

## **LB 386 Practicum**

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

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LB 386 opportunities for Colorado State students are designed to give any student, regardless of his or her major, an opportunity to learn media methods and practices by working with the Rocky Mountain Student Media Corporation for credit, which will range from 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 expand their horizons by taking 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 new 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 on-line airing. Advanced students may become one of six equipped for back-pack 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 on-line reporting. Advanced students will be equipped for back-pack 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 back-pack 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 back-pack 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 web sites, 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 back-pack 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 back-pack 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, Clark C226, or by email, for a registration override.

# Student/Supervisor Agreement for LB386 Practicum

Date \_\_\_\_\_

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

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

During the (circle one) spring, fall, semester, 20\_\_\_\_\_, to earn internship credit through the Colorado State University department of Liberal Arts.

This student has agreed to work \_\_\_\_\_ hours per week to earn \_\_\_\_\_ credits.

*(Minimum 10-week internship: 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 Director Kim Spencer.

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

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

Supervisor's E-mail (required) \_\_\_\_\_

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

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

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

Please return to:

Kim Spencer, Journalism Internship Coordinator  
Colorado State University  
Fort Collins, CO 80523-1785  
Ph. 970-491-0612; FAX 970-491-2908; [kimberly.spencer@Colostate.edu](mailto:kimberly.spencer@Colostate.edu)

# Student LB386 Practicum Form

Rocky Mountain Student Media Corporation invites Colorado State students an opportunity, 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, 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. Though a practicum is not required for graduation, they do provide a good experience for entering the profession. 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 academic credit. 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.

Time of practicum:     Fall 20\_\_\_\_     Spring 20\_\_\_\_     Summer 20\_\_\_\_

Area of Practicum:     New Media     Broadcast     Publications     Public Relations

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

(Minimum 10 wk internship: 1 credit= approx. 5 hrs/wk; 2 credits=approx. 10 hrs/wk; 3 credits=approx. 15 hrs/wk)

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

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

Street, apartment number, etc.

\_\_\_\_\_

City

State

Zip

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

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

Current Status  FR     SO     JR     SR     GRAD

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

List any previous internships (for credit or not for credit) \_\_\_\_\_

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

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