



## MEDIA 297 | Practicum Fall 2021

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Office Hours: Tuesdays: 1:15-3:15 p.m.  
Wednesdays: 10-11:30 a.m.  
Thursdays: 1:45-3:15 p.m. (Help Lab in Media Hub)

You can sign up for Zoom office hours [here on HuskySuccess](#) if there's anything we need to discuss about your practicum!

Practicum is an opportunity to get credit for working with a campus media organization. Think of practicum as an internship-lite: through this course, you will gain practical, hands-on experience by working with a campus media organization throughout the semester. You will put in a minimum of 40 hours of work (average 3 hours per week), serving in a leadership role and creating media. These media samples can then be used when you start applying for your internship later in your college career!

Practicum can be taken up to 3 times, earning 1 credit each time.

**Assignments**

The following assignments will be completed through the semester.

**Bi-Weekly Reports**

Every two weeks, you will send me an update on your practicum experience. Your report will include an updated work log and samples of work completed during that timeframe (detailed below). These reports will be posted to BOLT on the following dates:

- Sunday, Sept. 5 at 11:55 p.m.
- Sunday, Sept. 19 at 11:55 p.m.
- Sunday, Oct. 3 at 11:55 p.m.
- Sunday, Oct. 17 at 11:55 p.m.
- Sunday, Oct. 31 at 11:55 p.m.
- Sunday, Nov. 14 at 11:55 p.m.
- Sunday, Nov. 28 at 11:55 p.m.
- Thursday, Dec. 9 at 11:55 p.m.

**Work Log**

Student should keep track of hours worked each week in an Excel document or other spreadsheet program. There should be an entry for each shift, which should include hours worked and duties performed that day. Student should keep a running tally of hours worked. **Student needs to work at least 40 hours during the semester** (an average of 3 hours per week). Do not make a new spreadsheet document each time; send me an updated log every two weeks as you create new entries.

When sending the spreadsheet, please send an .xlsx or .pdf file, rather than a Google doc link or other file format. A sample log follows:

<b>Date</b>	<b>Hours Worked</b>	<b>Log</b>
Monday, Aug. 30	1	Met with supervisor and leadership team to discuss upcoming articles
Wednesday, Sept. 1	1	Researched a news story
Thursday, Sept. 2	2	Wrote an article and posted online
<b>Total Hours:</b>	3	

**Weekly Work**

In addition to the log, **student should also post on BOLT samples of work completed during the last two weeks.** This can include articles written, videos produced, images created, or posts on social media. If this work appears online, student just needs to send me a link to the article, video, or content created that week. Otherwise, student should upload samples to BOLT.

### **Final Reflection**

At the end of the semester, the student will write a 3-4 page reflection about the practicum. The report should be double-spaced, 12-point font, Times New Roman, submitted either as .doc, .docx, or .pdf. In the reflection, student should address the following:

- Evaluate the practicum experience: what went well, what didn't go well, and what would you do differently next time?
- Reflect on the media courses you've taken: how well did these courses prepare you for this practicum?
- Articulate your future academic plans: how has this practicum experience affected your career plans? What kind of internship experiences might you seek out? Will you continue working for this student media organization? Perhaps in a different capacity?

**This report is due to BOLT by Thursday, December 9, 2021 at 11:55 p.m.**

### **Contact**

Student should stay in regular contact with me throughout the semester. If there is a problem with the practicum, or if student media supervisor is not following the agreed upon job description, the student needs to contact me so we can address the situation.

I may contact the campus media supervisor periodically to see how the student is performing. The practicum supervisor also has my contact information, and can contact me if there are any problems with the student's performance.

### **Grading**

At the end of the semester, all materials the student has submitted (work log, weekly samples of work, and the final report) will be collectively considered for a final grade.

**A work:** Student has done an excellent job applying what they've learned to their practicum. Student has produced high quality and professional writings and multimedia. Student took initiative during the practicum to try new things and expand their skills. Student completes the required number of hours. All bi-weekly and final materials are submitted on time.

**B work:** Student has done a great job with their writing and multimedia production, though the quality could be a bit higher in some cases. Student has taken some initiative during the practicum to try new things, but at times wasn't as active on the job as they could've been. Student completes the required number of hours. Most bi-weekly materials are submitted on time, and the final report is submitted on time.

**C work:** Student's work on the practicum does not consistently reflect what they've learned in their media courses. Some work is professional, but often the work needs polish and refinement. Student borderline completes the required number of hours. Weekly materials and final report are frequently not submitted on time.

**D work:** Unacceptable work. Student has not effectively demonstrated what they've learned in their media courses. Work produced is not likely to be used by the campus media organization because of low quality. Student borderline completes the required hours. Weekly logs are frequently missing or late.

**F work:** Student does not complete required number of hours by a wide margin. Student's work is unprofessional and not used by the campus media organization. Assignments are missing and/or incomplete.