

Fall 2012

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

[Read all 12 pages. Many forms included.]

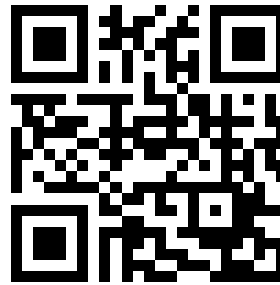
INSTRUCTOR: M. Larry Litwin, APR, Fellow PRSA
856-767-7730 (Home); **Fax--856-673-0717**
(Please leave message and you will get a return call)
e-mail: larry@larrylitwin.com [www.larrylitwin.com]

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 to check out the syllabus and requirements for *his* internship course.

(SEE PAGE 4)

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 _____

Evaluation and Grading

We will issue a grade for the course after the student provides:

1. An accurate **LOG** of on-the-job hours signed by the on-site supervisor.
2. A **PORTFOLIO** of representative work, including items such as articles, news releases, brochures, newsletters, script copy, audio-visuals, flyers, strategies, etc.
3. A final written **CRITIQUE** (3-5 typed pages), in which each student thoroughly evaluates the internship experience, citing its strengths and areas for improvement.
4. An **EVALUATION** of the student's internship experience written by the on-site supervisor. We will send this evaluation to the address you include on your site form.

You will submit these materials to the professor in charge of the field experience course section after the internship is completed.

Site Supervision

We will ask on-site supervisors to:

1. Fill out and sign the *Site Approval Form*, in which the responsibilities of the internship are detailed.
2. Work closely with students on the job and respond to inquiries from faculty supervisors.
3. Complete a final evaluation of the student's internship.

Early Enrollment

Students wishing to take Public Relations/Advertising Field Experience prior to earning 75 credit hours must see Suzanne FitzGerald, Chair, Public Relations/Advertising Department.

For Further Information:

- Make an appointment with the appropriate PR/Adv Department faculty member.

ROWAN
UNIVERSITY

COLLEGE OF
COMMUNICATION

FIELD
EXPERIENCE
GUIDELINES

FOR THE

Public Relations/
Advertising
Department

COMMONLY ASKED QUESTIONS:

What is field experience?

Field Experience, also known as an internship, is a credit-bearing course generally undertaken in an off-campus commercial setting. With mentoring and supervision, students perform professional tasks, test theories, and exercise skills learned in the classroom.

How much credit may I earn?

Students typically take up to 6 hours of internship. You must complete 120 hours as an intern for three credits. To earn six credits, complete 240 hours as an intern.

How do I enroll in the Field Experience course?

You must follow these steps:

1. *First, meet with your academic advisor* to determine if:

- an internship is appropriate for your professional development.

- you will have a minimum 2.5 grade point average when the internship begins.

2. If you are eligible, *explore internship opportunities* through:

- internship bulletin board listings
- internet listings
- faculty leads
- your own contacts

3. Next, you must *fill out and return two forms* to Janice Hillman, Secretary, PR/Adv. Department, Bozorth Hall Room #37.

- Form No. 1. *The Personal Approval Form* (green form). This form requires the signatures of your academic advisor, specialization professor and the chair. In some cases, it may be the same person.
- Form No. 2. *The Site Approval Form* (yellow form). This form requires information from the contact person at the site where you will be an intern.

The company providing the internship must:

- clearly describe the duties you will be asked to perform.
- state the number of hours you will work
- set the beginning and ending dates of the internship.

4. The last step is to *register officially for the course*. You cannot receive credit unless you register, and you must register for the course during the semester in which you are working as an intern – *not* the semester before or after. Therefore, register for your internship the semester before you will intern – just as you do for all of your other courses.

Do Field Experience students meet on a regular basis in a classroom setting?

No, your “classroom” for the internship is the organization where you work. However, you must attend a one-time-only Field Experience workshop, which is held on the first day of the semester (except for summer session). See the Internship coordinator for details.

ROWAN UNIVERSITY

Internships 2009



Joan M. Mas 2/2007

College of Communication Internship Program

Janice Rowan, Internship Contact

Here is a win-win situation: you gain well-trained interns, and Rowan students earn college credit and obtain professional experience.

College of Communication interns are available during summer, winter, and fall semesters.

Our college houses six majors:

- Advertising
- Communication Studies
- Journalism
- Public Relations
- Radio/Television/Film
- Writing Arts

Some areas of student intern expertise include

- Editing
 - Video Production
 - Publication Layout and Design
 - Advertising Copywriting
 - Website Design and Maintenance
 - Public Relations Campaigns
 - News Reporting
 - New Media
 - Speech Writing
 - Media Relations
 - Radio Broadcasting
- and much more!

Image by Joan M. Mas (DailyPic) from Flickr.com

**Call 856-256-4096
or email
rowan@rowan.edu to
post your internship
opportunities for
summer or fall.**

Internship Program for the College of Communication Public Relations/Advertising Department

Students who wish to enroll in **Public Relations/Advertising Internship** must follow these steps:

First, meet with your academic advisor to determine if an internship is appropriate for your professional development.

Important: You must have a **minimum 2.5 GPA** when the internship begins. **Also: PR majors** must have successfully completed Basic PR Writing, Advanced PR Writing and preferably Publication Layout and Design. **Advertising majors** should have successfully completed Print Media Copywriting and Electronic Media Copywriting.

If you are eligible, explore internship opportunities through:

- * internship bulletin board listings
- * Internet listings
- * faculty leads
- * your own contacts

Then, **complete a Personal Approval Form and a Site Approval Form and submit your signed forms** to the PR/Adv. Secretary, Janice Hillman, in Bozorth Hall, Office #141.

* **The Personal Approval Form.** This form requires the signatures of your academic advisor, the specialization professor and the chairperson. (In some cases, it may be the same person.)

* **The Site Approval Form.** This form requires information from your supervisor at the site where you will be interning.

The last step is to **register officially for the course**. You cannot receive credit unless you register, and you must register for the course during the semester you work as an intern—not the semester before or after.

Therefore, register for your internship the semester before you will intern—just as you do for all your other courses. Register for **PR/Adv. Internship** when you have followed these procedures.

Evaluation/Grading

A grade for the course will be determined after the student has provided:

1. An accurate LOG of on-the-job hours signed by the on-site supervisor.
2. A PORTFOLIO of representative work, including items such as articles, news releases, brochures, newsletters, script copy, audio-visuals, flyers, strategies, etc.
3. A final written CRITIQUE (3-5 typed pages), in which the student thoroughly evaluates the internship experience, citing its strengths and areas for improvement.
4. An EVALUATION of the student's internship experience written by the on-site supervisor.
5. Other requirements of your individual professor.

Students will meet with the PR/Adv. professor assigned to the Internship course section after the internship is completed and display their portfolios.

**ROWAN UNIVERSITY
COLLEGE OF COMMUNICATION
PUBLIC RELATIONS/ADVERTISING DEPARTMENT**

Personal Approval Form: Internship

Date: _____ Semester and year you intend to do the field experience: _____

Student's name: _____

Local address: _____

Home address: _____

Local phone: _____ Home phone: _____

Email address: _____

Major: _____ PR _____ Advertising Faculty Advisor: _____

Total semester hours completed: _____ Current GPA: _____

PR Majors: Indicate semester in which you completed Basic PR Writing and Advanced PR Writing.

Adv Majors: Indicate semester in which you completed Print Media Copywriting and Electronic Media Copywriting.

Type of internship you are interested in?

What special skills and background do you possess relevant to this internship?

Do you have transportation or geographic restrictions? _____Yes _____No

If yes, explain:

Student's signature: _____ Date: _____

Academic Advisor's signature: _____ Date: _____

Specialization professor's signature*: _____ Date: _____

PR/Adv Chair's signature: _____ Date: _____

*The specialization professor is one who has taught you in classes that directly relate to the internship. Often this is someone who is not your advisor. However, if it is your advisor, he/she should sign in both spaces.

NOTE: You must have prior approval by your advisor and a specialization professor before you can accept an internship. Direct questions to the appropriate Public Relations/Advertising Department chairperson.

**ROWAN UNIVERSITY
COLLEGE OF COMMUNICATION
PUBLIC RELATIONS/ADVERTISING DEPARTMENT**

Internship Site Approval Form

Internship semester: ____Fall ____Spring ____Summer

Specialization: ____PR ____Adv

Date: _____ Anticipated date of graduation: _____

Student's name: _____

Local address: _____

Home address: _____

Local phone: _____ Home phone: _____

Email address: _____

Full name of firm providing internship: _____

Name and title of immediate supervisor: _____

Supervisor's address: _____

Supervisor's phone number: _____

Type of firm if unclear from name: _____

Description of duties*:

*It should be understood that the description of duties outlined above constitutes an agreement between all parties concerning the specific tasks to be performed by the student while undertaking the internship. Any change in these duties without the consent of all parties shall void the agreement.

How many hours will you work at the internship per week? _____

Number of credit you are registered for? ____3 credits (120 hours) ____6 credits (240 hours)

Date the internship begins: _____ Date the internship will be completed: _____

Immediate on-site supervisor's signature: _____ Date: _____

Student's signature: _____ Date: _____

Academic Advisor's signature: _____ Date: _____

Specialization professor's signature: _____ Date: _____

PR/Adv Chair's signature: _____ Date: _____

Please return this form to Janice Hillman, Secretary, Public Relations/Advertising Department, College of Communication, Bozorth Hall, Rowan University, Glassboro, NJ 08028, 856-256-4312, Hillman@rowan.edu.