

## **LB 386 Practicum**

### **Student Options at the Rocky Mountain Student Media Corporation**

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The LB 386 Practicum is designed to give any Colorado State University student, regardless of his or her major, an opportunity to learn media methods and practices by working with the Rocky Mountain Student Media Corporation. Students may earn one to three credits, depending on the time spent. RMSMC media include the Collegian, College Avenue magazine, KCSU-FM, a 10,000-watt radio station, CTV-11, a cablecast and webcast television news, information, and entertainment program, and FS Life, a medium targeted specifically to CSU faculty and staff. While students who already work at the RMSMC are not prohibited from enrolling in LB 386, these students are expected to take on a new and expanded learning experience rather than simply receive credit for their current experiences. All LB 386 students will report to and be evaluated by a RMSMC professional staff member who has extensive media experience. There are four areas to consider for the practicum: (1) Public Relations; (2) Broadcast; (3) Publications; (4) New Media.

#### **I. PUBLIC RELATIONS**

**Public relations specialists** will work in one or more media areas. Specialists will identify public relations and promotions activities in concert with a professional adviser and student media head or manager, develop an action plan, identify budgets, and assist with implementation of activities, events, and promotions.

#### **2. BROADCAST** (*CTV 11 television and/or KCSU-FM radio*)

**Associate sports producers** assist the student sports producer in a variety of duties, and will learn the techniques, planning, and program execution necessary to become a television or web based sports producer.

**Associate news producers** assist a student broadcast news producer in a variety of duties and will learn the techniques, planning, and program execution necessary to become a television or web-based sports producer.

**Television news reporters** will actively train with experienced staff to learn the fundamental methods and processes involved in reporting television news. The successful candidate will learn video acquisition, editing in Final Cut Pro, professional on-air content techniques and practices, and will produce at least one news package suitable for broadcast or online airing. Advanced students may become one of six equipped for backpack journalism production with specific emphasis on breaking news as part of a multi-disciplinary media team of student journalists.

**Radio news reporters** will actively train with experienced staff to learn the fundamental methods and processes involved in assignment, news gathering, and airing radio news and public affairs programming. The successful candidate will learn acquisition techniques, editing in professional news software, and the fundamentals of professional on-air content delivery and techniques. The successful student will produce at least one news package suitable for broadcasting on KCSU-FM as well as online reporting. Advanced students will be equipped for backpack journalism production with specific emphasis on breaking news as part of a multi-disciplinary media team of student journalists.

**Corporate and governmental video production assistants** will be trained in the fundamentals of corporate video on behalf of an actual client. Training and hands-on experience will include client contacts with emphasis on excellent client relations, scripting, scene and sequence shooting, studio work as appropriate, and post-production. The successful student should be able to successfully shoot and edit video and understand the principles of client relationships.

**Videographers** will learn to use ENG camera equipment for acquisition of video for news and other television productions. Throughout the semester the videographer will learn the fundamental techniques of video acquisition, sequencing, and editing in Final Cut Pro software. Advanced students may become one of six equipped for backpack journalism production with specific emphasis on breaking news as part of a multi-disciplinary media team of student journalists.

### **3. PUBLICATIONS** (*Collegian, College Avenue magazine, and FS Life*)

**Photojournalists** are primarily photographers but may also shoot and edit video. The photojournalist covers assignments as well as generates enterprise feature and news photos independently. While some office cameras are available, the student photojournalist is expected to have access to a digital camera capable of providing publication quality images. Advanced students may become one of six equipped for backpack journalism production with specific emphasis on breaking news as part of a multi-disciplinary media team of student journalists.

**Reporters** will cover assigned news and feature stories as well as submitting enterprise contributions for the organization's published media and websites, including the *Collegian*, *College Avenue*, and *FS Life*. While some training in basic journalistic methods and practices is available, the ideal applicants will have media or academic experience (high school, college, or professional) in journalistic basics. Advanced students may become one of six equipped for backpack journalism production with specific emphasis on breaking news as part of a multi-disciplinary media team of student journalists.

**Editorial designers** will receive training in design for published and digital media. Upon satisfactory completion of training and a demonstrated aptitude for design, the student will have numerous opportunities for editorial design work to enhance the student's portfolio and experience.

**Advertising design** applicants should have an aptitude and some experience in designing advertising or in graphic design. Software training, as appropriate, will include Multi-Ad Creator, Adobe In-Design, and

related software. At the completion of the semester the successful student will have designed advertisements for publication and for use on the web.

#### **4. NEW MEDIA**

***New media content providers*** will learn a wide variety of new media techniques and programs, including blogging, monitoring user-generated content, and appropriate software programs.

***Advanced students*** may become one of six equipped for backpack journalism production with specific emphasis on breaking news as part of a multi-disciplinary media team of student journalists.

**If you are interested in a practicum, contact the adviser in Student Media to complete and sign the supervisor form at the end of this packet. Return that and the student information form to Kim Spencer for a registration override.**

# LB 386, Student Media Practicum

## ASSIGNMENTS

Assignment dates will be available on RamCT

### ASSIGNMENT NO. 1: BACKGROUND REPORT

A brief, typed report that includes *(be sure to answer all five points; please write one to three pages)*:

1. A brief history, explaining ownership, funding, and the impact of this organization on the community.
2. A description of the staff, departments, and your supervisor's responsibilities.
3. A description of your responsibilities. Tell me when you began and what hours you are working.
4. Describe the audience your organization addresses.
5. Describe the management style of your organization.

*Purpose: to help you understand the organization and to see how your work is a part of the communication process in the community.*

### ASSIGNMENT NO. 2: JOURNAL REPORTS

**You must turn in a journal report. Your supervisor must sign the report.** Journals include hours worked and specific work you have been assigned to do.

*Purpose: This is to help you see how your practicum is progressing and to help keep track of your hours and your specific responsibilities at your practicum.*

### ASSIGNMENT NO. 3: FINAL REPORT

**Write an assessment of your practicum and include samples of your best work.** Include good points as well as areas where you think improvements can be made for future practicums. Limit your final report to one to three pages. Submit a sample of your best work completed during this practicum. Depending upon your practicum work, this might be a brochure, business plan, Web page, clips, TV script, tape, or any other completed work.

*Purpose: Your own assessment of your work is valuable to you. Your assessment of the practicum helps us evaluate this opportunity for other students. Work samples will be useful for your portfolio when you begin job hunting.*

### ASSIGNMENT NO. 4: EVALUATION

Toward the end of your practicum, your supervisor will be emailed a final evaluation form that is to be returned to Kim Spencer before you can be given a grade. It is **your responsibility** to see that he/she returns the completed evaluation on time to CSU. Even if you work beyond **the deadline**, the final evaluation is still due on this date. **Missing evaluations result in an "Incomplete" for the course.**

## **YOUR GRADE:**

- You will receive a letter grade for this course. Your letter grade will be determined by your supervisor evaluations, which will be converted to a letter grade, coupled with the penalties outlined for missing, late, or poorly completed assignments.
- Penalties for missing, late, or poorly completed assignments:
  - Reduction of one full letter grade in the course for each assignment you do not turn in before the end of the semester
  - Reduction of 2-5% of your course grade for each late assignment that you eventually turn in (2% will be deducted for a paper that is one to five days late; 3% for a paper that is six to 12 days late; 4% for a paper that is 13 to 20 days late; and 5% for a paper later than that)
  - Reduction of 2-8% of your final course grade for incomplete or poorly completed work
- Journals must be signed by your supervisor. Handwritten journals are acceptable if readable. The Background and Final Reports should be typed.
- Your internship supervisor will be required to complete two evaluations.
  - The second supervisor evaluation is worth twice as much as the first.
  - Kim Spencer will email the evaluations to your supervisor; evaluations will be accepted via email, fax, or mail directly from your supervisor, not from you.
  - You are not responsible for your supervisor receiving the evaluation, but you are responsible for making sure that he/she returns the evaluation to Kim. **You will get an "Incomplete" in this course if your supervisor neglects to turn in either evaluation.**

## **SUBMISSION OF ASSIGNMENTS:**

You have several options for submitting your assignments on time:

- (1) Assignments should be submitted through RamCT if possible.
- (2) You may drop them off at Kim Spencer's office, C226 Clark, or leave in Spencer's mailbox found in C226 Clark.

## **CONTACT INFORMATION:**

**If you have questions,**

970-491-0612 or email [Kimberly.Spencer@colostate.edu](mailto:Kimberly.Spencer@colostate.edu)

# Student/Supervisor Agreement for LB386 Practicum

Date \_\_\_\_\_

I understand that \_\_\_\_\_ will be  
(student's name)

working for \_\_\_\_\_  
(organization)

During the (circle one) Spring, Fall, Summer Semester, 20\_\_\_\_\_, to earn academic credit through the Colorado State University department of Journalism and Media Communication.

This student has agreed to work \_\_\_\_\_ hours per week to earn \_\_\_\_\_ credits.  
(Minimum 10-week practicum: 5 hrs/wk = 1 credit; 10 hrs/wk = 2 credits; 15+ hrs/wk = 3 credits)

I agree to supervise this student's work and to provide two written evaluations to CSU Internship Coordinator Kim Spencer.

Supervisor (Print Name) \_\_\_\_\_

Supervisor's Phone Number \_\_\_\_\_

Supervisor's Email (required) \_\_\_\_\_

Mail Address (Street/P.O.) \_\_\_\_\_

City/State \_\_\_\_\_

**Signed** \_\_\_\_\_  
(supervisor)

Please return to:

Kim Spencer, Internship Coordinator  
Journalism and Media Communication  
Colorado State University  
Fort Collins, CO 80523-1785  
Ph. 970-491-0612; FAX 970-491-2908; kimberly.spencer@colostate.edu

# Student LB386 Practicum Form

Rocky Mountain Student Media Corporation invites Colorado State University students, regardless of their majors, to learn media methods and practices by working with the Rocky Mountain Student Media Corporation for credit (LB386 Practicum), which can range from 1-3 credits, depending on the time spent.

**Practicum Policy Statement:** A practicum can benefit both the student and the practicum sponsor. Students benefit from the opportunity to apply what they have learned in college courses to a work situation, under a trained supervisor in a professional setting. Practicum students can expect to receive help from their supervisor in providing meaningful, responsible work experiences; be supervised and given feedback and suggestions for improvement; be supported by the practicum coordinator in dealing with work related issues; and receive a letter grade that reflects their work. Grades are a combination of the supervisor's evaluation; an evaluation of work samples; the interns' journals; and required reports. Students are expected to treat the practicum as a professional job and to act accordingly.

Anticipated time of internship:     Fall 20\_\_\_\_     Spring 20\_\_\_\_     Summer 20\_\_\_\_

Area of Practicum:     New Media     Broadcast     Publications     Public Relations

Credits: \_\_\_\_\_

(1 credit = 50 hours; 2 credits= 100 hours; 3 credits=150 hours)

Name: \_\_\_\_\_ CSU ID No. \_\_\_\_\_

Address: \_\_\_\_\_

Street, apartment number, etc.

\_\_\_\_\_

City

State

Zip

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

My Major/Concentration is \_\_\_\_\_

Cumulative CSU GPA: \_\_\_\_\_

Current Status  FR     SO     JR     SR     GRAD

Expected date of graduation: \_\_\_\_\_

Student's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Submit this form to Kim Spencer, Dept. of Journalism and Media Communication, C226, Clark**