

COM 6190 Internship Portfolio

Your portfolio should be a collection of materials that demonstrate your expertise in your area of interest: Journalism, Visual Storytelling, Public Relations, Media Production, Social Media, Marketing, Analytics, etc.

- **Ask yourself, what would I want to show a potential employer?**
- **For COM 6190, the portfolio can be electronic (online or on a flash drive that I will keep) or analog (paper in a notebook that I will keep).**

Generally, the portfolio should include:

- 1. Summary of contents – highlight what is important**
- 2. Resume**
- 3. Samples of work – Choose ONLY your best work, not all of your work. You have to decide the number.**

Such as: news stories, press releases, screen grabs of social media work or other digital content, audio and/or video files, etc.

4. If you don't have much in the way of work samples, try writing a narrative that explains what you did during your internship. Here again, the purpose is to let a potential employer know what you did at your organization.

- 5. Links to online work**

It's okay to look online for portfolio ideas. Here are some tips from websites:

From CareerTrend.com

Portfolio Contents

In general, a good communications portfolio should demonstrate skills in leadership, writing, strategic thinking and client services. With each sample, include a paragraph or two that explains the organization, its challenge and how you solved that problem. Be specific about your role in the project. For example, were you a specialist on the team or the leader, or did you do all of it yourself?

Showcasing Your Talents

Appearance and organization count in both analog and digital portfolios. Each sample must be carefully labeled with the name of the client -- or a description of the client if anonymous -- the problem or challenge to be solved, the result achieved and your role in the project.

For **digital portfolios**, experts suggest the following:

- It's acceptable to use free websites, such as Weebly or Wordpress.
- Test the navigation for usability. This isn't the time to use too many bells and whistles. Headings such as Resume, Professional Association, Case Studies and Samples are clear and easy to understand.
- Optimize your portfolio so that potential clients and employers can find you easily.
- Personalize your site to make it memorable, but avoid "fun" fonts or color themes that are more appropriate for a personal site.
- Offer long or animated projects that take too time to download on a DVD.

Analog portfolios are best kept in a high-quality three-ring binder to allow you to easily customize for each opportunity. Specific suggestions for showcasing various types of communication samples include:

- **Newspaper and magazine articles:** [Original](#) samples are best. Mount samples on a plain black background and use clear plastic protective page coverings.
- **Brochures/ads/press releases, newsletters:** Include originals.
- **Social media:** Include screen grabs and analytics.
- **Digital, graphic design, production or editing samples,** including broadcast or online video: Include a CD and screen [grabs](#).
- **Long or animated projects:** Put on [DVDs](#) that have been virus checked.
- **Communication plans or projects:** Include the original with sensitive information taken out. Clearly document results if the plan was implemented.
- **Media relations:** Include case study, list of press coverage and samples, and demographics of readers/viewers.

From *Adweek* - 15 Journalism Sample Portfolios

The former link now requires a subscription, but if you:

Google – “Adweek Journalism Portfolios,” you can see them.