



## **JOUR 579 Journalism Internship 1-2 Units**

**Fall 2020 – Online**

**Sections:** 770-21617D

**Instructor: Eric Pape**

**Office Hours:** By appointment

### **I. Course Description**

Internships are an integral part of your graduate experience because they provide on-the-ground training for what you learn in class. In this online course – there are no formal class meetings -- students secure internships in a variety of professions from text and broadcast journalism, to public relations, both corporate and nonprofit, advertising and a host of other industries which find themselves at the intersection of creativity and communication.

Both traditional and new professional practices across industries are constantly changing.

In your internships, you should learn about the workflow of your respective professions. Your position in your organization will give you good insight for the ebb and flow of all these changes.

This course is intended to give you as much time pursuing your internship, so the classroom work is limited. You will produce short memo/posts that could be suitable for publication. The memo/posts should summarize the tasks you were assigned, started and/or completed, and include any issues (positive and negative) you may have encountered. There is a company analysis and the final is a two- to three-page paper that examines one aspect about the industry in which you have worked, and reflects about your experiences.

You are encouraged to publish your posts and your final paper on your personal blog or resume site, but this is not required.

### **II. Overall Learning Objectives and Assessment**

By the end of the semester, you will be able to describe a communications workplace and how it is changing, and identify a variety of related jobs, skills, and work styles. You will also learn about yourself and how you work, and what's needed to succeed in future internships and jobs.

### **III. Description of Assignments**

**Internship memos:** These posts should be 150-300 words sent to my email. Each post should be a publishable narrative that describes what you did, and includes information about your duties, the people you met, something new you learned or witnessed, and/or problems you may have had or insights you gained. You may add anything else you think is relevant such as a problem and how you resolved it.

**Papers:** Students will submit two papers:

#### **Company analysis:**

Write a 1000-word analysis (three pages) of the media organization where you are working. Starting with the way it fits into the marketplace. For example, is it the number one television station or newspaper in the city? Is it the largest public relations firm in the area? What does it specialize in? Research the organization, including a Web search, and include what has been reported publicly about your company.

This paper should not include proprietary “inside” information. Your paper will be stronger if you can meet with one of the decision makers to gain a better understanding of the company. (For example, what audience is the organization trying to serve, how is it reaching that target group, how does it assess its effectiveness?)

Please submit the paper as a Word document, double-spaced, in an attachment to an email note to me. This paper constitutes 30% of your grade.

### Final/Ethics assessment

Write a 1000-word analysis (three pages) of one or more ethical issues or problems the newsroom or public relations department faced during your internship. You should feel free to look for ideas in your memos that you have written throughout the term. Describe the issues or problem thoroughly, what principles were considered, and the decision-making process. Who was involved and what options were considered? Include interviews with the decision makers. Analyze the decision using the ethical standards you have learned at Annenberg and the code of ethics for the profession. What was decision and what were the consequences, if any? Was the correct decision made? Defend your conclusions with supporting research. You may also want to include resource material from your classes to support your conclusion. Please submit the paper as a Word document, double-spaced, in an email attachment to me. This constitutes 30% of your grade.

## IV. Grading

### a. Breakdown of Grade

| Assignment   | % of Grade  |
|--|-------------|
| <b>Internship memos.</b> There are four required posts, due roughly every two weeks of your internship, describing your activities and accomplishments.  | 40%         |
| <b>Company Analysis:</b> A three-to-five page paper on the organization where you are interning and how it fits into the marketplace. (see above)  | 30%         |
| <b>Final/Ethics assessment:</b> a three-to-five page paper What problems you see, how they were resolved and your own evaluation of the ethical standards in making those decisions. (see above) | 30%         |
| <b>TOTAL</b>   | <b>100%</b> |

### b. Grading Scale

|                |                |                |
|----------------|----------------|----------------|
| 95% to 100%: A | 80% to 83%: B- | 67% to 69%: D+ |
| 90% to 94%: A- | 77% to 79%: C+ | 64% to 66%: D  |
| 87% to 89%: B+ | 74% to 76%: C  | 60% to 63%: D- |
| 84% to 86%: B  | 70% to 73%: C- | 0% to 59%: F   |

### c. Grading Standards

Assignments will be graded on grammar, spelling, AP style, clarity, deadlines, conciseness, structure, reasoning, analysis, use of quotes (if applicable), attribution, research, fairness, etc. You must abide by the Society of Professional Journalists Code of Ethics (<http://www.spj.org/ethicscode.asp>). **Late work is not accepted in this class and will result in a zero on the assignment.**

All assignments will be edited on a professional basis and you will be judged first on the accuracy, fairness and objectivity of your stories. You will then be evaluated for style, editing, originality, and the ability to meet deadlines.

“A” papers are accurate, clear, comprehensive, and well written

“B” papers have a few style or spelling errors or one significant error of omission.

“C” papers need considerable editing or rewriting and/or have many spelling, style or omission errors.

“D” papers require excessive rewriting, have numerous errors, appear hastily written, and should not have been submitted.

“F” papers have failed to meet the major criteria of the assignment, are late, have numerous errors or both. Your papers should not contain any errors in spelling, style, grammar and facts. Any misspelled proper noun will result in an automatic “F” on that assignment. Any factual error will also result in an automatic “F” on the assignment. Accuracy is the first law of journalism. The following are some other circumstances that would warrant a grade of “F” and potential USC/Annenberg disciplinary action:

- Fabricating a story or making up quotes or information.
- Plagiarizing a script/article, part of a script/article or information from any source.
- Promising, paying or giving someone something in exchange for doing an interview.
- Missing a deadline.

## V. Assignment Submission Policy (PLEASE READ CAREFULLY)

A. All assignments are due on the dates specified. Lacking any prior discussion and agreement with me, late assignments will automatically be given a grade of F.

B. Assignment naming protocol. Send WORD documents by email to [ericpape@usc.edu](mailto:ericpape@usc.edu). File names should be: **J579+ONE-WORD ASSIGNMENT TITLE+AUTHOR’S LAST NAME**

C. Assignments are **ONLY** accepted via email and **MUST** contain J579 as part of the subject line.

## VI. Required Readings and Supplementary Materials

There are no required readings for this course, but as an industry professional, it is key for you to stay current on industry changes and trends.

## VII. Add/Drop Dates for Session 770 (8/17/20 – 11/23/20)

**Friday, September 18:** Last day to register and add classes for Session 770

**Friday, September 18:** Last day to drop a class without a mark of “W” and receive a refund for Session 770

**Friday, October 2:** Last day to drop a course without a mark of “W” on the transcript for Session 770. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

**Friday, October 30:** Last day to drop a class with a mark of “W” for Session 770

## VIII. Course Schedule: A Weekly Breakdown

**Important note to students:** Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and unforeseen developments.

|  | Topics/Daily Activities   | Special Notes         |
|--|---|-----------------------|
| <b>Week 1</b><br><b>Dates: 9/7-9/13</b>  | Course begins. Later in the week, 1 <sup>st</sup> Memo due.<br>Describe the company how it fits in marketplace, and your role/duties as an intern.<br><b>Due 9/10</b> | Labor Day is Sept. 7. |
| <b>Week 2</b><br><b>Dates: 9/14-9/20</b> |   |                       |
| <b>Week 3</b><br><b>Dates: 9/21-9/27</b> | 2 <sup>nd</sup> Memo due. What problems have you have encountered. Problems or challenges the   |                       |

|  |  |   |
|--|--|---|
|  | company is facing and what it's doing. <b>Due 9/24</b>   |   |
| <b>Week 4</b><br><b>Dates: 9/28-10/4</b>   |  |   |
| <b>Week 5</b><br><b>Dates: 10/5-10/11</b>  | Company Analysis paper due. <b>Due 10/8</b>  |   |
| <b>Week 6</b><br><b>Dates: 10/12-10/18</b> |  |   |
| <b>Week 7</b><br><b>Dates: 10/19-10/25</b> | 3 <sup>rd</sup> Memo due. Personality dynamics or problems you've faced or witnessed. How were they handled/resolved? <b>Due 10/22</b>                             |   |
| <b>Week 8</b><br><b>Dates: 10/26-11/1</b>  |  |   |
| <b>Week 9</b><br><b>Dates: 11/2-11/8</b>   | 4 <sup>th</sup> Memo due. Has your role as an intern grown, were you given more responsibility or held back? Would you want a full-time job there? <b>Due 11/5</b> |   |
| <b>Week 10</b><br><b>Dates: 11/9-11/15</b> |  | Courses end of Nov. 13  |
| <b>FINAL EXAM</b><br><b>Date: 11/20</b>    | Final Ethics paper due today   | Graded work (final paper) is due on the scheduled date of the final exam. |

## IX. Policies and Procedures

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. A student must request an internship letter from the Annenberg Career Development Office and submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

## X. Statement on Academic Conduct and Support Systems

### a. Academic Conduct

#### *Plagiarism*

Presenting someone else's ideas as your own, either verbatim or recast in your own words - is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* (<https://policy.usc.edu/scampus-part-b/>). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct (<http://policy.usc.edu/scientific-misconduct/>).

#### *USC School of Journalism Policy on Academic Integrity*

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

## **b. Support Systems**

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*

[engemannshc.usc.edu/counseling](http://engemannshc.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call*

[engemannshc.usc.edu/rsvp](http://engemannshc.usc.edu/rsvp)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*

[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*Bias Assessment Response and Support - (213) 740-2421*

[studentaffairs.usc.edu/bias-assessment-response-support](http://studentaffairs.usc.edu/bias-assessment-response-support)

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[studentaffairs.usc.edu/ssa](http://studentaffairs.usc.edu/ssa)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call  
[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.

*Annenberg Student Success Fund*

<https://annenberg.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

## **XI. About Your Instructor**

**ERIC PAPE** has worked as a correspondent on five continents. As a Paris-based correspondent for Newsweek International, he reported across Europe, while venturing into Africa and the Middle East for crisis reporting. He previously reported extensively in Southeast Asia, and in South America on the American drug war. He has contributed to the LA Times Arts & Entertainment section and its Sunday magazine, The New York Times, The Guardian, Spin magazine, Foreign Policy and dozens of other publications. He has frequently appeared on television and radio. As Deputy Editor of Pierre Omidyar’s media startup Civil Beat in Hawaii, Pape focused on maximizing the real-world impact of watchdog and investigative reporting and was a story advisor on the Peabody Award-winning documentary, “Who Killed Chea Vichea?” Pape is an alum of the John S. Knight Fellowship at Stanford University where he co-authored a comic book inspired by one of his long-form articles. Another journalistic graphic novel he wrote, in collaboration with Human Rights Watch, is slated for publication in 2020. Twitter: @EricPape.