



WIFV NEWS

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Double R's Rules for Successful Internships

By Rosemary Reed



At Double R Productions, my television and video production company, we work by the "7 Ps of Production"...PRIOR PROPER PLANNING PREVENTS PISS POOR PRODUCTION! Substitute "PRODUCTION" for "PUPILS" and the "7 Ps" can work for you.

While your interns are bright, college-educated young women and men, they are basically your pupils to teach everything; about your company or organization, about how you operate, about an upcoming project, about how your work world works, all with the idea that they will help you flourish and in return will get a world-class education in "Real Work World 101."

Here's another "P" for you. PREPARATION! Your interns will only be as good as your ability to organize their semester. And I know you're saying, "but I don't have time." Make the time before they arrive (just one afternoon, I promise) and the rewards are many for you, your company and the interns. Our Double R interns receive a super-organized booklet on their first day. It contains items like an introductory note, staff names, titles and their duties, office procedures, hours, lunch routine and a set of requirements that the interns will be tested on the Tuesday after their first two weeks. These short-term assignments range from an "in the camera" story they must shoot and show in two weeks with no editing to mastering the vagaries of the music and tape libraries, learning how to make a dub and jumping into the basics of editing. These tasks are assigned deadlines, clearly underlined with specific staff to teach these tasks. I learned the underlining thing from one of my former interns. Of course I urge our interns to note all of these items on their calendars. You'd be surprised at the number who've never kept a calendar before. Welcome to the world of work!

Our interns, who I can now call Double R's "production assistants," who they are after two weeks, also have long-term assignments just for their team. These range from shooting and editing for a pro bono project to designing a promotional postcard for Double R. A mandatory "30-second elevator speech" is taped which they not only create for themselves but also for Double R. When my team goes out networking or gives an office tour, I want them to know as much about Double R as they can. These ambassadors for Double R make me look good. Don't you want your new staff members spreading the word about your company or organization? I do and hope you do too. Since 1989, when my first intern coined the phrase, "Double R Productions, Best Brand in the Business," I've thrived and my company has prospered with the help of its great internship program. Make this program work for your company too and with the "7 Ps" and lots of upfront preparation, your interns will thrive too.