

Communication Internship Packet

**GUIDELINES FOR:
COMM 495 – Internship in Communication**

Department of Communication

Salisbury University

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Internship Eligibility Checklist

At the time of application submission, *these requirements must either already be met or will be met by the end of the semester the application is submitted:*

1. I am an SU junior or senior with a declared major

What is an Internship?

Course Description: COMM 495 - Internship in Communication

1-8 credit hours - may be repeated once (only 4 hours will count toward major requirements). Permission to repeat the course will be granted only if the student can document that the second internship experience is significantly different from the first.

Prerequisites are detailed on the Internship Checklist on page 3.

COMM 495 is not a traditional course held in a classroom on campus. Eligible students find an off-campus occupational setting that relates to their career aspirations and they negotiate workplace duties with an employer who serves as a mentor and supervisor. The internship in communication provides an outlet for students to gain practical and concrete experience in a professional setting by applying theoretical concepts in occupational roles. The internship allows the students an opportunity to apply their classroom experience in various types of occupations including broadcasting, journalism, organizational communication, public relations, human relations, event planning, and training. The internship is an extension of the classroom, thereby enhancing the overall curriculum. An internship helps fulfill the department's mission by providing the best possible academic experience for the student.

The internship is a cooperative effort among the student, the internship site, and the Communication Department of Salisbury University. A bona fide employer-internship relationship is important to the experience that should be regarded as an opportunity and a challenge.

Finding and applying to complete an internship for credit is similar to finding and maintaining a job. You must represent yourself in a professional manner to the COM (nge (to)2 (lf4 (c). (l)-2 -1 (t)- (e)-6 I)12(r)3 (i)7-

Why do an Internship?

A. Value to Student

1. The internship can be listed as a professional experience on a resume.
2. The professional experience cannot be duplicated through academic course work.
3. The internship allows the student to apply theory learned in the class to actual work situations.
4. The internship may increase employment opportunities and industry contacts.

B. Value to University

1. Internships broaden the program at little or no additional cost.
2. Internships foster closer working relationships with area organizations and professionals.
3. Returning interns can help keep the existing curriculum current.
4. Internships can be a powerful incentive when recruiting students to the University.

C. Value to the Professional Community

1. The internship gives the employer the opportunity to preview prospective employees without a commitment to hire them.
2. Interns can be a valuable source of new ideas.
3. Internships can be listed as community service.
4. Internships are the organization's contribution to education.

What Kinds of Internships are Available?

A. Practice/Shadow Operations

The intern takes part in station or business operations outside of actual production. For example, an intern might record material for his education but not for broadcast, might operate equipment when not in use for production or broadcast, and might write news or commercial copy for practice and professional critique.

B. Actual Work Situation

The intern works in an actual line or staff capacity. For example, the position could be in production, sales, news, writing, training, or a box office. In these types of internships, the employer must not displace a paid employee. If a regular employee is not paid during the intern's work period, then the intern must be paid.

C. One Job Internship

The intern remains in one department for the entire term of the internship and is mentored to become proficient in that one area.

D. Rotating Duties

The intern spends a short period of time in a number of different departments to become familiar with various aspects of the entire operation.

NOTE: It should be clearly understood that the internship is to be a learning experience; the student should not be assigned only "go-fer" duties nor should the entire internship be merely observational. Although students are hired because they are perceived to have some valuable competencies, the internship is primarily an opportunity for the student to be mentored by a professional and must not displace a paid employee. The intern is given the opportunity to further develop existing skills and to learn new ones. It is the student's responsibility to negotiate their duties with their prospective on-site Internship Supervisor.

Credit Options

1. To earn 4 credits, the intern will complete a total of 180 documented work hours (45 hours per credit).
2. Two different internships may be taken for a maximum of 8 credits. Students may also complete one internship experience for more than 4 credits, as long as additional hours are contracted (45 hours per each additional credit). Regardless, a maximum of FOUR credits may be counted toward upper level credits in COMM. Any additional credits will count as general elective upper level credits.
3. **Students must be registered during the semester in which they contract to complete an internship.**
On some occasions, internships may be approved through the Registrar's Office.

Additional Guidelines

1. The signed application and the information it details is to be treated as a contract – between you and the organization, and between you and Salisbury University. These are the minimum requirements for the internship position and must be adhered to by the intern. Changes to anything contracted in the application may be made only if the Internship Director and your on-site supervisor approve them in advance.
2. Although at least one face-to-face meeting with the COMM Internship Director is required, it is up to the intern to initiate meetings with the Internship Director to obtain and discuss the internship. While face-to-face meetings are the preferred context, phone calls and e-mails may be substituted in cases where in-person meetings are not feasible. The intern should contact the Internship Director in a timely manner if any problems occur at the assigned internship so that intervention may take place if necessary.

Internship Webfolio (a virtual portfolio on the web)

By the end of the internship, you will submit a professional webfolio of your activities for a grade. The webfolio contains 4 key sections:

1. Work Logs: Logs are a brief summary of your activities for the week. This is your chance to write about all the interesting and valuable things you've been doing.
2. Work Samples: In this section, you will include samples of your internship activities.