

Internships and Careers Bootcamp 2009

AEJMC Convention Boston
Tuesday, Aug. 4, 2009 from 1 p.m.-5 p.m.

Don't miss the **free** pre-conference ICIG Internship and Careers Bootcamp on Tuesday, Aug. 4 from 1 to 5 p.m.

This bootcamp will cover everything you need to know about internship programs including how to help students acquire and succeed in their internships, ethical and legal issues surrounding internships and how to integrate internships into the communications curriculum.

For information about the following panels, please contact Dana Saewitz at dsaewitz@temple.edu.

Panel 1: Building Cultural Capital: Helping First-Generation College Students Succeed in Their First Internship Experience

Jon Bekken, Albright College
Mary Cardaras, New England Institute of Art
Dana Saewitz, Temple University
Gordon Van Owen, NYC Department of Education
Moderator: Michael Maynard, Temple

Description: Today, internships are essential to successfully launch the careers of most college graduates. But there are so many stumbling blocks preventing first-generation college students from obtaining and succeeding in internships. These stumbling blocks include financial barriers, cultural barriers, lack of connections, and lack of encouragement. Starting with a brief discussion of Bourdieu's theory of cultural capital, we will discuss how can universities and internship directors help our students find and succeed in their first internship experiences.

Panel 2: Integrating Internship and Career Skills into the Communications Curriculum

John Chapin, Pennsylvania State University
Grace Coleman, Crisis Center North
Gary Davis, Robert Morris University
Ann Jabro, Robert Morris University
Melissa Motschall, E. Michigan University
Terri Johnson, Eastern Illinois University
Moderator: Laurence Stains, Temple

Description: Round-table discussion of best practices and challenges in integrating internship and career skills into the curriculum. Panelists represent internship coordinators, department heads and faculty in large and small communications programs.

Panel 3: Ethical and Legal Issues Governing Internships

Judith Cramer, St. John's University
Karen Roloff, DePaul University
Sherrie Wilson, U. of Nebraska at Omaha
Moderator: Tina Leshner, William Patterson

Description: What are the ethical issues and responsibilities surrounding internship programs? Are contracts needed to protect the student intern and the university? What are the advantages and disadvantages of internship contracts? What ethical or legal challenges have panelists faced in managing their internship programs, and how have they handled these issues?

Out-Of-State Internships: Strategies to Assist with Placement

By Nancy M. Somerick, Ph.D.

In an academic internship program, a student may request help in finding an out-of-state internship placement in a specific community. Even if appropriate internship opportunities are not obviously visible and available in that community, it may be possible for the director of the academic internship program to identify possible placements and to help create a successful internship experience for the student. However, this type of internship takes a great deal of time and preparation and requires the student to focus and to follow through on realistic expectations.

Certain strategies can help prevent a student from falsely assuming that the director of the academic internship program will arrange for everything during the out-of-state internship experience and that the student will simply walk into a perfect placement and begin performing responsibilities. Also, hopefully, certain strategies will prevent a student from deciding that – even though an excellent opportunity has been offered – an out-of-state internship isn't going to work out after all because the student had not realistically thought through what would be required during the internship experience.

To avoid these and other problems, some of the following strategies may be helpful:

1. Investigate an appropriate internship opportunity

- Check with the Chamber of Commerce, if one exists, in the community where the student wants an internship, and check with Chambers of Commerce in other surrounding communities that are within driving distance to determine what organizations might offer appropriate internship placements.
- Make a “cold call” to an appropriate contact at a potential internship placement to see if an internship opportunity exists or can be created, and if so, send information about requirements of the academic internship program that the student must follow in order to receive credit and a letter grade.

2. Help the student arrange for an interview

- Contact the student once a possible appropriate internship opportunity has been identified and ask the student to follow up by email by sending a cover letter, resume and portfolio (if a portfolio is requested).
- Once the documents have been sent by the student to the contact at the possible internship placement, ask the student to follow up and to place a phone call to schedule a phone interview with the person who could be the student's supervisor at the internship organization.
- Indicate the importance of the phone interview to help determine

if the placement would be a good fit for the student and for the internship organization.

3. Emphasize to the student the importance of being able to pay for meals and being able to locate and finance safe and available housing and transportation during the internship

4. Plan for fulfillment of academic expectations

- Explain to the student and the student's supervisor at the internship organization the need to fulfill all assignments to earn academic credit and a letter grade for the internship experience.
- Put the agreement that is approved by the director of the academic internship program in writing, and if necessary, have an attorney review the document before it is signed by the student and the student's supervisor.
- Provide a copy of the approved agreement to the student and the student's supervisor.
- Be sure to have up-to-date contact information for the student and the student's supervisor.
- Arrange for the student and for the student's supervisor to convey required information to the director of the academic internship program by specific deadlines through email, phone conversations, voice mail, fax or “snail mail.”

Although these strategies may not solve all of the problems encountered in an out-of-state internship, they may help meet some of the challenges faced by the director of the academic internship program.

Nancy M. Somerick, Ph.D. is a Professor and Director of the Internship Program at the School of Communication at The University of Akron.

Do you have information that you would like us to include in a future issue of the ICIG Newsletter? We are looking for articles, book reviews, tips and advice about internship and careers. If you are interested in contributing, please contact Kim McDonough, ICIG Newsletter Editor.

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Internships and Careers Interest Group Schedule:

AEJMC Convention 2009

By Tony DeMars, Texas A&M-Commerce, ICIG Head

John Chapin, Pennsylvania State University
Grace Coleman, Crisis Center North
Gary Davis, Robert Morris University
Ann Jabro, Robert Morris University
Melissa Motschall, E. Michigan University
Terri Johnson, Eastern Illinois University
Moderator: Laurence Stains, Temple

The Internships and Careers Interest Group officers hope you're making plans to join us in Boston. This is going to be a great AEJMC convention, and ICIG will have many great sessions that will enliven your research and teaching.

Dana Saewitz, John Chapin and others have put together a super pre-conference session Tuesday afternoon that I have already made plans to get to Boston a day earlier for, and I hope you will be able to do the same. Unlike many other pre-conference events, ours is free to attend. Watch your e-mail and read more within this newsletter about signing up—since AEJMC does not do registrations for events that are free to attend, it's important that you register so we can plan appropriate refreshments.

Especially plan to attend our research papers session Friday so you can get some ideas for submitting a paper to ICIG next year—followed by our members meeting, where you can become more involved as an officer for next year.

Here is our planned ICIG sessions at AEJMC in Boston, August 4-8 at the Sheraton Boston Hotel, 39 Dalton Street. Of course, go to www.aejmc.org for more information, and to pre-register by the July 10th 'Early Bird' deadline.

Tuesday, August 4

1 p.m. to 5 p.m.

ICIG Internship and Careers Bootcamp

Panel 1: Building Cultural Capital: Helping First-Generation College Students Succeed in Their First Internship Experience

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Wednesday, August 5

10 a.m. to 11:30 a.m.

Small Programs and Internships and Career Interest Groups PF&R Panel Session: Bridging the Divide: Helping Students Get Professional Experience

Moderating/Presiding: Christina Azocar, San Francisco State
Panelists: Ronnie Lovler, San Francisco State
Brian Steffen, Simpson
John Hanc, New York Institute of Technology
B.J. Roche, Massachusetts

1:30 p.m. to 3 p.m.

Radio-Television Journalism Division and Internships and Career Interest Group Teaching Panel Session: Helping Students Find Their Voices and Improve Performance for Broadcast and New Media

Description: We spend years helping our students hone their electronic journalism skills, but how much of that time do we devote to improving their voices? Without strong presentation skills the on-air dreams of many will be dashed, sometimes in a matter of seconds, by news directors they will never meet. This panel brings together professionals and professors to exchange ideas, offer tips, and share resources to help our students sound credible and conversational in the artificial environment of broadcast journalism and new media. The focus is on practical advice for teachers who may have no formal training in voice or performance.

Moderator: Denise Dowling, Montana
Panel: Terry Anzur, Terry Anzur Coaching Services
Dave Cupp, North Carolina – (planned by Skype)
Tony DeMars, Texas A&M University-Commerce
Dale Edwards, Northern Colorado
Tim Hudson, Point Park
Producers:
Dave Cupp, University of North Carolina
Ray Fanning, University of Montana

Thursday, August 6

11:45 a.m. to 1:15 p.m.

Internships and Career Interest Group and International Communication Division PF&R Panel Session: Building International and Cross Cultural Internship Programs

Moderating/Presiding: Gerald McNulty, Marist
Panelists: Daniel Beaulieu, internship director, The National, UAE dailynewspaper, Abu Dhabi
Michelle Hord-White, director of recruitment, ABC News, New York
Yolanda Cal, Florida International
Karen Testa, editor, Associated Press, Boston

4 p.m. to 6 p.m.

Internships and Career Interest Group Off-site Tour: Visit to WCVB

Moderating/Presiding: Tony DeMars, Texas A&M-Commerce
WCVB is one of the top affiliates of the ABC network and a leader in the Boston market. The visit will include a tour of the facilities and a discussion of the station's internship practices in light of the current economy.

Friday, August 7

1:45 p.m. – 3:15 p.m.

Measuring outcomes of the internship program (co-sponsored with RTVJ)

Panelists:
Fred Beard, Oklahoma
Pamela Bourland-Davis, Georgia Southern
Matthew Cardin, Emerson
Eric Convey, Boston Business Journal
Moderator: Michael L. Maynard, Temple

Description: The panel of industry professionals and university faculty responsible for internship programs will interrogate practical methods for measuring success. Problems and opportunities will be aired, with a mind for sharing best practices. Participants will address the issue of controlling for quality, given that each internship will present its own set of circumstances.

5:15 p.m. to 6:45 p.m.

Internships and Career Interest Group

Refereed Paper Research Session: Competitive Papers in Internships and Careers

Moderating/Presiding: John Chapin, Pennsylvania State

What Is Taught and What Is Sought: An Analysis of Online Journalism Course Syllabi and Employment Ads

Michele Jones, North Carolina at Chapel Hill

Across Media and Across Skills: Convergence Demand in Journalism Jobs

Lulu Rodriguez and Zhengjia Liu, Iowa State

An Application of a Theory of Expertise: Teaching Liberal Arts and Skill Knowledge Areas to Prepare Journalists for Change*

Serena Carpenter, Arizona State

Discussant: Tony DeMars, Texas A&M-Commerce

* Top Paper

7 p.m. to 8:30 p.m.

Internships and Career Interest Group Business Session: Members' Meeting

Moderating/Presiding: Tony DeMars, Texas A&M – Commerce

Saturday, August 8

10 a.m. to 11:30 a.m.

Internship and Careers Interest Group and International Communication Division Teaching Panel Session: What I Learned During My Summer Vacation/International Internship

Moderating/Presiding: (OPEN)

Panelists: Roseanna Fiske, Florida International

Max Grubb, Kent State

Gracie Lawson-Jones, Wyoming

Debra Merskin, Oregon

Jenn Lobaugh, senior enrollment advisor, University of Dreams

2008-2009 ICIG Officers

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