

Discipline of Media  
**Media Industry Placement**



Dear Potential Host,

Thank you for expressing interest in the University of Adelaide's *Media Industry Placement* course.

**Where the course fits in the B. Media**

The Media Industry Placement course is available to final-year University of Adelaide B. Media students in their third year. The course has two related objectives. Firstly, it aims to provide students with the opportunity to gain first-hand experience working with media professionals and to develop practical skills in a media industry workplace. We are very aware of how important such experiences are for the development of our students' knowledge and understanding of the media and for their future employment prospects. Secondly, the course also aims to provide the opportunity for students to apply the theoretical knowledge developed during their media degree to the analysis of real-world media organizations and activities.

**What we are looking for in a host organisation**

We are looking for host organizations which can provide for a meaningful placement and a host supervisor who is prepared to fill in a confidential report on a student's progress at the end of the placement. We would like the student to be actively involved in tasks and/or a project (or projects), rather than simply acting as an observer. The host's report represents an important part of our assessment of students' developing professionalism and adaptability. We are keen to see whether students have made a useful contribution, and also to receive advice on how they might improve their performance.

**The process**

Students use their own initiative in seeking potential host organizations. Once preliminary discussions have taken place and an informal agreement has been reached between the student and the potential host organisation, the student will submit a written proposal to the course coordinator. If approved, the student will return to the host organization with a copy of the 'Media Industry Placement Agreement' form and seek the required signatures and proof of insurance before returning the completed form to the course administrator. If you require any further information, please do not hesitate to contact:

Assoc. Prof. Mary Griffiths at [mary.griffiths@adelaide.edu.au](mailto:mary.griffiths@adelaide.edu.au)

Ph. 8303 4838 (Summer Semester, February 2009)

Dr Sal Humphreys at [sal.humphreys@adelaide.edu.au](mailto:sal.humphreys@adelaide.edu.au)

Ph. 8303 5227 (1<sup>st</sup> Semester, March – June 2009)

Dr Chika Anyanwu at [chika.anyanwu@adelaide.edu.au](mailto:chika.anyanwu@adelaide.edu.au)

Ph 8303 5617 (2<sup>nd</sup> Semester, July – November 2009)

Again, many thanks for your interest in the B. Media.

Yours sincerely,

Mary Griffiths,  
Head, Media