

Guide to Internships and Practicums in Journalism and Media Studies at UNC

What is the difference between an internship and a practicum?

Internships are defined as off-campus professional experiences under the close supervision of a professional.

Practicums are defined as on-campus professional experiences supervised by JMS faculty and university professional staff.

Examples are of practicums are experiences with the university news service, sports information department, The Mirror, or the "Bear News" television program.

How do I get an internship or practicum?

For **practicums**, students must fill out an application form and be interviewed by the site supervisor.

<u>Practicum</u>	<u>Site supervisor</u>	<u>Phone</u>
UNC Athletics -- Media Relations	Heather Kennedy, director	351-1065
UNC Athletics - Multi Media e-mail only: dana.miller@unco.edu	Dana Miller, coordinator	
College of Performing & Visual Arts	Susan Nelson, arts info director	351-1921
The Mirror	Kurt Hinkle, general manager	392-9286
Bear News (UNC cable TV news)	Dale Edwards, asst. professor	351-2471

For **internships**, students are responsible for finding their own internships; however, all JMS faculty can be of assistance. Students are encouraged to check the JMS program website <http://www.unco.edu/omnidev/hss/journalism-media-studies/> for helpful links, and sign up for the JMS listserv to get bulletins about internship opportunities by e-mail.

Where have Recent JMS Students Interned?

Summer 2008 – Fall 2010

Elle magazine, New York (production assistant)
Greeley Tribune (reporting and editing, including video editing)
Longmont Times-Call (reporting)
Windsor Beacon (reporting and editing)
CW2 (television), Denver, Colo. (news and production)
KCNC-CBS4 (television), Denver, Colo. (news and production)
KMGH-TV (Channel 7), Denver, Colo. (production, weather and promotions)
Fox31 (television) Denver, Colo. (news and production)
Regent Broadcasting (radio group), Windsor, Colo., (promotions)
Sports Radio 950 the Fan, Greenwood Village, Colo. (producer)

KFKA-AM (radio), Greeley, Colo. (news reporting)
University Directories, North Carolina (training), Greeley, Colo. (advertising)
Wildwest Motorsports, Inc., Greeley, Colo. (public relations and promotions)
McClain Finlon Advertising, Denver, Colo. (advertising agency)
Level Five Marketing, Denver, Colo. (advertising agency)
9 News Metromix, Denver, Colo. (marketing, promotions)
Comedy Central, New York, NY (promotions)
MTV, New York, NY (sound editor)

What are the rules and guidelines for receiving credit?

- For *internship* credit, students must be majors in journalism. Pre-majors or students in other university majors are *not* permitted to register for JMS internship credit.
- For *practicum* credit, students may be pre-majors or even majors in other disciplines.
- Students must have completed minimal course work appropriate for the internship experience as determined by a journalism and mass communications faculty member. Successful completion of both JMS 100 and 210 are generally considered minimal for any JMS internship or practicum experience. More advanced courses may be necessary. For example, for a public relations internship, completion of JMS 380 would be appropriate.
- Internship experiences must be directly related to the journalism curriculum. Any experience in a media organization is probably appropriate for internship credit. Experience in an advertising agency or public relations department is also appropriate. However, an internship experience in retail sales or office administration is probably not appropriate.
- A journalism and media studies faculty member or a competent professional at the internship site must closely supervise students.
- Students are expected to log a *minimum* of three hours per week on site for each credit hour earned for the duration of a semester. For example, to earn three credit hours a student must work a *minimum* of nine hours for 15 weeks (135 hours).
- Students will be evaluated by both the site supervisor and the journalism and media studies program internship coordinator.
- Students receiving credit for practicum or internship may also receive other compensation such as an hourly wage or stipend.
- Students may not use any more than three credit hours of JMS 492 Internship and three credit hours of JMS 404 Practicum toward the required 120 hours needed for graduation.

For more information, contact:

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