



CURRICULUM OVERVIEW AND SUGGESTIONS

The attached is a guideline for stations and their interns. It is designed to introduce the intern to every aspect of broadcasting. Obviously, no two broadcast entities are the same, just as no two interns are the same. Some adjustments may be necessary to meet the needs of the station or the intern. However, while following the letter of the curriculum may not be practical, following the spirit of it is vital. Every intern needs to experience every area possible.

Program Directors are advised that the effective way to execute an internship is through mentor/intern relationships. The mentor should be someone who communicates and instructs with patience and clarity. After completing the “rounds” in any department, the staff member training the intern in that department should give an evaluation, oral or written, to the mentor. The mentor can then advise the intern concerning his/her overall performance in said department. It is helpful to have a written account of these “wrap-up” critiques when offering a final evaluation upon the intern’s completion of the program.

An intern’s training should be both observational and hands-on. Instruct the intern to watch a task being performed, then perform the task him/herself. Repeat the process until both the instructor and the intern are confident of comprehension. “Shadowing” is a great way to teaching by example, especially in the sales department. Encourage your staff members to allow an intern to follow them for a day.

A successful internship program requires the efforts and cooperation of every person in every department. In the end, it *takes* team players to *make* team players.