

COMMUNICATION STUDIES INTERNSHIP PROGRAM SPONSOR APPLICATION

Overview of the Internship Program

The Internship Program in Communication Studies at East Tennessee State University greatly values the internship experience as an educational opportunity for our students to engage in activities related to the student's interests so they may see real life applications of the theories and methods studied in the classroom. Additionally, the internship experience can provide excellent career preparation for our students by providing them with experience that they may not otherwise be able to get at this point in their careers.

Internships appropriate to Communication Studies require the intern to apply the skills of communicating with others in interpersonal, organizational, public, and mediated settings. Examples of internships using such skills would be those involving human resources, corporate communication, communication research (including interviews and focus groups with various audiences), and communication audits, marketing, public relations, or any position that utilizes training in communicating with others. Interns are required to work 120 hours per three (3) units of ETSU credit.

The internship program does not place interns with sponsoring organizations, or vice versa. For organizations interested in sponsoring interns on a continuing basis, their "sponsor Application for Internship Approval" will be made available to students seeking an internship. A student interested in the internship description provided will make contact with the organization expressing their interest in the position.

To participate in the Internship Program, complete and return the original copy of the "Sponsor Application for Internship Approval" to the Internship Director. The application will be reviewed to verify that the internship opportunity is appropriate for a student earning a degree in Communication Studies. Should the internship opportunity not meet the program criterion, the Internship Director will contact the organization.

REQUIREMENTS OF A SPONSORING ORGANIZATION

1. **LISTING WITH THE INTERNSHIP PROGRAM.** Whether the internship position available is negotiated as a one time experience for a specific student, a one time opportunity open to students that apply, or a continuing opportunity, the sponsoring organization must be listed with the Internship Program. Listing with the Internship Program consists of completing the "Sponsor Application for Internship Approval" and returning the original copy to the Internship Director.
2. **ASSIGNING A MENTOR.** An individual within the organization must be assigned as the official mentor and contact for the student intern. This person is responsible for providing guidance on day-to-day operations as well as role modeling professional conduct. This person must commit formally to this role by sending a letter to the Internship Program Director as soon as the internship begins, and outlines the position requirements of the internship.
3. **MID-TERM EVALUATION.** The mentor must participate in an evaluation interview with the intern half-way through the internship experience. The Internship Program will provide

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the evaluation form to be used for this interview. After completing the form and interview, both the intern and the mentor sign the form and mail it to the Internship Program Director. The mentor will also complete a scored evaluation to be mailed directly to the Internship Program Director.

4. **FINAL EVALUATION.** Prior to the last week of the internship experience, the mentor must write a formal letter evaluating the intern and providing suggestions for the intern's professional success. The letter is provided in duplicate: one copy remains in the intern's file, with the second given to the intern for possible use as a recommendation letter.
5. **CREATION OF A PROFESSIONAL EXPERIENCE.** The internship experience should not be merely routine office and clerical work. An intern should expect to have to perform such work in the course of her/his duties, but no more than 20% of an intern's time should be spent doing such work. A breach of this agreement could result in the organization's removal from the Internship Program.
6. **INTERNS ARE REQUIRED TO ATTEND A BI-WEEKLY CLASS MEETING.** All interns are required to attend a one-hour bi-weekly meeting on the ETSU campus with other interns and the Internship Director. The mentor and the intern will need to negotiate the work schedule so the intern may attend all meetings.
7. **PROVISION OF EXCEPTIONAL OPPORTUNITIES.** The internship should provide the students with experience that they would not normally be able to get without an entry-level position for someone with a bachelors degree. The sponsoring organization and mentor should work creatively to provide opportunities to the intern to participate in (an/or directly observe_ mid- and upper-level employee projects. If the intern has a previous work record with the sponsoring organization, the internship must consist of new work and job responsibilities.

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**GUIDELINES FOR COMPLETING THE
“SPONSORSHIP APPLICATION FOR INTERNSHIP APPROVAL”**

1. **GENERAL NATURE OF YOUR ORGANIZATION.** Write a brief description of the purpose and goals of your organization.
2. **TITLE OF INTERNSHIP POSITION.** A title by which the intern may refer when applying for the position.
3. **DESCRIPTION OF INTERNSHIP DUTIES.** Provide an overview of the work the intern will be expected to perform. Please remember that no more than 20% of their work time may be spent performing clerical duties.
4. **RELATION OF THE INTERNSHIP TO COMMUNICATION STUDIES.** Describe how the internship offered will enhance and apply the intern’s understanding of communication. Specify why this internship would be appropriate for a Communication Studies major.
5. **SPECIAL INCENTIVES.** Mention if there is anything about this internship that would be professionally advantageous to the student, which may not be normally apparent (special networking opportunities, portfolio development, etc.).
6. **GEOGRAPHICAL/LOGISTICAL LIMITATIONS.** List any information about the internship that is non-negotiable that may limit who may be an intern (full-time, requires use of own vehicle, etc.).
7. **NUMBER OF INTERNSHIPS AVAILABLE.** The number of interns you will take on in a semester and the number of hours you expect to require.
8. **ORGANIZATIONAL CONTACT.** Please provide information about the member of your organization that the prospective interns will need to contact. Should the Internship Program Director have any questions or concerns about the internship opportunity, this will be the person contacted.
9. **SENDING THE SPONSORSHIP APPLICATION.** When completed, send to:

Dr. Andrew F. Herrmann
CMST Internship Program Director
East Tennessee State University
ETSU Box 70667
Johnson City, TN 37614
10. **QUESTIONS.** If you have any questions regarding the Internship Program, please feel free to contact Dr. Herrmann at herrmana@etsu.edu.

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Please check the appropriate box:

- One time internship; Intern name _____
- Continuing opportunity

Name of Organization: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

General nature of your organization:

Title of internship position:

Description of internship duties:

Relation of internship to communication studies:

Special incentives:

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Geographical/logistical limitations:

Number of internships available:

Organizational contact:

Name: _____

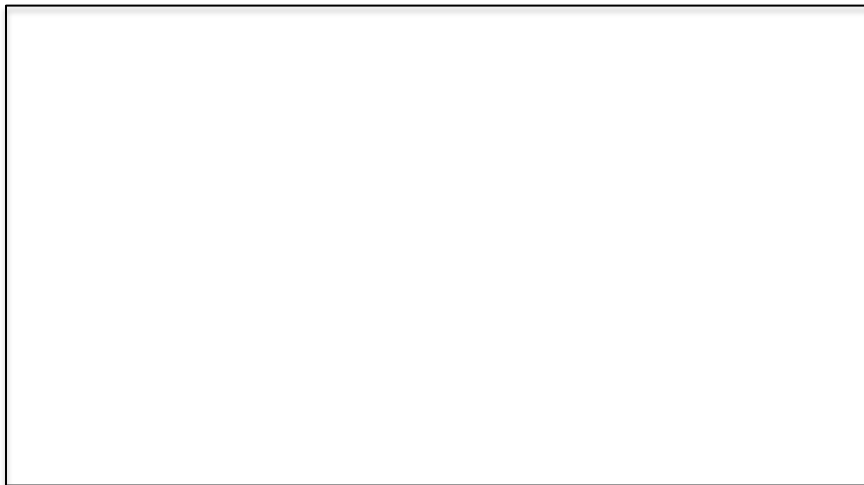
Title: _____

Phone: _____

Fax: _____

Email: _____

Please attach a business card in the indicated place.

A large, empty rectangular box with a thin black border, intended for the applicant to attach a business card. The box is positioned below the contact information fields and the instruction to attach a business card.