
COMMUNICATIONS MEDIA

INTERNSHIP

HANDBOOK

FITCHBURG STATE COLLEGE

by Lee DeNike
and Charles Sides

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INTRODUCTION, DEFINITION AND PURPOSE

INTRODUCTION

The Communications Media Internship combines academic study with occupational experience. It provides an exciting and challenging approach to the development and realization of both educational and career goals.

This handbook describes the purpose, sequence of procedures, process of supervision and evaluation documentation relating to the internship. Please read it carefully. Additional information may be obtained from your advisor, the Department internship supervisor or the Department Chairperson.

DEFINITION

The internship involves (1) colloquiums and (2) an unpaid supervised learning experience in which the student is placed with an organization that offers the type of work for which the student has prepared. The on-site component can be more specifically defined as the relationship the student has with an organization in which he/she is treated as a quasi-employee.

PURPOSE

The Communications Media internship provides students with the opportunity to:

1. apply skills and knowledge acquired during previous course work.
2. acquire additional technical skills and knowledge.
3. reality test perceptions of the world of work in his/her career field.
4. build experience necessary for employment.
5. facilitate the transition from the academic world to the work world.
6. access facilities and equipment typical of the job world.
7. experience entry level duties and assignments.
8. evaluate his/her chances for success in the desired career field.
9. prepare for the job search
10. develop constructive work habits and attitudes.
11. utilize and strengthen interpersonal and group communication competencies.
12. cultivate a self-directing, self-correcting way of life.

ROLE OF THE STUDENT

ELIGIBILITY

The internship is full-time. Consisting of at least 15 full-time (**40 hrs. per week**) weeks, this 12-credit experience is with a leading private or public organization.

Students are eligible for the internship who meet the following requirements.

1. Minimum 2.5 G.P.A. in Communications Media at the time application is made; 3.0 for internships outside New England.
2. Minimum overall 2.0 G.P.A. at the time application is made.
3. Senior status
4. Completion of all Communications Media course requirements (**no incompletes**).
5. Completion of all course work necessary for graduation.
6. Successful Departmental interview with Communications Media faculty.
7. Exceptional portfolio and resume (**as judged by Communications Media Interview Committee**).
8. Approval of Department Chairperson.

Students apply for an internship by completing the Application for Internship form found in *Appendix A* and submitting it to the Department Chairperson at the beginning of the semester immediately prior to the internship.

Before filing this application the student should assess his/her readiness for an internship experience. Mature students who are ready to handle the responsibilities of work will find the experience more rewarding than those who are dependent on constant direction and supervision. This maturity can be seen through the degree of seriousness

with which class assignments and other activities are approached. Attitude toward the job and tact in human relationships are every bit as important as actual skill and knowledge.

If the student can demonstrate skill, knowledge and maturity then he/she is likely to qualify for an internship.

CERTIFICATION

Upon receipt of the Application for Internship, the Department Chairperson will consult with the Registrar to ascertain if the student possesses the required grade point average (**g.p.a.**), is a senior, and has completed all course requirements. Once it has been determined that these qualifications have been met, the Chairperson shall arrange for the departmental interview. At this interview the student is to present a portfolio and resume, will be questioned about his/her career goal, asked about his/her intentions for the internship, and given an opportunity to exhibit his/her depth of knowledge about communications media and interpersonal communication. If the interview is successful, the Chairperson shall decide if any other circumstance should prevent the student from interning. None being found, the Chairperson shall certify that the student is eligible for the internship requested. (*Appendix B*)

If the student does not qualify for the internship, remediation shall be suggested to correct the deficiency or deficiencies. This remediation will continue until such time that all previously identified deficiencies are corrected. At that time the student can reapply for an internship. (*Appendix A*)

SITE DESIGNATION

Once eligibility has been certified, an analysis is made by the Department internship supervisor of all potential internship sites to determine which is most appropriate to the level of competence (**both in terms of the student's area of concentration and interpersonal skills**) and to the career goal. A site is then designated as to where the student could intern. **It should be clearly understood that the student is expected to finance any commuting and/or housing arrangements he/she makes to reach the internship site. The Department's prime consideration in placing a student is the learning that can evolve, not a student's particular housing or transportation demands.**

When he/she is interviewed for certification, a student may suggest a site other than those already approved by the Department where he/she would like to intern. However, a student cannot intern at any site where there has been or is a work (**paid or unpaid**) affiliation. The proposed internship must be a new learning experience. If the suggestion appears reasonable, a visit to the site is made by the Department internship supervisor. If the site is judged to be desirable, it is added to the Department's list of internship locations and would be considered as an internship site for the student that suggested it. However, **it must be clearly understood that regardless of the student's wishes, the Department's internship supervisor designates the site where the student is to be interviewed for an internship.**

INTERVIEW PREPARATION

After a site has been designated by the Department internship supervisor, the student is notified to make an appointment with the Department internship supervisor. At this meeting the student is informed of the tentative internship location. A brief description of the company, and, especially, the department is provided. Questions are answered. The student is provided the name and phone number of the individual to contact at the internship location and instructed to make an appointment for an on-site interview. If, at this point, the student does not wish to intern at the designated site, he/she is no longer considered for an internship and is, thereby, unable to graduate in Communications Media.

The student should learn as much as possible about the site prior to the interview. It may be possible to call a student who previously interned at the site. Consider writing the personnel office of the company to obtain general employment information about the organization. Finally, utilize the library to research the company or agency.

Prepare questions to ask the interviewer such as:

1. How will I be oriented to the organization?
2. Will my responsibilities increase as I progress through the internship?
3. What might be some of the tasks I could be assigned during the internship?

Mentally prepare a thorough inventory of yourself: abilities, knowledge, needs, ambitions, values and experience. You should project yourself as a person with a clear sense of your strengths and weaknesses, what your career goal is and how you plan to achieve it. Do some role playing with friends to practice for the interview.

INTERVIEW

Make sure the appointment is kept and be at the site about 15 minutes ahead of time. Dress neatly and professionally. Learn the name of the interviewer and how to pronounce it. Shake hands with strength. Do not slouch. Speak clearly and use proper English. Maintain eye contact. Appear to be relaxed although interviewers expect some nervousness. Exhibit self-confidence but do not be aggressive.

Ask questions and give information about yourself. Anticipate questions such as:

1. Why do you want to intern with us?
2. What do you hope to learn from the internship?
3. What are the details behind your resume?

In general, try to convince the interviewer that you are eager to learn and that you desire to help contribute to the success of the organization. Most important of all is to give straightforward, honest answers. Admit what you do not know. Do not attempt to present an image which is not you. Leave an impression of sincerity, enthusiasm, responsibility, confidence, and flexibility. Also, you will want to convey the feeling that you are a "team player" and that you have the ability to get along with all types of people.

Take along a resume and a portfolio of your work. Many interviewers will want to see one or both. However, if they don't you should offer to leave a copy of your resume. The resume serves as a reminder of who you are and what you have to offer.

DEBRIEFING

After completion of the on-site interview, report your reactions to the Department internship supervisor. Indicate whether you would accept the site for an internship. If you accept and the organization accepts, the internship location has been finalized.

If the organization rejects you, the Department internship supervisor, using feedback from both you and the organization, will tentatively designate another site. You repeat the interview process remediating the deficiencies exposed in the prior interview. If you are again rejected, the interview process ends. You may reapply for an internship in a succeeding semester when all deficiencies have been remediated as judged by the Department internship supervisor.

If the organization accepts you but you reject the site, a discussion ensues with the Department internship supervisor as to why you reached that decision. If the reasons are judged legitimate, another organization is selected to interview you. If the reasons are judged to be unfounded, you are assigned to that site for your internship or given the option of postponing the internship to a later time.

INTERNSHIP PREPARATION

Shortly after an internship location has been finalized, you will receive a letter from the Department internship supervisor, confirming the location, outlining the Department's expectations, the starting and ending date of the experience, etc. (*Appendix H*)

Make sure you enroll in the Internship by making an appointment with your advisor during the registration period.

The expenses of the internship should be planned for well in advance. Most internships require commuting and many will require locating away from Fitchburg. Lunches at the worksite may be more expensive than the college cafeteria. Examine your wardrobe to determine if you have clothes appropriate to the internship environment. Finally, keep in mind that nothing is more embarrassing than to have to drop out of the internship because you did not plan adequately. In addition, worrying about where your next meal is coming from or if you have enough gasoline to last the week will have a detrimental affect on your performance. It is better to postpone the internship and work a semester so that you will have enough resources to enable you to devote full attention to the experience.

EXECUTING THE INTERNSHIP

Just prior to the start of the internship another check of each student's qualifications is made. If the student fails to meet all requirements, the Chairperson shall notify you of your ineligibility. The Department internship supervisor informs the on-site supervisor of your ineligibility.

Once you begin the internship, your immediate task is to demonstrate a strong work ethic. It is during the first few days that impressions are made. Bad first impressions are difficult to overcome. Acclimate yourself quickly to the company's culture and policies by listening carefully. Learn how image and style are communicated. Commit to memory people's names and the location of offices and equipment. Avoid performing tasks with a flash and flare. Welcome and seek feedback and criticism of your performance. Exhibit a positive, can-do attitude. Be on time and be reliable. Keep in mind you are expected to put in a normal working day for at least 15 weeks. Do the work that is asked of you with enthusiasm and to the best of your ability. Use enough initiative to show your unique qualities and ideas. Learn as much as you can about your career area and its working world. Learn when it is best to ask questions and when it is best not to.

Changing internship locations is not permitted. The only exception is when the internee fails to meet the commitments made to the Department internship supervisor and/or in the Internship Agreement (*Appendix G*). The decision as to whether this is fact will be made by the Department internship supervisor in consultation with you and the on-site supervisor. If verified, the Department internship supervisor will designate another location at which to complete your internship. If unfounded, you will be expected to complete the internship at the initial site or withdraw from the Internship.

If, in the judgement of the Department internship supervisor, you fail to perform your internship in a professional manner, fail to utilize productive interpersonal skills, or fail to execute any part of the Internship Agreement (*Appendix G*), the Department internship supervisor will terminate the internship. If such occurs, you will receive a grade of zero (0) for the internship and will be permitted to reapply in a succeeding semester only when appropriate remediation has been completed. Such remediation will be prescribed by the Department internship supervisor. The second internship will be located near the college so as to assure appropriate supervision. If you fail (receive a zero) the internship a second time, you will NOT be permitted to graduate with a degree in Communications Media.

Throughout the Internship you will have responsibilities in addition to those associated with the on-site obliga-

tions. These may include attending colloquiums and the preparation of a resume, a cover letter, a log, a portfolio, a company profile, a paper on your post-internship job objective, a reference list, and other assignments. Complete all of these on time and in the prescribed style. These are as important as the work for the organization with which you are interning in assigning a grade for the internship.

Your grade is also affected by the performance evaluation of your on-site supervisor (*See Appendix E*). Let your on-site supervisor know of your progress and any problems. Ask lots of questions. If problems arise go to your on-site supervisor immediately so they can be dealt with quickly. If the on-site supervisor cannot solve the problem, or you judge the problem to be one that you feel could not be discussed with him/her, contact the Department internship supervisor promptly. Failure to communicate problems or concerns can only hinder the learning process and can explode into a highly emotional situation.

In summary, the grade for the Internship will take into account the quality of the material prepared for the Department internship supervisor as well as the proficiency with which you conduct the internship. More importantly, keep in mind that as an intern you are not only representing yourself but Fitchburg State College and the interning organization as well. Performing in a manner that will bring credit to all three will result in more lasting value than any grade.

FOLLOW-UP

After the internship is completed, it is appropriate that a written note of thanks be sent to your on-site supervisor. Try to maintain this contact because, if you performed well, the on-site supervisor will be interested in and helpful to your future.

ROLE OF THE INTERNSHIP ORGANIZATION

BECOMING AN INTERNSHIP SITE

Participating in the Communications Media internship program can offer several benefits to an organization. For example, an intern can perform those tasks that an additional entry level employee would perform. The internship can also provide an opportunity for an organization to evaluate a pool of potential employees without making any prior employment commitment. In addition, the program enables the employer to infuse new ideas and talent into the organization. Furthermore, involvement in the program can project a favorable image in the professional community because of the organization's commitment to preparing individuals for the field. Finally, it establishes an important liaison with the academic community.

An organization may be contacted either by the Department internship supervisor or by a Communications Media student to determine if there is a desire to accept interns. An organization may also contact the Department internship supervisor to express an interest in providing an internship experience. If this initial interaction is positive, an on-site visit is made by the Department internship supervisor. The purpose for such a visit is to ascertain the organization's commitment to providing a meaningful learning experience, the likelihood of a match between the organization's needs and the type of education given Communications Media students, and the level of operational and equipment sophistication and emphasis. If both the organization and the Department agree to enter into an internship arrangement, the organization's name is added to the Department's list of internship sites.

In agreeing to provide an internship, the organization should understand the following:

1. A placement of a student with the organization is not guaranteed every semester. Students are screened

by the Department to ensure that the organization is presented with an individual who is interested in the site and who has the potential of meeting the organization's needs. It is felt that it is better to leave an internship unfilled than place a student who is unable to perform the work required to meet those needs.

2. The intern is to be provided supervision and guidance during the semester. A student can easily become frustrated if left to find his/her way in a strange organization.
3. Frequent communication with the Department internship supervisor is necessary to avoid problems. This will require the completion of written reports and being available for on-site visits by the Department internship supervisor.
4. A full range of entry level experiences are to be provided the student. It is understood that this will include menial tasks but such tasks must not dominate the internship. It is hoped that some freedom to be creative will be incorporated into these experiences.
5. The intern should be given the opportunity to work on a project that is primarily his/her own. The finished product should be of such quality that the intern would be proud to show it to potential employers.
6. The intern is not to be remunerated for services performed as part of the internship. However, a student may receive a stipend for travel expenses.

SETTING UP INTERNSHIPS

When an organization has agreed to participate in the internship program, the organization should designate an individual to serve as the on-site supervisor. This supervisor should be someone who likes working with people entering the professional work world and who likes “teaching”. The on-site supervisor needs to make some initial decisions regarding the type of tasks an intern will be involved with. This should be checked with the Department’s internship supervisor to ensure that these tasks are in accord with the Department’s purposes for the internship and that they match the capabilities of the students prepared by the Department. An internship description should be developed similar to the one provided by Continental Cablevision (*Appendix F*) and forwarded to the Department internship supervision.

The Department internship supervisor will screen all intern candidates and select a student that has the potential of meeting the needs of the organization, and who is likely to have a successful experience in that environment. Once a tentative intern has been identified, the Department internship supervisor shall notify the on-site supervisor of the student’s name. The student will then contact the on-site supervisor to arrange for an interview. The organization should interview the student in a manner similar to interviewing a prospective entry level employee. The on-site supervisor must be included in this interview. If the organization extends an offer of an internship and the student accepts, it can then be said that the organization, the student, and the Communications Media Department have agreed to participate in planning and executing an internship experience. If the organization or the student reject one another, the Department internship supervisor will attempt to identify another student as an appropriate intern at which point the interview process will be repeated.

ON-SITE SUPERVISOR’S OBLIGATIONS

The on-site supervisor’s responsibilities include but may not be limited to the following:

1. Arrange any required liability agreement. Since the internship is an unpaid experience thereby preventing the student from being an employee, an organization may want to have all parties enter into a liability agreement (*Appendix F*).
2. Develop a realistic agreement with the intern (**to be approved by the Department internship supervisor**) on the types of experiences to which the student will be exposed during the program (*Appendix*

G). This should be completed prior to the start of the internship. The on-site supervisor should keep in mind that he/she has an obligation to provide the student with the opportunity to acquire the knowledge and skills that will enhance career placement. On the other hand, a balanced experience will require the student to perform those menial tasks that an entry level person commonly executes.

3. Receive a letter from the Department internship supervisor outlining the dates of the internship and other operational details (*Appendix D*).
4. Orient the intern to the organization; its staff, policies, procedures, structure, services, culture, goals, and interrelationships among departments.
5. Schedule work activities for the intern.
6. Ensure that the intern has the physical resources necessary to complete the work assigned.
7. Provide periodic oral feedback to the intern on his/her performance using the Performance Appraisal Form (*Appendix E*). Keep in mind that constructive criticism is as important as praise.
8. Advise the intern on how to create an effective resume, portfolio and other job search material.
9. Discuss the nature of the career field, career opportunities in the field, and career paths in the field with the intern.
10. Counsel the intern in dealing with problems encountered in performing his/her role as an entry level professional.
11. Contact the Department internship supervisor about problems that cannot be solved at the organizational level.
12. Meet with the Department internship supervisor during the on-site visitations.
13. Direct the intern to the appropriate (**but not privileged**) information required to complete assignments given by the Department internship supervisor.
14. Consider writing a letter of reference for the intern.
15. Complete in writing the Performance Appraisal Form (*Appendix E*) at the end of the internship. This document is used by the Department internship supervisor as one input in deriving a grade for the intern. Other inputs would include the various assignments given to the intern by the Department internship supervisor.

16. Compile other evaluations and internship information as may be required by the Department internship supervisor.
17. Treat the intern with the same respect and professionalism extended the paid staff.

The on-site supervisor should remember that the intern is a student and does not bring to the internship all the knowledge and experience held by an experienced job applicant. It is the Department's desire that this additional experience and knowledge be acquired through the internship. However, the on-site supervisor can assume that the student will display enthusiasm, self-confidence, initiative and professionalism; traits which the intern can use to make a positive contribution to the growth of the organization.

ROLE OF THE EDUCATIONAL INSTITUTION

Policies and procedures for Communications Media internships are established by the Department with the Chairperson and/or Department internship supervisor charged with the responsibility for their execution. These regulations can be organized into four phases.

PHASE 1: SCREENING THE STUDENTS AND SITES

In this phase the Department will:

1. Provide the Application for Internship.
2. Arrange for an interview with the Communications Media faculty.
3. Certify those students eligible for an internship.
4. Maintain a list of possible internship sites.
5. Evaluate possible new internship sites.
6. Ascertain the current willingness of each site to provide a quality internship.

PHASE 2: PLACEMENT OF STUDENTS

In this phase the Department will:

1. Target an internship site.
2. Brief the student on the nature of the experience offered at the targeted site.
3. Instruct the student to arrange for on-site interview.
4. Determine the willingness of the student and the organization to enter into an Internship Agreement.
5. Negotiate and approve an Internship Agreement.

6. Notify the student of the operational details of the internship.
7. Apprise the on-site supervisor of the mechanics of the internship.

PHASE 3: INTERNSHIP SUPERVISION

In this phase the Department will:

1. Schedule on-site visitations.
2. Furnish feedback to the student and the on-site supervisor following each on-site visitation.
3. Document the student's effectiveness.
4. Intervene in the event that on-site problems are unresolvable by the on-site supervisor.
5. Remove students from the internship location because of the failure of the student or the on-site supervisor to perform contracted obligations identified in the Internship Agreement, failure to act in a professional manner or failure to utilize productive interpersonal skills. If the on-site supervisor is negligent, another internship location will be designated for the student. If the student is negligent, the internship is terminated and a failing grade is assigned for the Internship.
6. Provide periodic telephone contacts with the on-site supervisor.
7. Serve as an advisor if the student feels the need for such help or if the student feels that events have evolved to a state that endangers the internship.

PHASE 4: EVALUATION OF STUDENTS AND INTERNSHIP SITE

In this phase the Department will:

1. Coordinate the completion of the Performance Appraisal form by the on-site supervisor.
2. Review the Internship Agreement at the completion of the experience to determine the degree to which the student met the obligations.
3. Appraise all colloquium assignments and the Performance Appraisal form.
4. Ascribe a grade for the total Internship experience.
5. Assess the internship organization in regard to the quality of the experience provided and in regard to the fulfillment of the commitments made in the Internship Agreement.
6. Maintain a file of documents relating to each internship.

APPENDIXES

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APPENDIX A

APPLICATION FOR INTERNSHIP

Name: _____ I.D.#: _____

School Address: _____ Email: _____

Local Phone#: _____ Home Phone#: _____ Mailbox#: _____

Home Address: _____ Email: _____

Communications Media Advisor: _____

Semester you desire to intern: _____ Expected date of graduation: _____

C/M G.P.A.: _____ Overall G.P.A.: _____

Area of Concentration: _____

Type of internship desired (corporate, medical, advertising, cable, etc):

Courses you have taken and **are taking** in Communications Media (including transfer courses):

Course No.	Title	Grade	Date Taken	College
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

CONTINUE ON BACK IF NECESSARY.

On a separate sheet, describe how your coursework, interests, and other experiences have prepared you for an internship. Also, indicate what you hope to learn and achieve in an internship.

APPENDIX B LETTER OF CERTIFICATION

Date: _____

Dear

This letter is to certify your eligibility for a CM internship. Please see _____
as soon as possible so that you can proceed with the next step in securing an internship. This certificate of eligibility
is valid only for an internship during the _____ semester.

Sincerely,

APPENDIX C INTERNSHIPS

The Communications Media Department provides internships in the following areas:

Television Production

- Corporate
- Cable
- Production House
- Broadcast
- Non-Profit
 - Educational
 - Medical
 - Governmental
 - Sports

Film Production

- Production House
- Feature Film
- Agency
 - Casting
 - Film Bureau
 - Union

Graphic Design

- Advertising
- Production House
- Exhibits and Displays
- Computer
- Illustration
- Animation

Interactive Communication

- ProductionHouse
- Web Design

Photography

- Corporate
- Studio
 - Multi-Image
 - Fashion
 - Food
 - Product
 - Architecture
 - Children
 - Portrait
 - Multiple
- Medical
- Journalistic
- Fine Art

Technical Communication

- Public Relations
- Technical Documentation
- Advertising
- Scripting
- Marketing
- Promotions
- Magazines

APPENDIX D

LETTER TO ORGANIZATION

May 12, 1997

Dear

This letter serves as a reminder that _____, a senior in Communications Media, will commence his/her internship with you on May 19, 1997. This experience will extend through August 29, 1997, with the intern being given only those holidays your employees are granted.

Enclosed are four items that will be helpful in fulfilling your role as an on-site supervisor. The first outlines your obligations to the college and to the student. If there are any questions with regard to this list please call me. Note that a component of this list refers to on-site visitations. During the period of the internship I will arrange one or two visits with you to review and evaluate the progress of our student. I shall be calling you late in May to schedule the first visit for sometime in June. When the dates for the visits have been mutually established, every effort should be made by you or your designee to honor these commitments. Visits in Massachusetts usually entail two or three appointments per day. A cancellation of an appointment results in (1) one trip to keep the other appointments for that day and (2) a second trip on the rescheduled date for the canceled appointment. This translates into increased expenditures at a time when all state agencies are trying to economize. Visits beyond Massachusetts need approval by the state at least 21 days prior to the scheduled date. Given this policy, rescheduling of out-of-state visits results in a long delay in reviewing and evaluating an intern's performance. Therefore, if you are unable to keep an appointment please designate someone to meet with me during the scheduled time.

The second item enclosed is an Internship Agreement form. The answers to the questions should be mutually developed by you and your intern within the first two weeks of the internship and should be presented for my approval during the first visit. Completion of this form will help in focusing the internship and prevent any misunderstanding as to expectations.

The third enclosure is a copy of the evaluation form used by this department. This form serves as the basis for an oral discussion of the intern's progress during the first two visits. Just prior to the time of the third visit, the form is to be completed in writing and becomes the focus of our meeting. To help you in writing a thoughtful, constructive, and thorough evaluation, I have enclosed (enclosure #4) an example of one completed by a field supervisor. In the meantime, although I am confident that this student will perform in a professional and proficient manner, please call me if any problem should develop.

It is expected that the intern will be assigned tasks and activities normally experienced by an entry level employee. The college, as well as the intern, recognizes that this means the performance of menial tasks will be required. On the other hand, I strongly believe that these menial tasks must be balanced by more meaningful work that contributes to the professional growth of the intern. I trust that as the intern proves him/herself capable, he/she will be given opportunities to engage in challenging work.

I want to thank you for joining the college in providing an opportunity for our students to apply the knowledge and skills acquired during their academic life. I trust that this experience shall be rewarding for you as well as the student.

Sincerely,

Charles H. Sides, Ph.D

Professor, Communications Media Department

CS:ck

Enclosures: (3)

APPENDIX E

FITCHBURG STATE COLLEGE PERFORMANCE APPRAISAL

Student Intern: _____ Date: _____

Company, Institution, or Agency: _____

Address: _____

Carefully and fairly evaluate the performance of the student intern in terms of the following qualities

	Unacceptable	Needs Improvement	Meets Normal Expectations	Exceeds Normal Expectations	Attains Excellence	Does Not Apply	Comments
1. Quality of Work: Consider accuracy, thoroughness, and reliability of result; number of errors; frequency of redoing work; desire to do it right; advocacy of high standards.							
2. Quantity of Work: Consider the volume of work produced under normal conditions; speed with which work is done; consistency in keeping up with workload; ability to adjust to and meet quick turnaround demands.							
3. Creativity: Consider accomplishments in devising ways and means for doing new jobs; talent for having new ideas; suggestions for new and better ways of doing existing jobs; proclivity for being imaginative.							
4. Job Knowledge: Consider the command of knowledge essential to job performance; the understanding of principles, methods and processes to be used; experience, education and specialized training.							
5. Judgement: Consider ability to determine proper courses of action; recognition of when to ask questions; appropriateness of decisions; avoidance of impulsivity and indecisiveness; degree of common sense.							
6. Adaptability: Consider speed of learning new duties, grasping explanations, willingness to try new concepts and adapt them; ability to work effectively alone or as a team member; disposition to work within existing managerial structure.							
7. Initiative: Consider drive to attain goals; demonstration of an active effort to do more; desire to increase responsibilities; indications that the individual is an energetic self-starter; evidence that the individual sees work needing to be done and proceeds appropriately; willingness to proceed alone; propensity to take necessary steps to get things done.							
8. Time Management: Consider whether individual usually arrives at work on time; meets schedules and deadlines; establishes priorities; makes efficient use of uncommitted time.							
9. Attendance: Consider number of days (whole or part) lost due to illness and/or personal reasons; willingness to work beyond required hours to complete tasks.							
10. Neatness: Consider desire to maintain neat, orderly work area; willingness to clean work area after tasks are completed; personal appearance and dress appropriate to position.							
11. Maturity: Consider propensity to take assigned tasks (menial and challenging) seriously; accepts criticism graciously; does not bring personal problems to work; willingness to accept consequences of decisions.							
12. Commitment: Consider level of genuine commitment to the career field; pride in work; investment of time and energy in becoming more effective and knowledgeable; participation in professional meetings and organizations.							
13. Communications Skills: Consider adeptness at oral and written communication; inclination to keep supervisor and colleagues informed; willingness and openness to share information.							
14. Problem Solving Skills: Consider ability to handle assignments that are complex and beyond the average; proficiency in analyzing a situation and getting to the point quickly; readiness to identify problems and suggest solutions; thinking at the conceptual level.							
15. Cooperativeness: Consider flexibility; willingness to assist others without being asked; ability to get along with peers; possession of a positive, agreeable, and constructive demeanor.							
16. Reaction to Stress: Consider dependability when deadline pressures intensify; ability to remain calm and effective despite irritations, change in plans, new plans; evidence of high frustration tolerance.							
17. Integrity: Consider the presence of ethical and forthright behavior; commitment to responsible, reliable and trustworthy conduct; willingness to admit mistakes; being honest and truthful in deeds and words; existence of a sense of fair play; actuality of courteous comportment; tendency to meet commitments and obligations.							

Please comment on the following items.

1. If there was an opening for an employee in the area of work this student intern is now performing, would the student intern be a serious contender for the position? Yes No

If no, indicate what action the student intern should take to make himself/herself competitive. _____

2. Areas for improvement are:

- a. _____
b. _____

and these can be strengthened by doing the following:

3. Areas of strength are:

- a. _____
b. _____

and these can be further strengthened by doing the following:

On-Site Supervisor's Signature

Date

Intern's Signature

Date

Signatures indicate form has been discussed by field supervisor with intern.

APPENDIX F

SAMPLE LIABILITY RELEASE

In consideration of (name of organization) permitting (name of intern-name of college) to visit its facilities at (address of organization) for the purpose of an internship on (dates), (name of intern-name of college) hereby agrees to defend, idemnify and hold (name of organization) and its affiliates, harmless from any and all claims or losses resulting from personal injuries, including death, resulting therefrom and/or damage to the property of (name of intern - name of college), its agents, servants, invitees, students, teachers, or to third parties, as a result of the use of the premises by (name of intern-name of college) and/or any of the foregoing persons during such visits to (name of organization) facilities and occurring in or upon such facilities. This idemnification shall include all reasonable costs, expenses, and liabilities incurred in connection with any such injury, loss or damage or any such claim or any proceedings brought thereon or in defense thereof.

Furthermore, if it becomes necessary for (name of organization) to disclose proprietary and confidential information to (name of intern-name of college), it is understood that (name of intern-name of college) will not disclose said proprietary and confidential information unless released in writing by (name of organization).

Finally, (name of intern-name of college) will make full and prompt disclosure to (name of organization) of all inventions, improvements, discoveries, developments, and ideas, whether patentable or copyrightable or not, made or conceived by (name of intern - name of college) in connection with or as a result of said internship. If (name of organization) should decide that it is not interested in exploiting said items, (name of organization) may decide to release said items to (name of intern - name of college) outright or grant (name of intern - name of college) such lesser rights as it may decide.

Signature of intern: _____ Date: _____

Approved by:

Education Institution

Name of Institution: _____

Name of Official: _____

Title: _____ Date: _____

Host Organization:

Name of Organization: _____

Name of Official: _____

Title: _____ Date: _____

APPENDIX G

INTERNSHIP AGREEMENT

This agreement is to be completed within the first two weeks of the internship.

Student's Name: _____ I.D.#: _____

Current Address: _____ Current Phone#: _____

Organization's Name: _____

Address: _____

On-Site Supervisor: _____ Title: _____

Phone#: _____ Extension: _____

Descriptive title of internship: _____

Description of general responsibilities and/or activities:

Statement of learning objectives (what the intern wants to learn):

Identification of tasks and strategies (how the intern will attain the objectives):

Time span on internship (dates): From: _____ To: _____

Minimum daily work hours of internship:

Mon. _____ Tues. _____ Wed. _____ Thur. _____ Fri. _____ Sat. _____ Sun. _____

The undersigned have read and agree to all the conditions set forth. Furthermore, the on-site supervisor agrees to provide the intern with an orientation concerning relevant organizational policies, procedures and functions, to manage the intern's work assignments, to meet with the intern regularly, and to be available for counsel and advice during the internship. He/she also agrees to participate in site visitations made by the department internship supervisor and to conduct an evaluation of the intern using the Fitchburg State College Performance Appraisal form. The intern accepts the obligation of confidentiality in the work performed and agrees to familiarize him/her self with and adhere to the organization's relevant policies and procedures, and to the appropriate standards of professional and ethical conduct.

Intern: _____ Date: _____

On-site Supervisor: _____ Date: _____

Dept. Internship Supervisor: _____ Date: _____

APPENDIX H

LETTER TO STUDENT

FITCHBURG STATE COLLEGE FITCHBURG, MA 01420
COMMUNICATIONS MEDIA INTERNSHIP PROGRAM
May 12, 1997

Dear _____

This letter is to remind you that your internship at _____ will begin on, Monday, May 19, 1997, and extends through August 29, 1997. Your vacation days are those of the company with which you are interning. It would be wise to contact your on-site supervisor soon so as to firm up directions, parking, etc., that you will need for arriving at the site on May 19, 1997. Keep in mind that this assignment is contingent upon your compliance with all of the internship eligibility requirements.

Soon after the completion of your internship you will presumably be seeking your first professional position. As has always been the case, this job search will be extremely competitive. To give you an edge in this competition, it is critical that you know how to: 1) create an effective cover letter, 2) change your resume to one that is geared for the job (not internship) search, 3) select references (telephone and written) wisely, and 4) participate in an interview in such a way that you evidence knowledge of the company, the communications field and yourself.

To assist you with acquiring this edge, I have prepared several assignments, a description of each is enclosed. In fulfilling these assignments it will be necessary for you to purchase *Preparing for the Job Search (9th edition)* which is available at the FSC bookstore. Please note that a few of these assignments are due at the time of my first visit which is likely to occur in mid June. Your on-site supervisor and I will arrange the date and time for this visit and he/she will inform you of that information.

In undertaking your internship, there are two qualities, among many others, that you should strive to achieve and about which I want to briefly make some comments. **Excellence** should be the goal in everything you do whether it be in creating an item or working with people. It is a quality that is quickly noticed and therefore, will elevate you above the competition. Developing and living by a high level of **ethical standards** makes good sense for you as a person and as a professional. Like fingerprints, your ethics are unique and you leave them everywhere you go. Companies know this and will respect a person with high ethical standards. It will be these two qualities, especially, that I will be looking to see reflected in your on-site performance and in your academic assignments.

I also thought that I would take a few moments to share some thoughts about the opportunities that the internship presents. First, you will have the chance to observe interpersonal communication and group dynamics. Note how people interact in a way that fosters respect and unity. However, you may also find that a few people are not always as tactful as they might be, and sometimes emotional confrontations will occur. Do not get involved but analyze how you would have dealt with these situations. Most professional people react rationally and calmly to uncomfortable situations, and solve problems through definitive action. Simply stated, your acquisition of effective interpersonal skills will be of more lasting value than anything else you may learn.

The second opportunity is to practice existing technical skills and to acquire new ones. The Department makes no pretense about teaching you everything there is to know about your specialization, or that you were exposed to the numerous types and brands of equipment. What you were provided was a base on which to build. Use your internship to strengthen your technical knowledge and skill. Watch how your supervisor does things. Ask to learn and practice with equipment that is unfamiliar to you. Be quick to take advantage of occasions that allow you to apply what you have learned. However, you must understand that you will also be required to do menial tasks such as answering the telephone, filing papers, and getting coffee. This is a natural part of the internship, and is one way that you repay the organization for the internship opportunity. Remember that the people you are interning under have "paid their dues" and earned their position of responsibility.

Let me make it clear that I also believe that these menial tasks must be balanced by work that has professional value. Most of our on-site supervisors recognize this and provide for such experiences once you have proven yourself. Assuming that you have, what should you do if meaningful work is not provided? I would first suggest you make an attempt to identify things that the organization (and you) could be doing to enhance its image. I frequently find that successful interns are those who take the initiative to contribute to the growth of the organization. Being politely aggressive in seeking out or suggesting challenging work is a proper option. Thus, the first step in solving problems that may arise is to talk with your on-site internship supervisor. If things are still going slowly, then I would suggest you contact your college internship supervisor. The problem can usually be solved and the internship can proceed to a positive conclusion.

The third opportunity is to make professional contacts. Get to know your on-site supervisor and as many people in the organization as well as you can. Join them in attending meetings of professional associations. Attempt to know the vendors or clients with which your organization deals. If you have impressed your on-site supervisor and/or some of these other contacts, select a few to ask their permission to use their names as a reference. This should be done about one month before the internship ends.

In closing, let me say that you should work hard at your internship because it is your entry into the professional world. In doing so, I think you will find that the work becomes a labor of love that is fun and invigorating. If it doesn't, then you should ask, "Is this the career field for me?"

Sincerely,

Charles Sides, Ph.D. Professor, Communications Media Department

CS:ck

Enclosure: (2)

APPENDIX I

SAMPLE INTERNSHIP DESCRIPTION

Advanced Video Production & Cable Operations

Requirements

- communications theory background
- video production theory background
- practical video production skills
- video portfolio tape of at least one production
- degree candidate

Hours

- full-time, 40 hour week minimum
- days & evenings
- occasional weekends

Job Description

- cablecasting channel 3 programming
- control room operations including editing
- studio equipment maintenance
- studio productions: camera operator, audio engineer, technical director, floor management, e.c.g., lighting, set-up & strike, all positions are on a rotating basis
- remote locations productions, (ENG, EFP), single camera productions and multiple camera with local origination staff
- CTV-3 promo & commercial productions with public relations staff live cablecast productions
- CTV-3's on-air graphic system programming
- teaching assistant duties for Saugus Community Television Workshop
- production assistant/consultant with Community Producers
- clerical duties involving studio management and administration
- assist other interns with technical advice and production help

Skills Acquired

- as listed above
- dependent upon intern's involvement

Applications

CTV-3

55 Jackson Street

Saugus, MA 01906

