

Fall 2011

**COURSE: Field Experience (Internship) for Prof. Litwin's Students**

[Read all six pages]

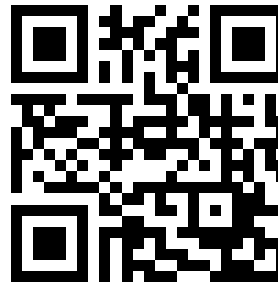
**INSTRUCTOR:** M. Larry Litwin, APR, Fellow PRSA  
856-767-7730 (Home); **Fax--856-673-0717**  
(Please leave message and you will get a return call)  
e-mail: [larry@larrylitwin.com](mailto:larry@larrylitwin.com) [www.larrylitwin.com]

**OFFICE:** Room 138 – Bozorth [256-4224]

**Scan for contact Info:**



**Scan for website:**



**REQUIREMENTS:** Final grades are determined based on the following:

- A **detailed log** of your internship experience. Field Experience requires 120 hours of internship (on site) to earn 3 credit hours. You may earn up to 6 credit hours at one site and 9 credit hours, upon approval, for 360 hours of internship at two or three different sites. Your log should be prepared and turned in using the following set-up:
  - One sheet of paper for each week you work. On each sheet, list the days and hours you worked and a paragraph explaining your accomplishments for each day.
  - At the bottom of each sheet, list the number of hours you worked that week and the total number of accumulated hours toward fulfillment of the internship.
  - Your on-site supervisor must sign each sheet showing his/her approval.

- A **portfolio** of your work, which is submitted to Professor Litwin at the end of your internship. The portfolio should include news releases, newsletters, brochures, media lists, memos and any other products (tactics/tools) you helped produce.
- A **critique** of your internship experience to be submitted with your portfolio and log. This three to five page paper should be written for the student who will follow you at this internship site. It should include: what the internship entailed, the positives and the negatives, who to get to know (or avoid), etc. You should keep your notes on a daily basis rather than committing activities to memory.
- An **evaluation** of your work by your on-site supervisor.
- Choose from **two** of the following **three books** and give me ways these books might affect your professional and personal lives.
  - ***The Aladdin Factor*** by Jack Canfield and Mark Hansen
  - ***You Are The Message*** by Roger Ailes
  - ***Who Moved My Cheese*** by Spencer Johnson, M.D. \*
  - ***The Present*** by Spencer Johnson, M.D. \*
  - ***FISH*** by Stephen C. Lundin, Ph.D., Harry Paul and John Christensen \*
  - ***Our Iceberg IS Melting*** by John Kotter and Holger Rathgeber \*
  - ***The Public Relations Practitioner's Playbook***, by M. Larry Litwin, APR, Fellow PRSA [If you choose this book, please list the five items you believe to be most relevant to your future career and three to five areas that are not in the book and you would like to see in future editions.]
- \* See Journalism Department Secretary to borrow a copy of the book

This is not a book report, but rather a clearly written memo to Prof. Litwin covering the areas requested.

I wish you all the best at your internship. It should be a rewarding experience that helps propel you toward your first paying job in our profession.

**\* See Journalism Department Secretary to borrow a copy of the book**

(SEE PAGE 3)

# Finding, Landing and Making The Perfect Internship

Dan O' Neill '01

## **Where to look:**

Under your nose [i.e., professors, advisors, family, friends].  
Rowan resources [CAP Center, departmental bulletin boards, PRSSA internship binder].  
Visit agency and other company and organization Web sites. Contact THEM first.  
Call professional associations like PRSA and IABC.  
Remember your interviewee from your *Introduction to PR* paper?  
Talk with your classmates.  
Don't wait. Start early. Be persistent.

## **How to land:**

Build your portfolio by treating class assignments as real work.  
Show a strong attempt at gaining experience

- Write for the school paper
- Join PRSSA and other organizations
- Read PR trades
- Volunteer to help promote local walks, charity events, etc.

Research company, its clients, its clients' business.  
Sound smart: Know your current events and prepare yourself for a writing test.  
Realize the interview starts before you sit down [Make the most of small talk].  
Have a plan for what you'd like to do and learn.  
Use these words to describe yourself: "Hungry," "Detail freak," "Dependable" and "Happy."  
Personality and professionalism count as much as experience.

## **What to do once you get there:**

Before everything else: Be on time. Meet deadlines. Be enthusiastic.  
Make your boss feel important by asking him or her about "their story."  
Pay attention to detail [This will lead to increased responsibility].  
Use mid-semester evaluations to improve YOUR experience.  
If you intern with an agency, ask to spend a day(s) in another department.  
Ask questions.  
Remember to keep copies of everything for your portfolio.

If you have Prof. Litwin, go to [www.larrylitwin.com](http://www.larrylitwin.com) to check out the syllabus and requirements for *his* internship course.

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## Intern Site Program Supervisor Performance Review\*

C O N F I D E N T I A L

Intern's Name (being reviewed):

Company/Organization Site:

Manager completing this review:

Period:

From:

To:

1. Please describe this Intern's specific assignment/project, deliverables to date and a general summary of this person's performance. Begin with an "overall assessment."
2. Please identify and provide your insight on the Intern's demonstrated leadership competencies and strengths.

Accountability/Ownership:

Communication:

Collaboration/Integration/Teamwork:

3. Please estimate in real dollars, the "value added" contribution made by this Intern (i.e., "If I paid an outside consultant for this result, it would have cost \$\_\_\_\_\_")

**OVERALL PERFORMANCE RATING during this rotation: (Please BOLD or "X" only one rating below)**

5 Substantially & Consistently

4 Exceeded Expectations

Exceeded Expectations

3 Achieved Expectations

2 Needs Improvement to Meet Expectations

1 Substantially Below Expectations

**SUPERVISOR'S NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**SUPERVISOR'S SIGNATURE:** \_\_\_\_\_

**INTERN'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

\* Adapted from: The McGraw-Hill Companies Intern Program

# INTERNSHIP STUDENTS

## Public Relations

### Student Information

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Best Phone Number to Reach You \_\_\_\_\_

Work Phone \_\_\_\_\_

email \_\_\_\_\_

High School \_\_\_\_\_

Professional Goal \_\_\_\_\_