS website), have your site supervisor fill out the middle section of the Agreement, and return the Agreement to Susan in person, by mail, or by fax. Susan will provide you with a paper copy of the Summer Session registration form (or you can download it) and will walk you through the registration process. Please **DO NOT** try to register online through the Summer School website and do not take registration paperwork to the Summer School or Student Services directly. Instead, register through Susan and she will handle your paperwork

NOTE: For activities directly related to the internship, Tufts covers students who are enrolled in EXP0099CB with professional and general liability insurance coverage while working at the internship site. This insurance coverage extends throughout the period of the course, from May 25 to August 12. For insurance reasons, you must receive the instructor's permission to begin the internship before May 25 or end after August 12. Students who are in unpaid internships are not eligible for Workmen's Compensation benefits because they are not employees, so please be sure that your medical insurance is up-to-date before you start your internship. Also, be aware that Tufts does not provide students with insurance coverage for duties performed while driving a car or other vehicle during the internship. If students use their own vehicles for internship business, they would be covered by their personal insurance. If students plan to use a company's vehicle during the internship, they should check with the company as to insurance coverage.

REQUIREMENTS

(1) **You must work a total of at least 150 hours over the course of at least one month or whatever hours the site requires, whichever is larger. The hours can be done anytime between May 25 and August 12.** You should meet with your site supervisor on a regular basis. This supervisor will be asked to write an evaluation of your performance at the end of your internship, and will be asked to verify the number of hours you have worked. (You will also have the opportunity to write a final evaluation of the internship, for use by future Tufts students.) Note: if you miss any of your scheduled work days, it is up to you to discuss with your supervisor how to reschedule these hours. Be sure to discuss any holidays or vacation days that you would like to take off, so that everyone is in agreement as to your schedule for the summer. **All hours must be completed by August 12**, which is the last day of the Summer Session. If this poses any problems, please contact Susan. If you want to intern past August 12, you must receive permission from Susan.

2) There is no required text for this course, but you are expected to be well informed on issues (international, national, and local) that might affect your work. If you do not already keep up with the news, this is a great time to start. You also are expected to be familiar with the work produced by the communications outlet for which you are interning.

3) **Writing Requirement**

(A) **Weekly emails** – Once a week (Friday, Saturday, or Sunday – your choice), send a short email to Susan Eisenhower (susan.eisenhauer@tufts.edu). (Note – If you are not working during a particular week, simply email Susan and let her know that, rather than not writing at all.) Information to include: (1) **a log of your hours** for the week (list each date you interned, the number of hours on each date, and a running total for the internship so far); (2) a **brief description** of your duties that week; (3) a **short description** of any problems (if any) or successes (if any) that you are having at the internship...anything you'd like to share with me. This is your chance to alert me to any immediate concerns and to praise, complain, seek advice, and/or ask questions. Note: This email does not need to be long. Just cover the basics. If you want/need to discuss your concerns by phone or in person (if you are in Boston), just let me know and we will arrange it.

(B) **Four short papers** –

About four pages each, double-spaced, typed, proofread. (Avoid embarrassment. Double-check your grammar, punctuation, spelling, and typos. I will circle any that I find!) Email the papers as attachments to susan.eisenhauer@tufts.edu. See due dates, below.

DUE DATES:

- (1) **June 17**
- (2) **July 1**
- (3) **July 15**
- (4) **August 3**

Note--These dates apply to students whose internships run the full 12 weeks of the Summer School course (May 25 to August 12). If you are working a much different schedule, please contact Susan Eisenhauer at the start of the internship to set due dates that correspond to your schedule. If you don't work out alternative dates, Susan will assume you are turning your papers in on the three dates listed above.

PAPER TOPICS:

*** PLAN AHEAD, BECAUSE SOME OF THESE REQUIRE RESEARCH AND INTERVIEWS AT THE INTERNSHIP SITE ***

(1) PAPER #1, DUE JUNE 17

Please address **BOTH** of the following:

(a) Tell me about the specific GOALS AND OBJECTIVES you have set for the summer. Give me a bulleted list. (You MUST meet with your site supervisor to develop the list, so plan ahead so you have plenty of time to do this. State in your paper the name of the person you reviewed them with.) You should look back on these GOALS every week, to see if you are making progress toward meeting them. If you are not making progress, we should talk about ways to approach the situation. Don't be shy about seeking my advice! Tell me, too, about your first impressions of your internship. Some suggested topics follow. What were your expectations as you walked in the door, and is the internship meeting those expectations so far? Do you have specific concerns? Tell me about the internship site, especially the atmosphere and the people who work there. Are there spoken or unspoken social rules, dress codes, and the like? Discuss interpersonal dynamics and "office politics." Consider issues of race, ethnicity, gender, and sexual orientation, if relevant. What skills do the professionals at this organization need, to do their jobs? How do this organization and your "niche" in it compare to previous internships or work experiences, if any?

- AND -

(b) Interview your site supervisor or another professional with whom you work (and, if you have time and opportunity, one other professional at the internship site, preferably higher up or in a different department). Tell me generally (in a narrative style -- not a transcript of your interview) about their educational and work backgrounds, their job responsibilities, and their views on the field/industry they're working in. How did they get into the field? What type of advice do they have for how you can make the most of your internship, in terms of both expanding your knowledge and networking with other communications professionals? What career advice do they have to offer? The goal here is for you to reach out and start to network at the site. (Note: If you would like to write up the interview as a newspaper article instead of an essay, I encourage that.)

(2) PAPER #2, DUE JULY 1

Note - -To write this paper, you must plan ahead. It requires that you (1) talk to several professionals at your internship site to gather information and specific comments (please tell me the people you interviewed, either through quotes or other attribution), and (2) do research on this business organization in the library, in trade journals and other publications, on the Internet, and at the

internship site itself. Please do not rely solely on the organization's website for information! Remember – (1) Do not simply “lift” material from the company website, (2) supply sources for your research, and (3) INCLUDE QUOTES AND COMMENTS FROM THE PROFESSIONALS YOU INTERVIEW.

Please contact me if you are having trouble with how to approach the topic, and we can talk it through.

Write in detail about your internship site as a business and how it fits into the specific media industry of which it is a part (e.g. television, advertising, newspapers, etc.). What are the site's overall objectives? What are its main competitors? Is it a successful company and how is success measured? What outside forces influence its bottom line (e.g. government funding cutbacks, economic recession, new competitors)? Are there local, national, or international events that have affected, or will affect, your organization? You should write about the products of the internship organization, be they books, magazines, newspapers, films, public relations or advertising "campaigns" for specific clients, TV or radio news shows, etc. How are the products funded? What are the audiences for these products? To what extent are the products influenced by the financial side of the company (e.g. are the formats and anchors of news shows changed to improve ratings and advertising rates?). Do you like the products? Why, or why not? How would you improve them, if you had the opportunity? Do these products help the organization reach its goals (financial, political, ethical, etc.)?

(3) PAPER #3, DUE JULY 15

Choose **ONE** of the following topics:

(a) If you are in an internship for which you have done some substantive writing, photography, design, film, social media, or other creative work, submit that to me with a 3-page written discussion of what the sample is, how the assignment came about (was it assigned or did you push for it?), what research you did for it, what skills you might have enhanced by taking on the project, what feedback you had from your supervisor about the quality of the work, and where this project might lead you to next.

(b) Interview at least two other professionals at the internship site (the higher-up the better, and in two different departments). In narrative form -- or as newspaper article(s), if you would prefer it -- tell me generally about their educational and work backgrounds, their job responsibilities, and their views on the field/industry in which they're working. How did they get into the field? What type of advice do they have for how you can make the most of your internship, in terms of both expanding your knowledge and networking with other communications professionals? What career advice do they have to offer?

(c) Discuss an internship-related topic of your choice. (Note: you *must* discuss and clear the topic with me in advance.) What follows is one possibility, though I'm open to lots of topics (again, you would need to clear the gist of it with me in advance) -- Describe a situation at the internship that called for an "ethical decision" - something you were directly involved in or something you observed. Analyze this situation. How would you have handled it, and why? Or, describe a specific situation from which you learned something about yourself in terms of effective interpersonal communications. Discuss a mistake you've made, almost made, or fear making. Why is it significant, and how can you correct it or avoid it?

(4) PAPER #4, DUE AUGUST 3

Please address **BOTH** of the following:

(a) Write an in-depth overview and evaluation of your internship experience. **Have you met the goals you set out for yourself at the beginning of the internship? (Refer back to the list you made for paper #1**

and be specific in answering this.) What have you gained academically, professionally, and personally? What have you learned about yourself and your interpersonal skills? Discuss the relationship between your liberal arts education and your internship experience. Are there specific courses you've taken that have been especially helpful? Are there courses you wish you had taken, or now plan to take? How has your internship experience affected your career plans? Are you interested in working in the field/industry in which you are interning? If not, why not? If so, what sector of the field appeals to you most? How difficult is it to obtain entry-level employment in this area, and how should you go about networking and looking for a position? Is graduate work necessary for a career in this field?

- AND -

(b) Learn how to "market" yourself in the best possible way as a potential employee. Review the "resume packet" on the Career Services website (there are good samples and a list of action verbs to use in your bullets). Rewrite/update your resume and ask your supervisor and others at the internship site for feedback. Tell me what they had to say. Attach the new resume to your final paper, so we can review it at our final meeting. When you show the resume to professionals at the internship site, be sure to get their advice on how best to word the description of your current internship, which should now be at the top of the "Experience" list. Talk to them about what "gaps" there are in your resume (e.g. additional skills or experience that you need), and how you could go about filling them.

(4) **At Least Three or Four Phone or In-Person Meetings**

You are also required to "meet" with me (on the phone or in person, depending on whether you are in the Boston area or not) at least three or four times during the summer. Prior to starting your internship, you should contact me to arrange a schedule of meetings/phone calls. Generally speaking, the meetings should occur within a week of your sending me each of the papers. **The final meeting must take place no later than August 10.** Plan ahead.

Note: The best place to reach me by phone in May and June is in the office (617-627-2007). As we get closer to July/August, I will let you know where to reach me during that period. Feel free to email me to check on my schedule, arrange meeting times, and generally stay in touch. If you are interning full time, consider arranging your phone meetings during your lunch hour. I encourage this. Weekend times can sometimes work as well, but you should first try to find a weekday time if at all possible. Be persistent about setting up times and they will happen. The burden is on you to contact me, not vice versa.

(5) **Photo of you hard at work** -- Sometime during the summer, please email to me at least one excellent, high quality (taken with a camera, not your phone) photo of you at work at your internship, plus a caption that describes what you're doing. We will use it on our CMS website or in our CMS newsletter. It's best to show yourself being busy at work, not posing, ideally in the field and/or doing something interesting. If you use equipment in your internship (e.g. TV newsroom, radio studio) or can show some "props" to define where you work, all the better, but I don't want it to look totally posed. Thanks in advance for sending me a great photo!

Important: Please remember that in order to receive a "Pass" for academic credit in this course, you must fulfill all of the above requirements. In addition to working the hours at your internship site, you must submit the papers on time (not all at the end of the internship). If you encounter any problems meeting these requirements, please contact me immediately -- do not wait until the end of the summer. It is your responsibility to stay in touch with me.