Iowa State University
Greenlee School of Journalism and Communication

ADVRT/JL MC/PR 499A: Professional Media Internship

Syllabus, Guidelines and Pre-Approval Form

Updated Fall 2017

Internship Coordinator
Juli Probasco-Sowers | 111 Hamilton Hall | julip@iastate.edu | 515-294-9957
Faculty Adviser
Your faculty adviser serves as your instructor for this course. You will also need to meet with the internship coordinator after gaining internship approval from your faculty adviser.

Course Description
ADVRT/ JL MC / P R 499A is a three-credit, 400-hour internship in advertising, journalism and mass communication or public relations required for all majors in the Greenlee School. The 499A internship allows students to gain professional media experience while being mentored and evaluated by both media professionals and faculty advisers.

Employers want to hire college graduates who have completed a variety of career-related experiences in school. ADVRT/JL MC/P R 499A is designed to give students the opportunity to transfer the knowledge gained in academic and student media settings to practice in a professional setting.

Pre-499A Checklist
• Make sure you are on track to complete 499A prerequisites, page 3.
• Begin collecting work samples from courses, student media, clubs and organizations. Search for work opportunities that could contribute to your portfolio.
• Attend workshops to prepare for your internship, and attend Greenlee School events to network with alumni and professionals.
• Begin research on 499A internship interests including:
  o What type of professional experience do you want to have?
  o When do you want to complete your internship?
  o Where do you want to work? Think of specifics (location of internship, living arrangements and cost), and look for contacts within organizations. Keep track of companies you’re interested in, including contact information, a list of required application materials and application deadlines for each organization.
• Meet with your faculty adviser or the internship coordinator to discuss 499A opportunities.

Learning Objectives
The learning objectives for ADVRT/JL MC/P R 499A are based on the professional values and competencies of the Accrediting Council on Education in Journalism and Mass Communication.
• To understand the role of communication as it relates to the mission and goals of the employing organization
• To understand and apply First Amendment principles and the law appropriate to professional practice
• To work ethically in pursuit of truth, accuracy, fairness and diversity
• To show sensitivity to diversity and cultural issues in verbal and visual communication
• To think critically and independently
• To write correctly and clearly in appropriate forms and styles
• To understand and/or use good visual communication concepts and techniques
• To demonstrate creativity in completing assignments
• To apply basic numerical and statistical concepts
• To demonstrate adequate skills in appropriate technology and software
• To demonstrate research/fact-finding skills
• To critically evaluate one’s own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

Begin planning for your required internship as soon you step onto campus. It’s never too early to network, get experience or pursue leads.
Prerequisites
To enroll in ADVRT/JL MC/P R 499A, you must have fulfilled these requirements:
• All students must successfully pass JL MC 110 and complete JL MC 201 with a C+ or better.
• ADVRT majors must have successfully completed ADVRT 301 with a C+ or better.
• JL MC majors must have successfully completed JL MC 302 (formerly 202), JL MC 303 (formerly 206) or P R 321 with a C+ or better.
• P R majors must have passed P R 301 and successfully completed P R 321 with a C+ or better.
• All students must be classified as juniors or seniors.

Basic Guidelines for 499A
The internship must meet strict guidelines for you to receive academic credit:
• A minimum of 400 hours of work
• Duties related to journalism and mass communication, public relations or advertising
• A professional supervisor who:
  o Has an education and/or significant professional experience in journalism and communication, advertising, public relations or a closely related field
  o Works on site with you and is an employee of the organization where you are interning
  o Is not related to you
• A professional workplace (You cannot work from home or for a student organization.)
• Necessary resources and equipment to complete the internship (You cannot check out Greenlee School equipment for your 499A.)
• An opportunity to build a professional portfolio

You cannot use your ADVRT/JL MC/P R 499A internship to obtain academic credit from any other department at Iowa State University.

How to Find a 499A Internship
It can take more than a year to research, apply for and secure an internship that will satisfy the requirements and several semesters to complete prerequisites.

PREPARE FOR YOUR INTERNSHIP SEARCH
☐ Meet with your faculty adviser to begin discussing internship interests, and complete the prerequisites for your major.
☐ Create or update your résumé, cover letter and electronic portfolio.
  • Have each reviewed by your faculty adviser or the internship coordinator.
  • Customize each with every application you send.
  • Seek assistance from LAS Career Services (careers.las.iastate.edu).

CONDUCT YOUR INTERNSHIP SEARCH, APPLY AND INTERVIEW FOR POSITIONS
There are a variety of methods you can use to find internships. No one method will uncover all of the opportunities available to you, so it is very important that you try several. Here are a few methods you can try:
• Networking
• Directories
• List of past 499A internships (greenlee.iastate.edu/experience/internships/internship-resources)
• Notices of companies interviewing on campus
• GSJC Jump-Start Internship and Networking Fair (greenlee.iastate.edu/jump-start)
• Other career fairs on campus (www.career.iastate.edu/career-fairs)
• Greenlee School Internship and Jobs communications (an email is sent regularly with new listings)
You should stay in close contact with your faculty adviser while you are applying and interviewing for internship positions. Your faculty adviser will be able to give you the best advice about whether a particular internship will be suitable based on your interests, skills and experience.

Apply for multiple internships in your field so that you have options if your first choice doesn’t work out.

Best practices when applying for internships:
- Follow up with each organization a few days after you send your application materials.
- Continue applying for internships until you accept a position. Don’t stop after the first round of applications.
- Send thank-you notes after each interview.

How to Get Internship Approval and Enroll in 499A

You must follow Steps 1-7 to receive formal approval from the Greenlee School before you may officially accept an internship offer and begin counting hours toward the 400-hour requirement. This process should take about a week if you set up the meetings and monitor the progress.

STEP 1: OBTAIN AN INTERNSHIP OFFER
Evaluate all internship offers, and decide which internship you would like to use to satisfy your 499A requirement. Let that employer know that you are interested in accepting the position but that you first must receive confirmation from the Greenlee School that the internship meets 499A requirements.

Refer to “Internship Supervisor Discussion Checklist,” right, to obtain any information you may still need from your supervisor to complete the formal approval process. Tell your proposed supervisor that the Greenlee School will be in contact soon through email in order to confirm the internship offer as part of the formal approval process.

STEP 2: COMPLETE THE PRE-APPROVAL FORM AND MEET WITH YOUR FACULTY ADVISER
Complete the top portion of the 499A Pre-Approval Form (see last page of this syllabus). Meet with your faculty adviser to discuss the internship offer and get the pre-approval form signed.

<table>
<thead>
<tr>
<th>Internship Supervisor Discussion Checklist</th>
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<tr>
<td>When you obtain an internship offer, ask your potential employer for the basic information you will need to complete the ADVRT/JL MC/P R 499A proposal, including:</td>
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<tr>
<td>□ The internship title or position</td>
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<td>□ The internship timeline, including the start date, the estimated mid-internship date and the estimated end date</td>
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<td>□ The name and address of the company</td>
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<td>□ The contact information for your proposed supervisor, including name, title, e-mail and phone number</td>
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<td>□ The total number of hours you expect to work during the internship and the number of hours you expect to work each week</td>
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<td>□ Discuss compensation with the supervisor, specifically the amount expected per hour, week or for the whole internship</td>
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<td>□ The specific duties of your internship</td>
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<td>□ Your goals for the internship and skills you hope to improve.</td>
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<td>□ The projects you will work on during the internship and how they will be included in the portfolio you need at the end of the internship</td>
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<td>□ Your proposed supervisor’s educational and professional background (your supervisor will need to complete a form in the Internship Web System about their education/experience once the internship is approved)</td>
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STEP 3: MEET WITH INTERNSHIP COORDINATOR
After you complete the Pre-Approval Form, contact the main office in 101 Hamilton (greenlee@iastate.edu, 515-294-4342) to make an appointment with the internship coordinator. At your appointment, you will turn in the Pre-Approval Form and report which semester you will be doing the bulk of the hours. The internship coordinator will review 499A expectations and the process.

STEP 4: LOG IN TO IWS TO COMPLETE THE FORMAL PROPOSAL
After your meeting, the internship coordinator will create a profile for you in the Greenlee School’s Internship Web System (IWS) located at apps.greenlee.iastate.edu/iws. You will receive an email explaining how to log in and complete the formal proposal. (See “Internship Supervisor Discussion Checklist,” page 4, for the information you will need to have to complete the proposal.) It is important that you do this in a timely manner to keep the approval process moving forward.

STEP 5: MONITOR THE PROGRESS
When you submit the form, the system will send an email notification to your faculty adviser alerting them to review your proposal. After your faculty adviser reviews your proposal, your proposed supervisor will receive a notification requesting confirmation of your internship and information about their credentials. Once your internship supervisor completes this step, your faculty adviser will review the complete internship proposal and give formal approval. This process should take 3-5 days. You may log in to IWS during this process to check the status of your approval. If you have concerns at any stage, contact the internship coordinator or follow up with your internship supervisor and faculty adviser to make sure they received the IWS notifications.

STEP 6: FORMALLY ACCEPT YOUR INTERNSHIP OFFER
Once your internship information has been approved through IWS, you and your internship supervisor will be notified by email. After you receive the email, follow up with your internship supervisor to formally accept the offer and discuss your start date. You may begin counting internship hours at this time, but don’t forget to complete your registration by turning in your add slip (Step 7).

STEP 7: PICK UP YOUR SIGNED ADD SLIP AND REGISTER FOR 499A
Within 1-2 days of receiving your formal approval email, your signed ADVRT/JL MC/P R 499A add slip will be available for pick-up in 101 Hamilton. Pick up the form, sign it and submit it to 10 Enrollment Services Center to formally register for the class.

Check your schedule on AccessPlus to ensure your add slip has been processed (usually within 48 hours). You may begin counting your internship hours once you have formally registered for 499A.

NOTE: You must register for 499A in the semester in which you will be doing the bulk of your internship hours. When registered for three credits of 499A, tuition and fees will be assessed for three credits. If you cannot complete your internship in the term in which you registered, a non-report (N) until all the requirements have been met. Contact the internship coordinator as soon as you know this may be an issue.

Students may be eligible for summer financial aid loan assistance for tuition and living expenses. Please contact the Office of Financial Aid for information about summer aid. International students must request formal approval to complete U.S. internships. Contact the Iowa State International Students and Scholars Office (ISSO) for information.
Completing Your 499A

You are expected to conduct yourself in a professional and ethical manner during your internship. Remember that you are representing the Greenlee School and Iowa State University. Failure to conduct yourself in an appropriate manner may result in your failure of this course. **Work hard each day. Your performance may result in the most important job references you will receive.**

Your ISU email address is the official form of communication with the Greenlee School during your internship. You must check your Iowa State email on a daily basis throughout your internship.

You are responsible for maintaining a record of your internship hours. Keep samples of all of your work and note details about what role you played in work projects. Doing this will make writing your final paper and creating your final portfolio much easier.

Remember to contact your faculty adviser and the internship coordinator periodically to update them on your progress.

**MID-INTERNSHIP EVALUATION**

Once you have completed 200 hours of work at your internship site, you must log into IWS and complete your mid-internship evaluation. The mid-internship evaluation consists of about 40 questions and allows you to reflect on your progress. You do not have to restrict your feedback to answering the questions on the form. Before closing out, click on the icon that will send your supervisor an email asking them to do their portion of the mid-internship evaluation. Follow up with your supervisor to make sure they received the reminder. **Because you are responsible for tracking your internship hours, you will not receive a reminder about the mid-internship evaluation. It's up to you to remind your work supervisor.**

If you have any questions or concerns, please contact the internship coordinator or your faculty adviser.

**FINAL EVALUATION**

Within 30 days of completing your internship hours (last day of work counted on your internship 400 hours), you must log into IWS to submit your final evaluation. The final evaluation consists of about 40 questions. **Because you are responsible for tracking your internship hours, you will not receive a reminder about the final evaluation.**

Remind your internship supervisor to log into IWS to complete the final review, as well – it is your responsibility to make sure your supervisor has submitted all evaluation materials.

**FINAL ASSIGNMENTS**

To complete your final course requirements, you must also complete the following:

**Internship Portfolio:** An internship portfolio is due at the conclusion of your internship. The portfolio should include examples of the projects you completed throughout your internship. Please communicate with your faculty adviser to discuss the specific materials that should be included in your portfolio and how it should be presented. When your portfolio is completed, share the link on IWS.

**Internship Final Paper:** An internship final paper is also due at the conclusion of your internship. Save the document as a PDF and upload it to IWS. The

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**Consider asking your supervisor to review your portfolio for professionalism and quality of materials, as though you are applying for an entry-level position.**
report should be a minimum of seven pages and include:
• A description of the organization with which you interned
• A summary of your tasks and assignments and accomplishments
• A list of connections you made
• How your classes prepared you for your internship or what training would have better prepared you
• What impact that the internship had on you and how it influenced your career goals
• Whether the internship met your expectations and whether you would recommend this internship to other students

Exit Interview: Schedule an exit interview with your faculty adviser within 30 days of completing your internship to discuss your final reviews, internship portfolio and final paper. You must complete all internship evaluations, upload your final paper to IWS and post the link to your final internship portfolio to IWS before this meeting.

Students will receive a satisfactory-fail grade based on evaluations, performance and the final paper and portfolio. Your faculty adviser will ultimately decide your final grade.

The Greenlee School requires you to complete a portfolio and internship paper within 30 days of completing the last of your 400 hours. Even though the Registrar’s policy says that you must complete any non-reports within one year, you may be required to complete the internship much sooner to satisfy this 30-day requirement.

Check Grade on AccessPlus
Please check AccessPlus a week or two after your exit interview to verify that a grade has been submitted.

Note: 499A is required for all Greenlee majors. Students may choose to do an additional internship (499B) for 1–3 credits after completing their required internship. 499B is an elective and not required for graduation. Credits for 499B will be based on the number of hours worked.

Academic Misconduct
Academic misconduct in any form is in violation of Iowa State University Student Disciplinary Regulations and will not be tolerated. This includes, but is not limited to: copying or sharing answers on tests or assignments, plagiarism and having someone else do your academic work. Depending on the act, a student could receive an F grade on the test/assignment or an F grade for the course, and the student could be suspended or expelled from the University. See the Conduct Code at www.dso.iastate.edu/ja for more details and a full explanation of the academic misconduct policies.

Disability Accommodation
Please address any special needs or special accommodations with the internship coordinator or faculty adviser at the beginning of the semester or as soon as you become aware of your needs.
# 499A Professional Media Internship Checklist

## Finding your 499A internship
- Print and read the 499A Professional Media Internship syllabus.
- Set up an appointment with your faculty adviser to discuss your internship interests and plans for completing JL MC, ADVRT, P R 499A. Have your adviser review your cover letter, resume and portfolio.
- Complete a professional internship search. (Make sure you review the Basic Guidelines for 499A Internships on Page 3 of this syllabus.)

## Getting internship approval and enrolling in 499A
- Obtain internship offers and consider which will provide the best experience for your 499A.
- Discuss the details of the internship with your proposed internship work supervisor. See Page 4 of this syllabus for an outline of what you need to discuss with your supervisor. You will need to share this information with your faculty adviser to get formal approval, which you need before you can accept the position for your 499A.
- Meet with faculty adviser to discuss internship offer and have him/her sign Pre-Approval Form.
- Meet with the internship coordinator to turn in your Pre-Approval Form, report which semester you will be doing the bulk of your hours and to discuss the approval process. Appointments must be made in advance in 101 Hamilton (515-294-4342).
- Watch for an email with instructions for signing into the Internship Web System (IWS).
- Sign into the IWS and fill out the formal internship proposal. Once this is submitted, your supervisor will get an email requesting his/her credentials for supervising your position. You must ensure your proposed supervisor completes this step on the IWS to move forward with the approval process.
- Monitor the internship approval process using IWS on a daily basis to ensure timely approval.
- Once you receive an internship approval email, you can formally accept the offer from the employer and begin counting hours for your 499A.
- Pick up your signed add slip in 101 Hamilton Hall, sign it and submit your completed add slip to 10 Enrollment Services Center.

## Checking in during the Internship
- Check your iastate email daily during your internship and follow your faculty adviser’s procedures for communication with them during your internship.
- Maintain a record of your internship hours and keep samples of your work, with details on your contributions to work projects. This will be used in your final portfolio and internship paper.
- Once you complete 200 hours of work, log into the IWS and complete the mid-internship evaluation. You must remind your supervisor to do the same.

## Completing your 499A
- Once you complete 400 hours of work, you have 30 days to complete your final evaluation in the IWS. Remind your supervisor to complete your final evaluation in the IWS.
- Create or update your portfolio with work from your internship, according to your faculty adviser’s instructions. Add the link to your portfolio to IWS.
- Write your final internship paper. Upload a PDF of the paper to IWS.
- Meet with your faculty adviser for an exit interview, where you will discuss your portfolio and final paper.
- Check AccessPlus a week or two after the exit interview with your academic adviser to ensure a final grade has been submitted.
JL MC/ADVRT/P R 499A PRE-APPROVAL FORM

Name: ____________________________ Student ID: ____________________________

ISU Email: ______________________ Phone: ____________________________

Major: __________________________

Intended Internship Semester: __________________ Proposed Internship Organization: __________________

Have you previously worked or interned at this organization?

Step 1: Please read and initial next to the student responsibility statements and sign below:

I understand it is my responsibility to read the entire JL MC/ADVRT/P R 499A internship syllabus and to make sure that I understand the 499A requirements. ______

I understand this pre-approval form is only the first step in the JL MC/ADVRT/P R 499A internship approval process, and it is my responsibility to follow the approval process using IWS on a daily basis to ensure my internship is approved in a timely manner. ______

I understand that I cannot begin counting internship hours until the 499A approval process is completed and that it is my responsibility to make sure that my supervisor and adviser know it’s important to complete the approval in a timely manner. ______

I understand this does not happen until the internship coordinator signs the add slip, and it is filed in 10 Enrollment Services. I understand that I will be required to contact the internship coordinator to update the timeline on my internship proposal if my actual approval date is after the proposed start date listed on my proposal. ______

I understand I must check my Iowa State email address on a daily basis during my internship, and must respond to any email I receive from the internship coordinator or my faculty adviser about my internship. ______

I understand I must register for 499A in the semester in which the bulk of my internship hours will take place, and I must pay tuition and fees to Iowa State University for the three credits of 499A in this semester (including summer). ______

I understand I will not graduate from Iowa State University until 499A is complete. I understand I may need to update my graduation date if I plan to take during my final semester at Iowa State. (Note: Submitting a graduation application for the incorrect term may result in you having to pay the graduation fee more than one time. Please verify your graduation term with your faculty adviser.) ______

I understand that in order to graduate at the end of the semester in which I complete my internship, I must have completed all of the internship requirements by the following date (Sept. 1 for summer; Jan. 30 for fall; May 30 for spring). ______

Student Signature __________________________________________ Date: ____________

Step 2: Schedule an appointment with your faculty adviser to discuss this internship.

My advisee has met with me about using this internship to satisfy the JL MC/ADVRT/P R 499A requirement and has my permission to begin the JL MC/ADVRT/P R 499A approval process.

Faculty Adviser Signature __________________________________________ Date: ____________

Step 3: Schedule an appointment with the internship coordinator to initiate your record in the Internship Web System. Your internship supervisor, the faculty adviser and the internship coordinator will be tracking your progress in IWS. Please call 515-294-4342 for an appointment (walk-in appointments are not available).

Student has completed:

☐ JL MC 201 (C+ or better); ☐ ADVRT major: ADVRT 301 OR ☐ JL MC major: JL MC 302, 303, OR P R 321 (C+ or better) OR ☐ PR major: PR 301 and PR 321 (C+ or better); ☐ Student is classified as a junior or senior

Internship Coordinator Signature __________________________________________ Date: ____________