

Internships & Careers Interest Group of AEJMC

A newsletter about the Internships & Careers Interest Group of AEJMC

July 2022

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We're back in person, live on location!

Welcome to the 2022 AEJMC Annual Conference

Aug. 3-6 in Detroit

That's right. We're back.

The AEJMC and the ICIG are thrilled to gather again as teachers, scholars and mentors to share and enjoy all the activities in and around the conference and Detroit.

We are delighted to offer another annual conference filled with ICIG programming. Our robust schedule seems to grow each year as we seek to provide valuable contributions for teaching, diversity, equity and inclusion, PF&R, research.

We strive to provide our members and other teacher, mentor, scholars with programming related to internships and careers of students and faculty, administration and staff in higher education.

Mark those calendars and remember the times are (DST).

"Special Topics: Preparing for Careers Beyond Academia After the Ph.D." 10:30 a.m.–Noon on Wednesday, Aug. 3. Co-sponsor:

Graduate Student Interest Group. A mix of current, recent Ph.D students and others offer advice to Ph.D. candidates exploring what are sometimes referred to as "alt-academic" careers in the digital era?

Light Refreshments Served!
"Welcome to Your Home: Celebrating, Encouraging, and Mentoring the Hybrid Practitioner/Scholar/Professor Model at AEJMC" 12:30 -2 p.m. on Thursday Aug. 4. Co-sponsor: Broadcast and Mobile Journalism Division. A panel discussion and social meetup to explore the less traditional side of today's careers in academe. *Did you catch the first part of the title...?*

We're back... in person
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We're back...in person Continued from Page 1

“What Do Employers Expect for Jobs Requiring Media Analytics? A Comparison between In-person and Remote Positions during the COVID-19 Pandemic” 12:30-2 p.m. on Thursday Aug. 4. Scholar-to-Scholar (Poster) Refereed Paper Session.

“Beyond the Classroom: Leveraging Co-curricular Experiences to Equip Students of Diverse Backgrounds to Compete for the Best Jobs,” 4:30 – 6 p.m. on Thursday, Aug. 4. Co-sponsor: Advertising Division.

Panel discussion to explore how co-curricular experiences such as student media, interest/affiliated clubs & organizations, competitions, etc. might be leveraged to secure post-graduation career launches.

Top Research Paper Session 4:30 – 6 p.m. on Thursday, Aug. 4. Career Preparation: Digital Natives' Abilities to Tell Visual Stories

- Unprepared for Reality: Early-career Journalists Leave J-school Ill-equipped for Hostility and Trauma

Members Business Meeting. *8:30 p.m. on Thursday, Aug. 4.

Following the Top Research Paper Session. (NOTE: The time/date of this meeting might change – check your program or conference app closer to the date to confirm).

“2022 HBCU Educators’ Roundtable,” 8:30 – 10 a.m. on Friday, Aug. 5, – Co-sponsor: Minorities and Communication Division.

The annual roundtable discussions provide an informal mechanism for educators and administrators at Historically Black Colleges and Universities to share ideas about ways to encourage excellence among mass communication students, faculty, and administrators at HBCUs and to reinforce the idea that excellence in media education is essential to the lifeblood of a university.

The focus of this year’s Roundtable will be facilities and equipment. What are the challenges that academic units face in providing equipment and facilities that enable students to develop specific professional skills that allow them to become media professionals who appreciate, support, and practice the principles of free expression at a high level?

Does “Ungrading” Make the Grade? Alternative Writing Assessments to Improve Student Outcome 4 --5:30 p.m.– on Friday Aug 5. Co-sponsor: Public Relations Division

This panel will explore the concept of “ungrading.” It will examine the impact of ungrading on students and the quality of their writing, highlight potential challenges, and discuss ways that alternative assessments can help improve student outcomes.

We look forward to seeing you at the events. Especially at the social/networking event, “Light Refreshments Served! Welcome to Your Home: Celebrating, Encouraging, and Mentoring the Hybrid Practitioner/Scholar/Professor Model at AEJMC,” 12:30 – 2 p.m. on Thursday, Aug. 4.

And we’ll see you at the members’ meeting where there will be many opportunities to help contribute and shape the future of the ICIG.

Tell your friends that for only \$10, the ICIG can offer so many opportunities to learn and share about subjects that pertain to all of us across the many interests in journalism and mass communications. That’s a value!

Send me an email any time before or at the conference if you have questions about any of the events’ details.

**Hal Vincent, Vice Head,
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**Internships &
Careers
Interest
Group of AEJMC**

Greetings from your ICIG co-head and happy summer!

I trust everyone has had an exciting and challenging year with many victories during 2021-22. When you have a moment, take time to reflect on all of the items educators have had to overcome in order to do these rewarding jobs well during the pandemic.

Masks, social distancing, vaccination policies, Zoom, MS Teams, the list goes on. But we all got through it, so take a moment to congratulate yourself on a job well done.

So many of you went above and beyond expectations to do what had to be done and to help your students do the same. What a rewarding thing to see students whom you have worked with, tutored, mentored and helped realize their own goals and achievements.

Looking forward though, it has been my pleasure to participate with this group this year and I can't wait to see many of you at the AEJMC conference in Detroit, Aug.3-6.

We have an exciting list of events planned and it should be a great time for all. In addition to the sharing of achievements and great ideas, in this newsletter you will also find some great suggestions for what to do while visiting Detroit.

Like one of the contributors, I am excited to return to The Henry Ford (Museum of American Innovation) The Henry Ford is an awesome destination with many thinkers, inventors and entrepreneurs showcased for their historical work.

As an instructor for the 2004 PRSSA, Bateman competition teams we were very fortunate to have two teams

invited to present to the Ford Motor Company on ideas for promoting financial literacy among students.

Our teams took first and third that year, and we celebrated with a trip to The Henry Ford. In my office I still have two diecast mustangs with signatures on them from the winning teams. Something I will always cherish.

Please check the AEJMC program for our group's many research achievements this year.

We are also hoping all of you can join us for a social on Thursday, Aug. 4.

Our plan is to explore how we can better serve non-tenure track faculty, job seekers, grad students and professionals who are AEJMC members but looking for an interest group to call home.

Thank again for all you have done this year, and I look forward to seeing you in August.

Jeffrey Ranta teaches Advertising and Brand Strategies, Public Relations, Media and Communication. He is also Internship Coordinator; Advisor: Teal Nation Communications (TNC) student-run firm; Advisor: WCCU Radio; Co-author The Student-run Agency: Transitioning from Student to Professional, at Coastal Carolina University.



The Internships & Careers Interest Group

The Internships & Careers Interest Group (ICIG), established 1994, exists to promote knowledge about careers and internships in journalism and mass communication to AEJMC's membership and to educators and professionals everywhere.

ICIG membership is open to any educator or professional with an interest in journalism careers and includes faculty members, administrators, career counselors and journalism practitioners.

ICIG sponsors convention programming that aims to explore important issues and recent trends regarding careers in the various journalism fields and industries.

ICIG encourages and supports research that examines critical issues in the field experience, service-learning and career worlds.

To find out more about ICIG, visit our website or join our social media

communities <https://aejmc.us/ic/>

<https://aejmc.us/ic/contact/>

Join our group on Facebook!

Join our Listserv!

Twitter @AEJMC_ICIG

Internships Best Practices, Virtual and In-Person -- A View from the Experts

Two recent articles from the National Association of Colleges and Employers (NACE) offers some interesting insights into internships. They are summarized here.

Both of these articles deal with best practices for internship programs and may be good fodder for some of us to research. These Best Practices seem intuitive but as an Internship Adviser for my University's Department of Communication, Media and Culture, I am confident there is room for improvement in most programs along these lines both from collegiate administration and from employers. Not to take anything away from anyone who works hard in these areas, the best practices articulated below leave a lot of room for more thought, and perhaps some additional action as we contemplate the new virtual internships appearing with regular frequency post-pandemic.

Citations for these reviewed articles: 15 Best Practices for Internship Programs: <https://www.nacweb.org/talent-acquisition/internships/15-best-practices-for-internship-programs/> and Best Practices for Virtual Internships: <https://www.nacweb.org/talent-acquisition/internships/best-practices-for-virtual-internships/>



So what are the basic best practices for internships and do they differ widely from the online version and the traditional format internship?

Based on a quick look at these two articles, it does not appear things are radically different between the two, with some exceptions:

Keeping it Real

Provide interns with the tools and the assignments to create meaningful experiences by giving them real work to do. Real work should, at some level include real compensation for real work.

Tools bring out the Talent

Tools for an internship should not only include perhaps a

computer and/or other technologies needed for the intern to get their work done in a timely and acceptable fashion but should also provide access to data bases, software, remote log ins or anything else that equips an employee with the tools to be able to deliver what is expected of them. It is important interns be given opportunities to excel, and tools are part of those opportunities.

Structure is Solid

Provide interns with a level of structure. Nothing is more frustrating or anxiety inducing than showing up to a job that you have no idea how to do and have to worry about making mistakes. Interns should be provided with some sort of orientation training like a video, a web site, a handbook/manual or some permutation of those things. By setting expectations early with clear, concise and accessible direction, interns can learn how to adapt and maximize their efficiency once that know what needs to be done and how it can be accomplished. Another part of building structure should be a calendar/schedule that is sufficiently detailed to help interns manage their work-a-day lives along with other demands on their time.

Virtual Privacy is Vitrally Important

Looking in the digital realm, briefly, NACE makes the point many interns have challenges with finding places to work virtually. As this restriction has eased now that there is more freedom for people to move about, post COVID-19 shut down, it is still important that if an intern signs on to a virtual gig, expectations are set properly so they can accomplish the assigned tasks. Virtual productivity impacts efficiency and job satisfaction so it is important supervisors are clear of what is expected of their virtual employees and what obstacles they face in delivering on those assignments.

Home is Where the Heart is—and the rest of the Body...

Consider providing some sort of relocation assistance/housing for interns who are working on site. Clearly not all internships can offer relocation assistance in the form of cash or accommodations. But every little bit helps. Investing money in a potential employee now may help with recruiting future interns and possibly raising the competitiveness of the host internship in the eyes of those who will soon be graduating and seeking full-time engagement.

Money and Flexibility can go a Long Way

Real work for real clients should include real pay. Internships should work hard to find ways to compensate their em-

employees with some level of support. Intern sites must remain competitive in the minds of students—many of whom find it necessary to hold down full or part time jobs while attending school. Forms of compensation might include a stipend, a scholarship, a completion bonus or some other mechanism to offset tuition payments and/or save money for the next semester.

Another benefit related to this idea of paying students as a best practice for internships is the idea of flex time or other unusual work arrangements. By offering student internships compensation in the form of paid time and/or time off, one can engender loyalty toward a hiring.

Internship Managers Seek and Inform

Having an intern manager fulfills a lot of roles in improving the internship experience. A manager in an organizational role helps interns to maintain accountability. They also provide interns a point of contact for advice and information. The manager position also gives interns a resource to consult when issues arise. Other areas where internship managers can come in handy is in the practice of interview preparation, exit interviews, and general fact finding about the interns' experiences. By using an experienced internship manager to gather this data, it may enhance the veracity of observations and give contact to interview topics.

Teamliness

By encouraging introductions and events, and relationship building exercise among interns--one can ensure students gain additional value from their internship. Team building exercises can also build a sense of comradery among the interns and cement team work through friendship.

Networking, Hiring and Recruiting

Obviously one of the other key aspects of an internship is job preparation. Internships are usually sold as an opportunity to get real work done for real clients and also to prepare the student to transition into the real world of work. Some suggested ideas for how to enhance this transition include having career center staff and faculty visit interns on site to see how they are doing; training panels where internship alumni come and visit the current crop of interns and provide them some encouragement; self-directed studies for insights and goals to shoot for during their internship.

Finally in the category of networking, hiring and recruiting, job preparation can take the form of research/work presentations.

Lifelong Learning

Internships can also become a launch pad for student exploration of where they want to go next in their career trajectory. Ways to make this happen include bringing in guest speakers from a company's executive ranks to be a source of information for the students in a conversational environment. It can also be important to offer training in addition to networking in the areas of encouraging outside classes and lifelong training opportunities while still working at the internship placement. Targeted self-improvement can also be a powerful motivator for sustained performance.

Conclusion

Internships both on site and virtual continue to provide valuable learning experiences for students. But just like anything else, there is always room for improvements. As faculty advisers for internship programs or just as informal advisers for students contemplating an internship, it is always a good idea to set expectations for the experience among those sponsoring the internships and those partaking of them.

Special thanks to the staff of the National Association of Colleges and Employers (NACE) for making sure internships are valuable, productive opportunities for a motivated workforce.



Remote Internships: *Here to stay in a Post-COVID Era*

Dr. Cessna Winslow

“Blessed are the flexible for we shall not get bent out of shape” is a mantra my students learn early in their college experience.

That reminder took on new meaning when COVID-19 shut down colleges in the middle of the Spring 2020 semester—especially for students who were in the middle of completing an internship.

As our department’s Internship Coordinator, I suddenly found myself working with intern supervisors to find creative ways for our students to complete their intern hours while applying their skills and knowledge. It was challenging and it required a lot of creativity and flexibility but it all worked out. And what initially seemed like a burden, soon became a blessing. COVID challenges created new opportunities for future interns as students began completing, online, remote internships.

Tarleton is a predominately rural institution that does not enjoy many of the opportunities afforded to more urban universities.

Finding internships for our students can be challenging at times. Remote opportunities have changed the game. Two years post-COVID, not only are students able to intern at more places but rural businesses and non-profits that previously did not have access to university resources are now able to benefit from our internship program.

In Fall 2020, Ally Johnson interned with the Rockport Texas Chamber of Commerce five hours away from her dorm.

“I decided to intern here because it would help me utilize skills I had and learn about new platforms.” Working online, she handled marketing and promotion tasks and created flyers and graphics for this coastal town recovering from Hurricane Harvey.

Ally noted a perk of interning remotely is that “You can do tasks on your own time and concentrate on what is being asked of you. Another benefit is that you utilize technology more frequently, so you learn how to use different programs for virtual meetings, promotion, and design.”

Working remotely also presented challenges. Communication, she says, was a big one.

“I was often left in the dark on changes and not given clear directions on what was expected of me.”

A remote internship was ideal for

Rhiannon Crump who was able to use and develop her social media skills with North East Texas Counts.

In Summer 2020, Rhi was part of a team that designed social media campaigns in rural and hard-to-reach communities in East Texas to educate residents on the benefits of being counted in the 2020 Census.

“I chose this internship because it allowed me to work remotely and stay home with my kids.”

She added, that it wasn’t easy but it was rewarding. “I am a huge people person so I really struggled with the remoteness of remote internships, but I was able to learn so much about social media management!”

For students considering remote internships, Rhiannon says it is imperative to stay in communication with your supervisor and your team.

“Best to have weekly meetings to set action items to be done before the next meeting, as well as some long-term goals and objectives to work on.”

As for intern supervisors, Rhi says it is important that they encourage interns to be self-sufficient and take initiative while setting reasonable deadlines.

She adds, “Always encourage them to ask questions but try to let them learn to solve problems. Coach them on best practices and let them know what they do well.”

Almost a third of Tarleton State’s Communication Studies students are now interning remotely.

Based on the opportunities and experiences that they are enjoying, along with intern supervisor comments, it is evident that remote internships are here to stay. These creative partnerships are proving to benefit students and businesses while also elevating the university’s institutional profile.

Dr. Cessna Winslow teaches Public Relations courses and serves as the Communication Studies Department Internship Coordinator at Tarleton State University in Stephenville, Texas.



Intern Testimonials

“What our students are saying about their internship experiences...”

Alexis Baisley

Spring 2022 I remotely interned at the Social Static Company.

Social Static is a stand alone social media management and digital marketing agency. They specialize in social media management, email marketing, Facebook ads, brand photography and they create customized marketing plans for other brands. It is based out of Saratoga Springs, New York and Palm Beach, Fla. although it is a completely virtual company.

While interning for this company I worked with the social media manager and the social media coordinator. I also worked with the three other interns who were also students based out of all different colleges in the United States as well as one student in high school. The company is run by a small team and only consists of a few employees as I was in contact with every one of them throughout the semester.

Since Social Static is still somewhat of a new brand starting up in 2017 and so small, it needs help with networking in order for it to be able to expand client wise and become more well known to the overall public.

Every week on Monday I was assigned a task for the company via email. The entire semester I took part in co-running a company's social media account as well as Social Static's social media accounts.

I also gained knowledge on how to find new potential clients in specific locations. To do this you must search up a location on Google maps and look for specifically, restaurants, boutiques, jewelry shops and then find all their contact information which I then saved in a Microsoft Excel sheet.

I also learned how to create a blog post and catchy title which I then wrote an entire post on “6 Tips to Make Monthly Content Planning Easier” which I liked because I got to learn how to write a blog while learning about my topic. My biggest challenge was staying on top of my tasks since it was a remote internship.

There were not set times for me to work; it was a matter of when I wanted to and when I had the time to. I was balancing this internship on top of attending my classes, doing classwork, attending my actual job and being a part of a sorority on campus.

I definitely had the time to put in work for this internship I just had to have a set schedule so I made sure I was setting time aside for it. Interning remotely was something I liked and disliked at the same time about the experience. It was nice being on my own schedule and working from home

or wherever I felt like but I felt like I would have learned more if it were in person.

This internship taught me a lot about myself. It made me realize that I would most likely thrive better with an in person job since I like having human interaction with others throughout the work day. I also learned that I work much better with a set schedule unlike the set up of this internship.

This internship taught me a lot of new stuff that I never learned in school. I really enjoyed gaining real life experience working with an actual company and clients. It was definitely worthwhile and I'm grateful for the knowledge I gained and the experience I had. I would recommend this internship to any student interested in social media marketing. I have nothing but good things to say about my experience. I even think my roommate is going to intern for Social Static next semester after hearing about my time working with Social Static!



Reagan Rodgers

During my internship in the Marketing and Communications Department here on campus, I have learned so much about multimedia production. I help make videos for the university social media and YouTube, film and facilitate interviews and b-roll footage, run live streams, and get a front row seat to so many of the major events on campus, including homecoming, which is what this picture is from. I understand how to utilize equipment and Adobe software now, both of which will be incredibly helpful as I begin to pursue my career.

What our students say about their UNPAID internship experiences...



Hope Hale

"Unpaid internships are mutually advantageous to the student and the employer. While businesses receive extra help and a fresh perspective, I gained hospitality industry knowledge and an understanding of important workplace management skills.

My internship at Rough Creek Lodge allowed me to stand out amongst my peers and provided me with the confidence necessary to transition from a Tarleton State University student to a full-time employee working in my field."

Kesleigh Boone

"My internship (with the Comanche Chamber of Commerce) started as unpaid. It required me to prove my dedication to the job.

My work ethic impressed my boss and, before the semester ended, she was able to find a way to create a paid part-time position.

In December my position will be full-time. I have a job waiting for me before I even graduate!

This all could not be possible without my starting as an unpaid intern."

'Terance Sullivan

During the Spring semester of 2022, I had the opportunity to take up a 6-credit internship with WCCU Radio, reprising my role as Director of Sports Broadcasting. WCCU Radio is the student-run radio station of Coastal Carolina University. This semester, WCCU Radio was staffed by about 45 people. WCCU Radio's mission is to make sure that every student's voice is heard. It has no radio competitors but does occasionally have to compete with the Chanticleer newspaper for media credentials at sporting events. Some of the core competencies of the organization are the ability to "think big" and to get as many people involved as possible. As of late, WCCU Radio has really thrived in the world of remote broadcasting, which is a type of broadcast that occurs outside of the station (i.e. calling a baseball game, covering a concert, etc.). WCCU also does a great job of planning for the future and maximizing the station's potential. As the Director of Sports Broadcasting, I handled everything and anything sports-related for WCCU Radio. This included setting up interviews with athletes, obtaining press availability for sporting events, and scheduling sports talk shows, among other things. This year, however, I created something I had been working on for the past four years: The WCCU Sports Network (WCCUSN). WCCUSN is an entity within WCCU Radio that handles everything sports for the station. This was my biggest challenge by far, as it was difficult to find students with drive and dedication to make this work. My best day over the course of this internship was when WCCU Radio received clearance to call the entire baseball

schedule, availability pending. I loved this internship because I have loved my college career with WCCU Radio. I am proud of the relationship I curated with Athletics, and I am proud of the WCCUSN. I also loved the staff that I had the opportunity to work with this year, I liked how progressive we were this semester, leaving WCCU Radio in a really good spot for the future. I learned that I have a long way to go when it comes to play-by-play. I had the opportunity to speak to many professionals in the field while calling games and I learned a lot. I tried to apply as much of this knowledge as I could, and I have a plan in place for my progression after graduation.

I will celebrate my role in the creation of sports broadcasting at WCCU Radio, as it had never been done before. I will forever remember this experience and cherish the memories I made with the people I had a chance to work with. This experience was once in a lifetime, and I mean that sincerely. I had the opportunity to call Coastal football, basketball, and baseball during the course of this year. I also had the opportunity to travel to Orlando to provide live coverage of the 2021 Tailgreeter Cure Bowl, as well as weeklong coverage leading up to the game. I had the opportunity to make with some incredible people and have made friends I will have for the rest of my life. I got the freedom to make what I wanted out of my time with WCCU Radio, and that led to me getting to live out my dream of being a sports broadcaster. I was able to add invaluable experience to my resume and use these experiences in my future endeavors. I was able to create something at Coastal that will outlive me.



Where are the Internships?



American Advertising Federation
American Association of Advertising Agencies
American Marketing Association
Asian American Journalists Association
Association of National Agencies
Dow Jones Newspaper Fund
Grassroots Internship
Handshake
Indeed Internships
Internship Program through the AAAA's
Institute for Education in International Media
Intern Abroad HQ

Institute for Education in International Media
JournalismJobs.com
Marketing and Advertising Education
Media Networks (e.g., WarnerMedia, CNN, PBS)
Multicultural Advertising
National Association of Black Journalists
National Association of Hispanic Journalists
National Public Radio
News Association
Online News Association
Poynter Institute
Public Relations Society of America

While a vast majority of internships are worthwhile, enriching experiences for students, there are some exceptions. Following are some red flags that should be a caution when advising students of internship opportunities.



RED LAGS (Sites to avoid)

Promise of good pay.
Promise of high hourly pay (like much over minimum wage).
Very specific job duties.
Student asked to pay for the experience.

Unclear student "mentor" identification with specific role & mentor duties, versus a supervisor with specific work assignments given to a student.

Not a competitive application/hiring process especially if informal or nonexistent interview.

Unclear expectations on hours to be worked, start/ stop date.

Employer resistance to work with a school & their processes or procedures.

Home-based businesses (not always bad) but worth noting if student is the only other person working with a single individual.

Motown Preview

Things to Do

Eastern Market -- "One of the oldest and largest year-round bazaars in the United States, Eastern Market draws Detroiters of all types to its six-block spread of wares."

Motown Historical Museum -- In this row of modest houses Berry Gordy launched Motown Records – and the careers of Stevie Wonder, Diana Ross, Marvin Gaye and Michael Jackson – with an \$800 loan in 1959.

Guardian Building -- "Commissioned as a 'cathedral of finance,' this distinctive, 40-story, redbrick building with green and white accents was the world's tallest masonry structure when it opened in 1929."

Detroit Institute of Arts -- The DIA holds one of the world's finest art collections. The centerpiece is Diego Rivera's mural Detroit Industry, which fills an entire room and reflects the city's blue-collar labor history.

Packard Plant -- Renowned architect Albert Kahn designed this 3.5-million-sq-ft factory, which opened in 1905, but after years of neglect it became one of Detroit's most iconic ruins.

Places to Eat

Parks & Rec Diner -- "This homey diner, located in the imposing GAR building, takes its name from the government department that was once housed here. A seasonal menu of sandwiches and brunch dishes such as pistachio French toast and panzanella with charred bacon. The fries, seasoned with a BBQ spice, are excellent."

Sister Pie -- "Owner Lisa Ludwinski (a 2019 James Beard Award finalist) and her army of female bakers create amazing treats at this corner storefront. The milk chocolate chess, salted maple, marshmallow butterscotch and other flaky-crust pies are fabulous, and the perfectly soft peanut-butter paprika cookies will spoil your taste buds forevermore. Everything is made with seasonal ingredients and produce purchased from local farmers."

Detroit Vegan Soul -- "Step inside this light-wood cafe staffed by hippies and fork into splendid soul food dishes that just happen to be vegan. The soul platter, with black-eyed peas, maple-glazed yams, mac and cheese, smoked collard greens and a cornbread muffin, is the way to go. The menu also features catfish and barbecue (both tofu-based). It's located on a residential street in the pretty West Village neighborhood."

Visit these sites for more information.

<https://toursanner.com/blog/fun-things-to-do-in-detroit/>

<https://www.lonelyplanet.com/articles/top-things-to-do-in-detroit>

