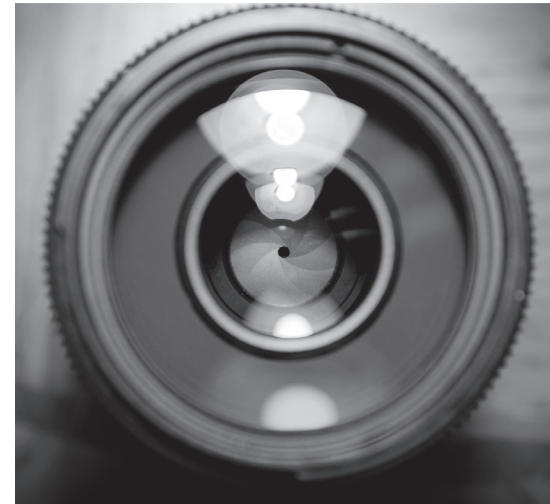


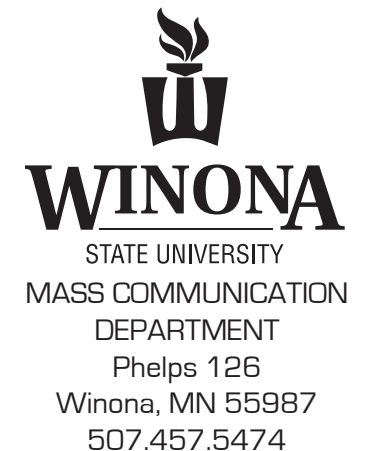
## INTERNSHIP CHECKLIST

- 1. Pick up WSU Internship Application in the Mass Communication office, or Online at [www.winona.edu/masscomm](http://www.winona.edu/masscomm). Look under Policies and Documents.
- 2. Meet with faculty advisor or Internship Coordinator to discuss possible internship sites, internship requirements and registration deadlines.
- 3. Complete arrangements with the internship site. This process is similar to applying for and securing a job.
- 4. Complete all forms required by the Mass Communication Department and the university:
  - **Department Internship Contract**
    1. Description of the internship duties is to be completed by the intern and on-site supervisor.
    2. Description of the final project is to be completed by intern; with the Internship Coordinator.
  - **WSU Internship Application Form**
    1. The Internship Coordinator will fill out the WSU Internship Application Form in consultation with the intern.
    2. Fee reduction application if site is more than 50 miles away from Winona ([www.winona.edu/billing](http://www.winona.edu/billing)).
- 5. Register at the appropriate time,
- 6. Submit appropriate documentation as outlined in the Internship Contract.
- 7. Arrange an end-of-internship interview with the on-site supervisor and the Internship Coordinator. Provide the on-site supervisor with the Mass Communication Internship Evaluation Form and ask the on-site supervisor to return it to the Internship Coordinator.



# MASS COMMUNICATION

## INTERNSHIP GUIDELINES



## PURPOSE OF THE INTERNSHIP

Mass Communication majors may elect to earn academic credit for practical, on-the-job experience in a professional setting. This can be used as elective credits in the journalism option or can count as general elective credits toward graduation.

Mass Communication Department interns are expected to be directly involved in the crafting, production or dissemination of media messages. This is an opportunity to apply theoretical concepts learned in the classroom to practical challenges encountered in a professional setting under the direction of an on-site supervisor and the department's Internship Coordinator. The internship experience enhances skills, develops professional contacts and relationships and provides new perspectives on the profession. It increases your understanding of what it takes to succeed in the work environment.

An internship is also an opportunity for academic growth. The internship is placed in an academic perspective through a creative or research project that grows from the work experience.

This handbook is intended to guide you through obtaining and completing an internship for academic credit.

## SECURING AN INTERNSHIP SITE

The intern is expected to find and arrange an internship site. The site must be off-campus. Suggestions for possible sites or procedures for locating sites are available from the department's Internship Coordinator or from faculty advisors. Lists of companies that have used WSU interns in the past also are available for review. Remember, it is your responsibility to locate and arrange the internship. The process of finding an internship is similar to the search for a job.

## INTERNSHIP ELIGIBILITY

Internship eligibility is verified by the Internship Coordinator. Have documentation of fulfilled requirements available. Before an internship is started the candidate should:

- Achieve junior class standing (60 semester hours)
- Have an cumulative WSU grade point average of 2.5 or higher at the time of registration
- Complete 21 semester hours of Mass Communication courses (including transfer credits)
- Complete 9 semester hours of Mass Communication courses numbered 300 or above

## FORMULA FOR CALCULATING INTERNSHIP CLOCK HOURS

Three semester hours are earned during an internship. One semester hour credit is awarded for every 40 clock hours spent on the job.

## INTERNSHIP ACADEMIC REQUIREMENTS

The academic requirements for the successful completion of a Mass Communication Department internship include the following:

### 1. On-site hours

The internship, which is worth three credits, must consist of a minimum of 120 hours on-site, with a minimum of eight hours per week required on-site.

### 2. Internship Journal

The intern is expected to submit a typed journal detailing the experience and the lessons learned during the internship. The weekly journal will be submitted during the semester to the Internship Coordinator. Variations may be agreed upon between the Internship Coordinator and the intern.

### 3. Work Samples

Samples of work completed by the intern or to which an intern made a contribution during the internship should be submitted to the Internship Coordinator. If, for some reason, this is not possible, it should be discussed with the Internship Coordinator.

### 4. A Final Project

The intern must complete a final project due at the end of the internship. The project will take the form of a three- to five-page reflection OR a creative or research project that grows out of the internship experience. The final project's concept should be approved by the Internship Coordinator at least midway through the internship.

**NOTE: All Mass Communication Internships are taken for Pass/No Credit and can be taken only once  
Be sure to comply with appropriate registration deadlines!  
CHECK PUBLISHED CALENDAR**

