

EASTERN CONNECTICUT STATE UNIVERSITY

COURSE 490/491: INTERNSHIP

FALL SEMESTER 2008

Course Prerequisites: Knowledge of radio production is helpful, but not necessary.

Course Description: The internship is designed to develop the conceptual foundations and practical techniques in that will enable students to execute tasks associated with the communications field, particularly within the context of the not-for-profit sector.

Course Objectives:

- Provide students a conceptual and experiential grounding in the basic themes of nonprofit management. Specifically, board governance, development, operations and programming.
- Allow an examination into the operation of a nonprofit organization, including strategic plan implementation, fundraising techniques, and marketing.
- Create an opportunity for students to learn and demonstrate skills associated with the communications field. This internship will focus on audio/visual editing and production, church and public relations, event planning, promotions, marketing, advertising, music business and web 2.0.

These objectives will be attained through readings, training, meetings with F2fmi, writing exercises and hands-on experience.

Required Readings:

1. Miyashiro, Tom. 2006. *Schizophrenic*. Tate Publishing; Mustang, OK.
2. Burck, Bradley. 2007. *Conquering Nonprofit Chaos*. Lulu.com; USA.

Suggested Readings:

1. Morton, Scott. 2007. *Funding Your Ministry* Dawson Media; Colorado Spring, CO.

Course Requirements:

1. Training

Students will be trained in the various skills necessary to implement the F2fmi strategic plan. Students will be graded based on attendance at scheduled training sessions, careful consideration of the training materials, and ability to ask questions and engage in discussion on the training topic.

- A. F2fmi General Info – An overview of F2fmi’s vision, values and history.
- B. Interviews

- C. Radio Station Equipment
- D. Audio Recording, Editing & Production
- E. Event Planning
- F. Public/Church Relations
- G. Promotions, Advertising, Marketing
- H. Innervation: Music Business and Recruiting
- I. Web 2.0, RSS, Podcasting

2. Field Experience

Students will gain practical experience in the fields in which they have been trained. Students will be graded on their ability to perform the duties below, and their ability to link the tasks into the larger systemic context of F2fmi specifically, and nonprofit management generally.

- A. On-Air Experience
- B. Interview Experience
- C. Staff Meetings
- D. Syndication
- E. Donor Relations/Direct Mail
- F. Fundraising
- G. Business Plans/Proposals/Grant Writing

3. Book Reports

- A. *Schizophrenic* – Students will prepare a paper (1 page) to discuss and critique the book. Paper shall briefly summarize the book prior to developing a theme of the student's choosing. Example themes include, but are not limited to: 1) discussing the personal impact of the text on the student; 2) expanding on a discussion topic in the book; or 3) relating a discussion topic to a larger context.
- B. *Conquering Nonprofit Chaos* – Students will prepare a paper (2 – 3 pages) to discuss and critique the book. Papers shall be a well organized, carefully argued, written analysis of an issue raised in the reading.

4. Journal

Students will journal on their experiences. F2fmi staff must read and sign off on each entry.

Tentative Schedule. Assignments are due the week in which they are listed:

Week 1: Internship Overview

- 9/1 - Team Meeting
- Read *Schizophrenic*, Chapters 1-10
- F2fmi General Information Training
- Interview Training

Week 2: Conducting an Interview

- 9/7 - Interview: *Chris Sligh from American Idol*
- 9/8 - Team Meeting
- 9/8 - Book Report on *Schizophrenic*
- Radio Station Equipment Training

Week 3: F2f Media

- 9/14 - F2f Radio w/Anthony James and John Fogg Jr.
- 9/15 - Team Meeting
- 9/15 - Book Report on *Schizophrenic* due
- Audio Recording, Editing & Production Training
- Edit Chris Sligh Interview
- Read *Conquering Non-Profit Chaos*, Introduction & Chapter 1

Week 4: F2fmi Events

- Team Meeting
- Event Planning Training
- Continue editing Chris Sligh Interview
- Read *Conquering Non-Profit Chaos* Chapter 2

Week 5: Public Relations

- Team Meeting
- Public/Church Relations Training
- Chris Sligh Interview due
- Read *Conquering Non-Profit Chaos* Chapter 3

Week 6: Promotions & Marketing

- Team Meeting
- Promotions/Advertising/Marketing Training
- Read *Conquering Non-Profit Chaos* Chapter 4

Week 7: Music Business

- Team Meeting
- Innervation/Music Business Training
- Read *Conquering Non-Profit Chaos* Chapter 5

Week 8: Web Technology

- Team Meeting
- Web 2.0, RSS, Podcasting Training
- Read *Conquering Non-Profit Chaos* Chapter 6

Week 9: Wrapping up

- Team Meeting

- Read *Conquering Non-Profit Chaos* Chapter 7-8

Week 10: Debrief

- Team Meeting
- Write paper on *Conquering Non-Profit Chaos*

Week 11: Final Paper

- *Conquering Non-Profit Chaos* Paper due