

Thanks for hosting an intern. Here's how to be successful!

The internship program is designed to provide students an opportunity to gain practical experience in a professional work setting as part of their academic program in the Department of Journalism and Strategic Media at the University of Memphis.

Employers interested in offering internships should create job descriptions and either post to the University of Memphis Department of Journalism and Strategic Media group on LinkedIn or email it to the internship coordinator, Dr. Matthew Haught (mjhaught@memphis.edu). Only internships that offer students professional-level experience and that do not discriminate based on race, gender or religion will be considered for academic credit.

Employers are expected to:

- Complete the EMPLOYER INTERNSHIP AGREEMENT that sets the terms of the internship, including work schedule and pay.

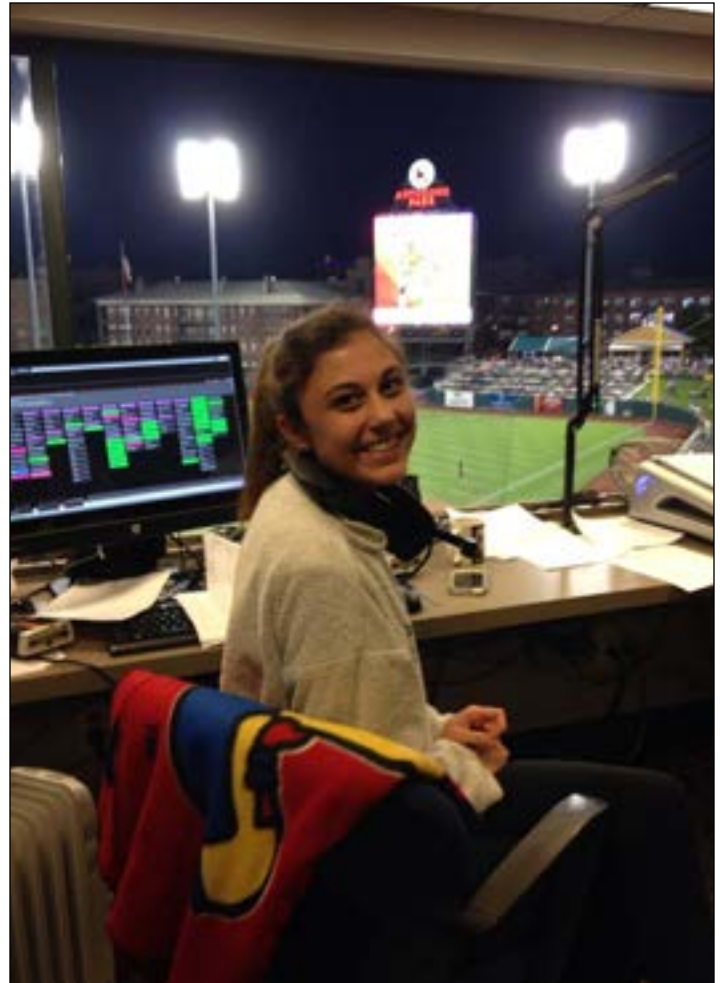
- Provide work that is meaningful to the student's training as a journalist or media professional. Interns are viewed as professionals in training and should be assigned duties similar to those given to entry-level employees. Although it is expected that some interns may be assigned clerical-level work, this should not make up more than 20 percent of a student's responsibilities.

- Provide the intern with a supervisor who has professional experience in that specific area of a student's internship and who is responsible for monitoring the student's work and training.

- Guarantee that the student works at least 120 hours in order to earn 3 credits.

- At the end of the internships, complete the EVALUATION OF INTERN BY SITE SUPERVISOR form.

- Communicate immediately with the internship coordinator, Dr. Haught (mjhaught@memphis.edu) if the student is failing in his or her performance in any way.



Journalism major Emily Pugh of Brownsville, Tenn., operated the video board for the Triple-A Memphis Redbirds in Summer 2015.

Steps to launching an internship program

Step 1: Set goals

- What does your company hope to achieve from the program?

- Are you a small company searching for additional help on a project?

- Is your company growing quickly and having difficulty finding motivated new employees?

- Are you a nonprofit that doesn't have a lot of

money to pay, but can provide an interesting and rewarding experience?

■ Is your organization searching out new employees with management potential?

Step 2: Write a plan

■ Carefully plan and write out your internship program and goals.

■ Draft a job description that clearly explains the job's duties. Structure the internship ahead of time so that you can be sure you meet your goals.

■ Will you pay the intern? If so, how much? Wages vary widely from field to field, so be sure yours are competitive or offer competitive incentives.

■ Where will you put the intern? Do you have adequate workspace for them? Will you help him or her make parking arrangements, etc.?

■ What sort of skills and experience do you want in an intern? Decide on standards for quality beforehand – it'll help you narrow down the choices and find the best candidate.

■ Who will have the primary responsibility for the intern? Will that person be a mentor or merely a supervisor?

■ What will the intern be doing? Be as specific as possible. Interns, like others in the process of learning, need structure so they don't become lost, confused or bored.

■ Do you want to plan a program beyond the work you give your interns? Will there be special training programs, performance reviews, lunches with executives, social events? Keep in mind that your interns are walking advertisements for your company. If they have a good experience working for you, you're likely to tell your friends – word gets around. A bad internship, by contracts, can only hurt your chances of attracting good students for next year.

Step 3: Recruit an intern(s)

■ Start early. Begin searching three to four months before you need a student to begin.

■ Be competitive. Students usually work full- or part-time jobs in addition to serving internships. Offer appropriate compensation if feasible.

■ Join the University of Memphis Department of Journalism and Strategic Media group on LinkedIn. Network with faculty and students there, and post internship opportunities.

■ Choose your interns just as carefully as you'd choose permanent employees.

Step 4: Manage the intern(s)

■ The beginning days of the internship program set the standard. When you give them their first tasks, you're signaling what can be expected in the future.

■ Consider the goals of your program. The nature of the program and the activities that you choose to undertake should directly relate to your program goals.

■ Orient your intern to his or her new workplace. Give interns an overview of your organization; some companies give talks or hand out information about the company's history, vision and services. Explain who does what and what the intern's duties will be. Introduce him or her to co-workers and give them a complete tour of the facility.

■ Keep an eye on the intern. That doesn't mean watch their every move, but do make sure you know what's happening with their daily tasks.

■ Provide lots of feedback to your intern(s). No matter what level of experience, they need you, as a more experienced worker, to let them know if their work is officially "okay." Periodically, examine what your intern has produced and make suggestions.

■ Evaluate the intern's progress frequently.

Top concerns of interns

■ **Give us real work!** Interns want to work and learn. Utilize your interns well.

■ **Do what you say, and say what you do!** Be honest with your interns about what they can expect during the internship.

■ **We like feedback!** Remember that interns are students, and they may not have the business skills and experiences that you do.

■ **We want to be included, too!** Is there a staff meeting they can attend? Can they tag along to the next project meeting? Include them in the daily life of your workplace.

■ **Please explain.** When you assign work, make sure you give a detailed explanation.

■ **I want a mentor!** Make sure that interns have a mentor or supervisor to provide guidance.

■ **A minute of your time, please.** Spend time mentoring and teaching your intern.

■ **Be prepared!** Supervisors should have goals for the intern to meet.

■ **Do I have the right tools and equipment?** Make sure you supply your intern with the necessary space or tools for completing the job requirements.

■ **Show me the money.** Although every internship is different, money is always nice, especially for students.