

COM 498 Internship in Communication Studies Agency Information and Policies

Student Eligibility

As an internship agency you may occasionally be approached by a student directly for an internship. Before talking with the student too much further, be sure he or she is eligible for the internship.

Students eligible for internships are full majors (no pre-majors), who have reached junior or senior standing at UNCW, and who maintain at least a 2.5 overall GPA. Eligible students will have completed coursework that supports the internship. For example a student that wishes to complete an internship at a TV Studio will have completed TV Studio 1 before interning.

Hours Guidelines

To earn three (3) credit hours a student must volunteer 126 hours for the agency during the semester he or she is enrolled in COM 498. Students may choose to complete the internship in one summer session (approximately 32 hours per week) or the full summer session (approximately 15 hours per week).

To earn six (6) credit hours a student must volunteer 252 hours for the agency during the semester(s) he or she is enrolled in COM 498. For a summer internship a student would complete a full summer internship and intern approximately 30 hours a week.

Additional Obligations for Student and Agency

Whether a three (3) or six (6) hour internship the student would also be responsible for:

- submitting an accurate time log to internship director at UNCW,
- submitting two (2) to three (3) excellent reflection papers to the internship director at UNCW, and
- staying in contact with internship director at UNCW via email and on-line discussions (fall & spring semesters).

Agencies that choose to supervise an internship must also participate in some reporting of student performance. Mid-semester and end of semester evaluations will be sent electronically to all supervisors. Our interns also complete Exit Interviews with their site supervisors at the end of the semester.

Application Process

Agencies and site supervisors not currently approved by the Department of Communication Studies and appropriate Deans must follow the instructions below to become an approved agency:

1. Agency completes and submits the Agency Approval Form found at the end of this document. (fax 910-962-7061)
 - a. The list of specific opportunities or experiences provided for the intern needs to clearly indicate that the student is being mentored by the supervisor. An example is provided on the next page.
2. Agency must include the credentials for agency supervisor(s) with the approval form
Credentials may be
 - a. resume with current position included or

- b. a corporate bio including education (university and degree received). An example corporate bio is included on the next page.
3. Documents are due no later than the first day of the fall or spring semester. For summer school, documents are due no later than one week before the session begins.

Once an agency is approved by the department internship director, the department chair, and the Associate Dean of the College of Arts and Sciences, the student may be enrolled in the internship. The enrollment form must be signed by the student, the internship site supervisor, and appropriate faculty at UNCW and returned by noon two days before our add/drop process ends. The UNCW Academic Schedule can be found on the Registrar website: <http://www.uncw.edu/reg/calendars-events.htm>.

Best Practices and Examples for Describing Internship Experiences

Internships in the Department of Communication Studies are not required. Therefore it can be helpful for the agency to be both clear and attractive to potential interns. Descriptions that do not offer concrete summaries of activities and undersell the experience and aptitudes of the mentor are less likely to attract interns. Below are some effective examples from a current agency.

EXAMPLE -- List of Specific Opportunities or Experiences that will be Provided for the Intern

Working with their supervisor, interns will have the opportunity to develop written materials, participate in team activities, and experience agency life. Activities the interns will have the opportunity to participate in and be mentored on include:

- Writing (news releases, feature stories, social content)
- Media pitching (trade and consumer)
- Media relations measurement (tracking and metrics)

EXAMPLE -- Corporate Bio

Before beginning her career at UNCW Ms Bulger worked for Talbot Engineering in Virginia Beach, VA. After moving to Wilmington, NC she decided to return to teaching and in January 1991 she started her part-time career at UNCW teaching intro to communication studies. After seven years as a part-time instructor she was hired as a lecturer. Six years ago she was promoted to senior lecturer. Ms Bulger earned her BA (1984) and MA (1986) in Rhetoric and Communication Studies from the University of Virginia.

We hope you find this information helpful as you decide if applying for an internship is right for your agency. We strive to make each internship experience valuable for both the agency and the student and look forward to partnering with you.

Tammala Bulger,
Internship Director, Department of Communication Studies

UNIVERSITY OF NORTH CAROLINA WILMINGTON

**REQUEST FOR APPROVAL OF AGENCY
FOR PLACEMENT OF INTERNS**

Agency Name

Address

Telephone

Fax

Email

Business, Services, or Responsibilities of Agency

List Specific Opportunities or Experiences that will be Provided for the Intern

List the Names of Agency Individuals Who May Serve as Internship Supervisors

Attach Credentials (current resume or corporate bio including education) for each individual listed.

For Office Use Only

Signature, Dept. Chair _____

Signature, Dean _____

Approval Date _____ Expiration Date _____ Not Approved _____