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

Syllabus, Guidelines and CyHire Application Instructions

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Begin planning  
for your required  
internship as  
soon as you step  
onto campus.  
It's never too  
early to network,  
get experience  
or pursue leads.

### FACULTY ADVISER

Your faculty adviser serves as your instructor for this course. You will also need to meet with and receive approval from the internship coordinator.

### 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.

### 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 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

### PRE-499A CHECKLIST

- Make sure you are on track to complete 499A prerequisites.
- 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:
  - What type of professional experience do you want to have?
  - When do you want to complete your internship?
  - Where do you want to work? Think of specifics (location of internship, living arrangements and cost), and look for contacts within organizations.
- Meet with your faculty adviser or the internship coordinator to discuss 499A opportunities.

## 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, JL MC 303 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 INTERNSHIPS

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:
  - Has an education and/or significant professional experience in journalism and communication, advertising, public relations or a closely related field
  - Works on site with you and is an employee of the organization where you are interning
  - Is not related to you
- A professional workplace (You cannot work for a student organization, or be supervised by a fellow student, or be supervised by a relative. In office or mostly in-office internships are the most likely to be approved, however substantive remote internships will be considered acceptable.)

- 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

**Note:** 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, internship coordinator or LAS Career Services staff. Customize each with every application you send.

### 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 ([www.greenlee.iastate.edu/experience/internships/internship-resources](http://www.greenlee.iastate.edu/experience/internships/internship-resources))
- Notices of companies interviewing on campus
- GSJC Jump-Start Internship and Networking Fair ([www.greenlee.iastate.edu/jump-start](http://www.greenlee.iastate.edu/jump-start))

- Other career fairs on campus ([www.career.iastate.edu/career-fairs](http://www.career.iastate.edu/career-fairs))
- Greenlee School Internship and Jobs communications (an email is sent regularly with new listings)
- LinkedIn Greenlee Internships Group (<https://www.linkedin.com/groups/6725744/>)
- CyHire ([www.cyhire.iastate.edu](http://www.cyhire.iastate.edu)), ISU's career management system
- Company websites
- Career boards

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. In this age of electronics, receiving a thank-you note in the mail gets noticed.

## HOW TO GET INTERNSHIP APPROVAL AND ENROLL IN 499A

**Note:** You must follow Steps 1-6 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," page 5, 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 AN APPLICATION FORM IN CYHIRE

Submit your Application to begin your Internship Approval Process:

1. Log into CyHire using your ISU netID and password: <https://shibboleth-iastate-csm.symplcity.com/sso/>
2. Select 'Experiential Learning' in the left-hand navigation bar. This will expand and offer you two options.
3. Select the 'Application' option.
4. Click the 'Add New Application' button in the middle of the page.
  - 4a. Under 'Experiential Learning Type,' select 'Greenlee School of Journalism and Communication.'

4b. Under 'Semester/Session,' select the semester(s) in which you are proposing to work at your internship.

4c. Under 'Employer Name,' type the name of the organization where you are proposing to intern.

4d. Read and click to agree to your 'Intern Responsibilities.'

4e. Click 'Submit Application.'

### STEP 3: MEET WITH THE INTERNSHIP COORDINATOR

After you complete the application form in CyHire you will receive an email asking you to set up an appointment with the internship coordinator. To set up an appointment, email Kris Angaran at [krisa@iastate.edu](mailto:krisa@iastate.edu). You may also contact the main office in 101 Hamilton Hall ([greenlee@iastate.edu](mailto:greenlee@iastate.edu), 515-294-4342) to make the appointment.

At your appointment the internship coordinator will review your application form, check your pre-reqs and discuss the viability of your internship opportunity, CyHire processes, expectations and requirements through the life of your internship.

To assist you in the discussion, fill out the "Internship Supervisor Discussion Checklist," found on page 5 of this syllabus, prior to the appointment and bring the checklist along.

Once you have met with the internship coordinator, you will receive emails at each step of the way explaining the next step in the process, as will your work supervisor.

- You will receive an email asking you to meet with your faculty adviser.
- Give your work supervisor a heads up that he/she will be receiving an email explaining the CyHire process and giving them instructions on how to sign into CyHire to approve the internship and input internship information. Your work supervisor, also called the Employer, will receive email reminders about completing mid-term and final evaluations of your work.

### STEP 4: MONITOR THE PROGRESS

The entire process can take 3-5 days. If you feel it is taking too long to receive instructions on the next step in the process feel free to email the internship coordinator at [julip@iastate.edu](mailto:julip@iastate.edu).

### STEP 5: PICK UP YOUR SIGNED ADD SLIP AND REGISTER FOR 499A

Once you are through the CyHire internship onboarding process you will receive an email instructing you to pick up an add slip for your 499A internship. It 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. (You can't add 499A through Access Plus.)

Give it a day or two and then check your class schedule on AccessPlus to ensure your add slip has been processed.

**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) will be input instead of a grade until all the requirements have been met. Once requirements are met the N turns to a grade. Contact the internship coordinator as soon as you know this may be an issue so he/she knows what to expect.

### STEP 6: GO TO WORK.

- You may begin counting your internship hours once you have formally registered for 499A.
- It is your responsibility to track your hours. If you have a paid internship you should have an electronic pay stub that will show your hours.
- If it is an unpaid internship, keep a log of your hours in case a question should come up.
- Keep a work diary. On slow or uneventful days jot down a few words to jog your memory later about what you did that day. Write a few sentences on days when you have an "aha" moment, learn a lesson good, bad or otherwise, or simply have thoughts

or ideas about what you have learned or wished you had learned at Greenlee as it relates to your internship. This will be useful when you fill out your self-evaluations and when you write your final paper.

- 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.
- About once every couple weeks send an email to your faculty adviser and copy the internship coordinator giving an update on what you have been doing. It does not need to be a long email.
- If you encounter any issues you should email your faculty adviser and the internship coordinator.

## FINANCIAL AID AND SCHOLARSHIPS

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.

The Greenlee School awards a number of scholarships to Greenlee primary majors who are doing their 499A required internships. The application is available in OneApp in the spring. Find more info here: [www.greenlee.iastate.edu/undergraduate/scholarships/](http://www.greenlee.iastate.edu/undergraduate/scholarships/).

The College of Liberal Arts and Sciences also awards a limited number of scholarships to students completing unpaid internships. Find more info here: [www.las.iastate.edu/students/current-student-scholarships/](http://www.las.iastate.edu/students/current-student-scholarships/).

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## Internship Supervisor Discussion Checklist

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:

- The internship title or position.
- The internship timeline, including the start date, the estimated mid-internship date and the estimated end date.
- The name and address of the company.
- The contact information for your proposed supervisor, including name, title, e-mail and phone number.
- The total number of hours you expect to work during the internship and the number of hours you expect to work each week.
- Discuss compensation with the supervisor, specifically the amount expected per hour, week or for the whole internship.
- The specific duties of your internship.
- Your goals for the internship and skills you hope to improve.
- 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.



Consider asking your work supervisor to review your portfolio for professionalism and quality of materials, as though you are applying for an entry-level position.

*Continued from page 5.*

### 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.

### MID AND FINAL INTERNSHIP EVALUATIONS

You and our work supervisor will receive email reminders and instructions on how to log into CyHire to do the mid-term and final internship evaluations. The mid-internship evaluation consists of questions which allow you to reflect on your progress. There is also space to answer some open-ended questions where you can give qualitative feedback. The final evaluation is for you to reflect on how you have improved since the mid-term and on the internship as a whole. If you have any questions or concerns, please contact the internship coordinator or your faculty adviser.

### FINAL ASSIGNMENTS: PORTFOLIO AND FINAL PAPER

To complete your final course requirements, you must also complete the following within 30 days of the completion of your internship hours:

**Portfolio of 499 Work Samples** You may build on an existing portfolio, or create a new one.

Your portfolio must be web-based and look professional. You must provide a URL link to this work and submit with your final paper.

Once this has been completed, contact your faculty adviser for an exit interview to

present this work. You will be graded on the portion of the 499 portfolio related to your internship and your internship performance. However, it is strongly recommended you have an online portfolio that showcases much more than your 499 work samples.

A good online portfolio should include:

- Introduction or bio, often paired with a photo
- Resume
- Skills section if appropriate, for example: proficient in Excel, AdobeCreative Suite, or other programs in which you perform work.
- Samples of your work from professional jobs, student media and Greenlee courses — categorized and put into context. For example, if you are including photos you have taken, how were they used? Include the strategy behind your PR or ADVRT projects. This will help the person viewing the portfolio evaluate its purpose. The components will vary based on your experiences. Please contact your faculty adviser if you would like to discuss and/or evaluate your online portfolio together.

**Final Paper** A final paper is also due at the conclusion of your internship. Upload it to CyHire. The report should be a minimum of seven pages and include:

- A description of the organization with which you interned
- A summary of your task, 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.

**Note:** Place the URL for the portfolio at the end of your paper.

**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.

All the reviews must be done, and your paper and portfolio turned in before you set up your exit interview.

You may schedule the exit interview with the internship coordinator if your faculty adviser is not available. Check with your faculty adviser first.

Students will receive a satisfactory/fail grade based on evaluations, performance and the final paper and portfolio. Your faculty adviser or the internship coordinator in the faculty adviser's absence, 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. If it is not recorded email [julip@iastate.edu](mailto:julip@iastate.edu).

**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. 499B internships are worked out and supervised by your faculty adviser.

## 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.

## 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.studentconduct.dso.iastate.edu](http://www.studentconduct.dso.iastate.edu) for more details and a full explanation of the academic misconduct policies.

## 499A Professional Media Internship Checklist

### FINDING YOUR 499A INTERNSHIP

- Read the 499A Professional Media Internship syllabus.
- Set up an appointment with your faculty adviser to discuss your internship interests and plans for completing ADVRT/JL MC/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.
- Once you have decided you want to accept the offer, sign into CyHire to fill out an internship application form. Set up an appointment with the internship coordinator by sending an email to Kris Angaran at [krisa@iastate.edu](mailto:krisa@iastate.edu) asking for one to be set up.
- If you are not sure the internship will meet the 499A requirements, you should discuss that with your faculty adviser and/or internship coordinator.
- When you have decided to accept an internship, sign into the CyHire Internship Tracking System and fill out the Application Form.
- Once you have progressed through the sign-on and approval system on CyHire you will receive email instructions to pick up an 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 frequently 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.
- You will receive emails with instructions as you move through the system and during your internship when it is time to fill out mid-term and final reviews. If you reach the number of hours for your mid-term or final portion of your internship and you have not received the email to do your self-review, email the internship coordinator asking her to send the email. The mid and final review reminder emails are triggered by the beginning and end dates you input when you fill out the information on your internship. You will be asked to designate your internship as a one semester, one and one-half semester or two semester experience.

### COMPLETING YOUR 499A

- Once you complete 400 hours of work, you have 30 days to complete your final evaluations in the CyHire system, as well as upload your paper and the URL for your portfolio.
- Create or update your portfolio with work from your internship. Add the link at the end of your internship paper/report to CyHire.
- Write your final internship paper.
- Create or update your portfolio with work from your internship. Add the link at the end of your internship paper/report and upload the paper to CyHire.
- 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 faculty adviser to ensure a final grade has been submitted.