



# News



As the panel deadline for the 2011 AEJMC meeting in St Louis grows near, the officers of ICIG are seeking suggestions for panels in the areas of Professional Freedom & Responsibility (PF&R) and Teaching. We are particularly interested in panels that span divisions, as co-sponsored panels are the norm.

We can't guarantee that every panel idea will ultimately be adopted, but sending your ideas along will definitely help in putting together a roster of panels that reflects the interests and strengths of our division.

If you would like to propose a panel, please send the following information by Monday, October 18:

(1) An indication of which area (Teaching or PF&R) the panel covers.

Professional freedom and responsibility (PFR) covers Free Expression; Ethics; Legal Issues; Racial, Gender, and Cultural Inclusiveness; and Public Service.

Teaching standards panels should focus on such things as standards of academic and professional preparation for teachers in the field, curriculum development, teaching modes, and standards of faculty-administration relationships.

(2) A brief title for the session.

(3) A paragraph describing the intended content of the session.

(4) Suggestions about specific people who might be able to serve on the panel. Be sure to include panelists from other AEJMC divisions.

(5) Suggestions for divisions or interest groups who might consider co-sponsoring the panel with us.

Please send all proposals to Abhinav Aima, the 2010/2011 ICIG vice head ([aka11@psu.edu](mailto:aka11@psu.edu))

## Developing an Internship Rubric

By Kim Bruce, ICIG PF&R/Teaching Standards Chair

An internship is one of the most effective ways students garner post-graduate employment (Neidorf, 20008). However, developing an adequate rubric for the course associated with an internship can be rather elusive and difficult to enforce.

A simple rubric with 2-4 graded categories may be best suited to the internship and the simplest way to manage multiple internships. The following rubric is simple to implement into a course management system.

Be sure to consider the areas students will most need post-graduation in the rubric formula. My colleague Lori Westermann, instructor of mass communication at West Texas A&M University, developed the following rubric with ties to several post-graduate elements.

The Career Services element is designed to ensure students register with the campus career services, that will give students continued updates about job openings filed with this service. Additionally, the samples for work portion of the rubric will garner students' material for the portfolio. Students are advised to keep sample in print and digital formats for online and physical portfolios. The reference letter and evaluation may also be used in conducting a job search, particularly if the supervisor is complimentary.

**Career Services** **20%**  
(An email will be sent to the internship advisor when the file is opened.)

**Internship Notebook** **40%**  
Internship Description  
Daily work log  
Samples of work  
Experience Paper

**Reference Letter & Evaluation** **40%**  
(From immediate supervisor)

## Readings of Interest

By Abhinav Aima, ICIG Vice Head

Here are some recently published articles that note interesting developments in the internships and career development instruction for journalism students. Kevin Smith faces the routine newsroom criticism of journalism education at universities, and offers the SPJ's mentoring program as a valuable educational tool for skill development. Tony DeMars notes the high-performance low-pay nature of the current journalism jobs environment for new graduates and provides some tips for educators in preparing journalism students for their new careers. And we end on a somewhat positive note with Mike Conway and Jacob Groshek establishing that students are taking professional newsroom ethics seriously, though their concern for ethics in educational settings is lagging behind their higher professional ethics concerns.

1. Smith, Kevin Z., "Mentoring is the key to ending classroom versus newsroom debate," *Quill*; Jul/Aug2010, Vol. 98 Issue 4, p3-3.  
Publisher's/Author's abstract: The author argues that mentoring is important to end the classroom versus newsroom debate among the journalists in the world. He states that the international nonprofit organization Society of Professional Journalists (SPJ) has a mentor program that enables young journalists to be matched up with professionals. According to him, students need to complete internships, however, professionals should know that it is not sufficient to transform them into the professional executives demand upon recruitment.

2. DeMars, Tony, "Media Careers in Changing Times," *AEJMC News*; Mar2010, Vol. 43 Issue 3, p11-12.

Publisher's/Author's abstract: The article reports on the Association for Education in Journalism and Mass Communication (AEJMC) Internships and Careers Interest Group's mission on how JMC educators can help new graduates to get into media-related careers by researching and discussing it. This has been the problem in the tough economic times. The author suggests that managers should stress good writing in mass communication and help students understand networking and

the importance of paying their dues.

3. Conway, Mike; Groshek, Jacob, "Forgive Me Now, Fire Me Later: Mass Communication Students' Ethics Gap Concerning School and Journalism," *Communication Education*; Oct. 2009, Vol. 58 Issue 4, p461-482.

**Publisher's/Author's abstract:** Survey data on mass communication students' perceptions of plagiarism and fabrication indicate an ethics gap in which students are more concerned about ethical breaches in journalism than in academics. Further analyses found that the ethics gap increases among students near graduation who had higher levels of concern and suggested harsher penalties for unethical journalistic behavior, as did students with experience in student media or internships, specifically journalistic ones. Results from the study reported here demonstrate that applied media experiences and coursework are crucial in developing future journalists' perceptions of fundamental ethical behavior.

If you have recently published an article that focuses on internships and career development and would like to share it with our readers, please do send your article abstract and citation information to our Newsletter Editor Bil Morrill at: [bmorrill@uoregon.edu](mailto:bmorrill@uoregon.edu).

## Updates to ICIg Website & Listserv

By Bil Morrill, ICIg Newsletter/Web Editor

The ICIg website and listserv have been around for many years, but we have not seen many changes to them recently. This year, we hope to use them to more effectively communicate information.

The ICIg website, <http://aejmc.net/icig/>, is a good resource for information about conferences, calls for papers and proposals and other information. There is also a "Resources" page with links to internship programs and opportunities from around the world.

We are looking for ideas about how to make the ICIg website more useful for all of us. What do you think needs to be added, changed or deleted? What other resources would you like to see that would be helpful to you or other colleagues?

We are also planning to expand the use of the ICIg listserv. We feel that the listserv will be a good way to share information about legal issues, internship opportunities, housing issues, study/internship abroad programs and other pertinent topics. To be added to the listserv, go to the ICIg website and click on the listserv link.

We are looking forward to expanding our communications with ICIg members this year. Let us know how the ICIg website and listserv can better be of use to you.

## 2010-2011 ICIg Officers

**Head - John Chapin**, Penn State University

**Vice Head - Abhinav Aima**, Penn State University

**Secretary - Open**

**Research Chair - Mary Blue**, Tulane University

**PF&R/Teaching Standards Chair - Kim Bruce**,  
West Texas A&M University

**Newsletter/Web Editor - Bil Morrill**, University of Oregon

**Do you have information that you would like us to include in a future issue of the ICIg Newsletter? We are looking for articles, book reviews, tips and advice about internship and careers. If you are interested in contributing, please contact Bil Morrill, ICIg Newsletter Editor.**

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