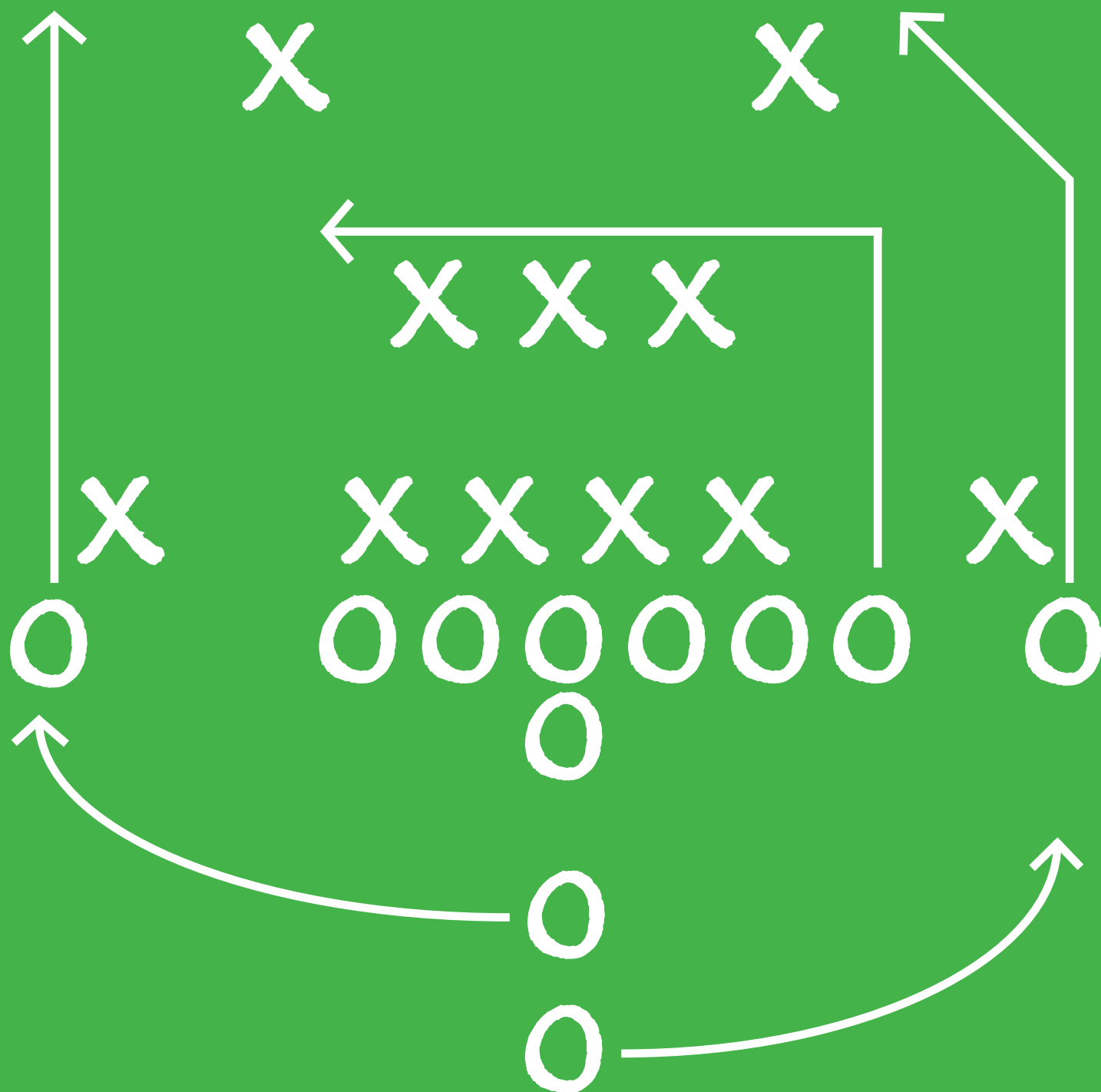


THE INTERN PLAYBOOK



FALL 2020 JOURNALISM DEPARTMENT
INTERNSHIP CLASS NEWSLETTER

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How to Get Hired After Your Internship



By Sadie Olson

experience was cut short. But to my surprise, I was asked to move up to a manager position. I truly believe that my work ethic and skills are what inspired them to take me on full-time.

So what skills are the golden ticket?

1. Flexibility

Being able to go with the flow and adapt to a changing environment are really important skills to have in any workplace. Especially when it comes to fields like journalism and public relations, you are usually not doing the same thing each day! Showing that you are flexible will set you up for success with your employer.

Finding an internship that leads to full time opportunities isn't always a piece of cake. In my situation, it seems like I just got lucky. I received the opportunity to work as an event planner for Athleta in the Fox River Mall. Unfortunately, when the pandemic began in March, my

2. Growth

Growth is so important in the professional world, especially when it comes to internships. You must be able to show that you are taking what you are learning in an internship role and applying it. This is how an employer will know that you are truly ready to work for them.

3. Personability

A big part of moving up in the professional world can be related simply to being a good person. Getting along with the people you work with can put you at a huge advantage, so don't forget to be friendly! Show that you are personable and relatable and your supervisor will like you even more.

4. Responsibility

Lastly, taking responsibility is beyond important in your career. For example, if you make a mistake and have the courage to own up to it and show that you have learned from it, employers will have so much respect for you. This goes hand in hand with growth.

In conclusion, if you can show that you are flexible, willing to grow, friendly, and able to take responsibility, you will be a shining star in the eyes of your employer. These are all things that I noticed made me stand out in my position!

Stop Saying, 'I'll Do It Later'



By Haley Reeson

the dorm/ friends and say “I have time, I’ll figure it out later.”

As those business cards you threw in the trash fade and the job positions that were once open are filled, you continue to roll through the next three years of college with the “late” mentality. I hate to tell you, but later is now.

I was in this scenario. If there is anything I wish I could have done, it would have been to start earlier and to find my dream job sooner. Starting early will save you countless hours of stressing out later in your collegiate career. Looking to get rid of that added stress and to get ahead of the game? Here are three things I wish I would have started prior to my senior year.

1. Make an online portfolio

For those of you who don’t know what a portfolio is, it’s an amazing way to showcase your skills and precious projects. Prospective hiring agents can

The minute you step on campus it seems like there are a million and one people asking you what your plan after school is. Already?! So, you run through the rows of tables at the career fair (which your professor required you to go to for class credit) just to come back to

view your portfolio and get a glimpse of your best work, all organized in one place. An easy way to get started on a portfolio is to take 10 minutes a day to keep everything fresh and updated.

2. Take time to brand and update your resume

Branding was something that never crossed my mind when planning out my resume. Having consistency and an overall theme to your resume and cover letters can give you that extra edge. Creating your personal brand now can help you to avoid inconsistencies later on. This can be as simple as a universal color or logo to use on all your business documents. This will give you more time to work on the meat of your resume, which is often the hardest and most time consuming part. Editing and updating your resume as often as possible can save you time and stress when the end of college is near.

3. Go to the Career Fair

The career fair is something I personally never took advantage of and regret often. This event UWO puts on is a really great opportunity for college students to walk around and chat with potential employers. I have many friends that have visited the career fair and landed their full time jobs. No matter what your friends may say about it, at least go and walk around. You may find an opportunity you never imagined coming.

To set yourself up for an easy transition from college to professional life, remember: Later is NOW. Stop saying “later” and get started before it feels too late.

Being Flexible in the COVID Era



By Greg Sense

full of coworkers. But one thing I did not foresee was the COVID-19 pandemic.

I was hired at SECURA a little over two weeks before Wisconsin was ordered into a statewide lockdown. As soon as my coworkers and I were sent home, I knew that many of the expectations I had for this internship were likely nonexistent. Much of my internship centered around the in-person classes that SECURA offers to agents. My responsibilities were originally supposed to include creating and sending reminders before the classes, organizing handouts for the agents, and creating/updating presentations for the classes. When the office moved online, I was left unsure of how my job duties would adapt to this new environment.

However, while the pandemic closed a lot of doors for me, it opened others I never would have anticipated. Because of the Stay-at-Home order, SECURA moved the majority of their classes to online webinars and on-demand videos. While my initial

When I was hired as the agency training intern at SECURA Insurance Company, I anticipated I would experience a new company culture. I expected to make PowerPoints and other presentations for classrooms full of agents and I eagerly awaited networking with an office

job duties were no longer needed, my supervisor offered me the opportunity to assist SECURA's video production team with updating and editing agent training videos. Although I only had limited experience with video editing previous to my internship, I was eager to learn and contribute to my workplace in any way possible.

Although editing videos for educational purposes was a learning curve for me, my supervisors told me my work had greatly improved from when I first started. Eventually, once I became comfortable with editing videos, my supervisors also taught me how to co-moderate webinars, another opportunity that would likely not have been offered without the COVID-19 pandemic. My willingness and ability to adapt to the ever-changing workplace environment created by the pandemic was noticed by my supervisors and allowed me to experience opportunities I would not have been able to otherwise.

Learning to be flexible in my internship has been the most important skill that this pandemic has taught me. Although the pandemic significantly altered the American workplace, the workplace itself is continuously evolving. Flexibility has resulted in me being offered new opportunities in a wide range of fields. I have found the more willing I have been to challenge myself with new challenges and projects, the more successful I have been in forging relationships with my coworkers and supervisors. Being flexible in the workplace and adapting quickly to change isn't just a useful skill, I have found it has become essential for the workplace, especially in the era of COVID.

How to Develop Your Personal Brand



By Emma Wells

brand for yourself, both online and offline, will help you figure out who you really are and what you want from life. Having a personal brand will also help those assessing your work determine if they should hire you.

1. Determine your vision and purpose

First, and most importantly, you need to determine who you are and what you want from life. This self-analysis is often the hardest part. Your personal vision is who you want to be, what you want to do, and how you want to feel. After you have determined your personal vision, write it down. Your purpose is how you are going to make your vision happen. Write down what you need to do and changes you need to make in order to make your vision and purpose a reality.

2. Determine your values

Your values are principles that give meaning to your life. Your values are what determine your attitudes, choices and actions. Values could include honesty, trustworthiness, respect, etc. Start by writing down 5-10 words that best describe what you value most.

3. Determine your passions

Passions are what motivates and fascinates us. What makes you get up early or stay up late? What do you love doing, learning, or thinking about? Think

about what that passion(s) is and write it down.

4. Identify your strengths and weaknesses

An invaluable personal branding exercise is a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats). A SWOT analysis will not only help you prepare for your next job, but also assist you in future career growth.

Strengths: What do you excel in? Examples of strengths include leadership, creativity, listening, writing, etc. Think about what your strengths are and write them down. Better yet, ask others what they think you excel at. This could give you new insights that you might not have recognized before.

Weaknesses: What could you improve upon? We all can't be good at everything (and that's ok!). Identifying our weaknesses gives us insight into what we might need to work on.

Opportunities: What are positive opportunities that face you? What skills and trends do you have and are aware of in an industry?

Threats: Do any of your weaknesses cause a threat to where you see yourself in the future? Evaluate potential threats and write them down.

5. Identify your target audience

Based on what you've gathered above, how does it align with where you see yourself or want to be professionally? This is where you will begin to piece together and form your personal brand. Where do you want to work? What industry do you want to work in? What type of role do you want to work in?

Do a simple search of your dream role and read some descriptions for the position you'd like to be in. Next, determine what type of experience(s), skill sets, etc. that hiring managers are looking for in a candidate.

After you develop your personal brand, it will need to be redefined every so often. Come back from time to time and just like a resume, continue to update and adjust accordingly.

How to Survive the Internship You Thought You Wanted



By Kennedy Weigel

Imagine this: You woke up at 6 a.m., showered and got dressed, bought yourself a coffee and showed up 15 minutes early, eager to start your first day at your internship. Little did you know, your new job isn't what you interviewed for. Instead of the perfect event planning internship that you wanted, you're sitting in an uncomfortable desk chair processing an invoice from the event that happened the night before.

Flash forward to three weeks later: Here you are, strolling into work at exactly 8 a.m. ready for another day of paperwork and little to no event planning. As you are counting down the minutes left in the workday, you come to a realization. This can be better; your job can be better.

Well, that was me. Last summer I had applied for what I thought was going to be my dream internship. I was extremely excited to have the opportunity to work alongside an event planner and get to be as involved as she was. Meeting with clients, planning menus, picking color schemes, designing centerpieces all fell under my internship position. At least, that's what I was told during my interview.

However, that is not what happened. I ended up doing a lot of the "back office" work which meant I never even saw clients. My days were spent entering information into a database, processing invoices, and cleaning up things from the previous events.

About two weeks into my internship, I realized that although I wasn't doing the job that I wanted, I was still learning valuable skills that I will need in my future career. Instead of feeling sorry for myself, I put into perspective that I only had two months left to learn, accumulate, and accomplish as much as I could. I chose to value what I was learning and to look at this internship as a "glass half full" scenario instead of half empty. After deciding to change my outlook on this job, I came in every day with a better attitude and work ethic and it didn't go unnoticed.

In the last two weeks of my internship, I finally started to work alongside my boss. We planned and finalized a wedding, Quinceanera, and a big business event. The last weekend of my internship, I was on my own and successfully ran all three events.

The biggest lesson I learned throughout my internship was to make it a priority to bring your best attitude and positive energy to work every day. Set small, achievable goals for yourself and exceed them by going above and beyond. Maybe you aren't doing the job you thought you'd be doing but make it a job that you've come to value.

Expanding the Role Within Your Internship



By Alexis Ratliff

thing new, why not ask to learn even more? Here's how I've expanded the role within my internship to make sure I get the most out of it.

Regular Supervisor Meetings

In order to monitor your growth, it is important to meet with your supervisor regularly. These meetings don't have to be an hour long, but instead a 15-30 minute conversation every couple of weeks where you touch base regarding your productivity and how you can continue to improve.

Not sure what to talk about in your meeting? Check out [this post](#) for some inspiration.

Taking On Extra Work

If you are like me and are hungry to learn more skills, you should [take on extra work](#). This doesn't mean taking on huge projects or even projects in your expertise, but ask your supervisor to give you mini assignments that you're uncomfortable doing. For me, this was all about design. Not being an ex-

Does any student actually know what they want to do for the rest of their lives? No. That's why it is so important to constantly grow and look for more ways to improve your working value. I find this especially important when working as an intern. If you're already learning some-

pert in [Adobe Creative Cloud](#) meant I had to push myself a little bit harder to create even a small design project, but man was it worth it! I found that over time I was more comfortable taking on projects that I knew could be done better by someone else. Forcing myself to do it showed me my true potential, and that anything can get done if I just took my time.

Going Beyond Expectations

Being an intern usually means you don't make a ton of money. For many people, this makes it extremely hard to [stay motivated](#). However, for those of you who are looking to expand your role, it's important to stay passionate about your work and to show your employer that you're willing to put in extra effort, even if it means off the clock.

For social media interns, this could be as simple as jotting down things you like while scrolling through social on your own time. For those in advertising, this could mean making a mental note of ads that you interacted with and why. No matter your role, showing your supervisor that you are willing to put in extra work off of the clock can help build a trusting relationship where they allow you to grow even more within your role.

If you still need some help, [check out this article](#).

Overall, it's smart to realize that you might not fall in love with the role you thought you wanted to do. What's important is that you find ways to make the most of your role to give yourself more opportunities when it's completed.

When you specialize in one thing, you're valuable. But when you specialize in many things, your value is priceless.

The Importance of Networking



By Danielle Beck

Throughout my college career, I have listened to numerous guest speakers ranging from CEOs, to recently graduated alumni from UW-Oshkosh. Each of them had one thing in common; they all stressed the importance of networking. Your network is everyone you know and have connected with over time. Creating mutually beneficial relationships with others brings endless opportunities. By networking, you are creating new relationships to allow others to learn more about you and to get to know you as a person.

This is beneficial, especially in the workplace, because the more people you can connect with, the more windows of opportunity and advantage will open for you. For instance, one guest speaker, Alicia MaiKao Ly, who is a paid media manager for Publicis Media in Chicago, discussed with one of my classes about how networking and gaining experience within her field landed her a dream job in

Chicago. “Knowing people and connecting with others can allow you to have an advantage over other candidates when applying for jobs” she said.

Building your network is important and can be done by going to career events, being present on LinkedIn and other social career platforms, and connecting with others in your workplace. I’ve learned that people are happy to provide you with their own connections, to help you succeed and land a position that you are looking for. This allows people to give others their recommendations of you and will help you get your foot in the door for that company or business. Reaching out to others, especially on LinkedIn, shows that you care and are putting in the effort to reach out and connect with them.

Overall, networking is important because it creates opportunities for you that you might not have. Connecting with new people can build relationships and could be used to your advantage within the future. Networking increases the number of people you know and the number of people who know you. When looking for jobs now or in the future, your network will be helpful to reach out to others and they will be able to remember you when applying for jobs, giving you a better chance of landing that job.

How to Turn an Internship Into a Job



By Nathan Wright

Many employers will offer an internship when trying to test out potential candidates for a full-time job opportunity down the road. Internships are a great way for students to learn more about their career and to gain experience in the real world. Internships are meant for a company to decide how this potential employee could fit into their organization's culture. When looking for an internship you should also be thinking about the opportunities that could come after the internship is finished.

The biggest thing when doing an internship is you want to make a good impression. Your responsibilities are to show your supervisor and other people in the company that you have the skills to fit into the company's culture. You must take the time to learn about the company's missions, values and visions for the future. Another thing to do during the internship is to develop a strong relationship with your supervisor and higher management. You should make sure that your supervisor is aware of your accomplishments by checking in with them frequently and making sure you are exceeding their expectations. Building a relationship with your su-

pervisor is also a great head start when it comes to developing a professional network.

When you're at work you should be building and demonstrating a strong work ethic. You must establish your willingness to get your work done while showing a positive attitude. This will give your employer the confidence that you are becoming a valuable asset to the company and they will want to keep you hired there. Do not be afraid to notify your supervisor about challenges and to ask for help when working on a project. If you see a problem down the road that can prevent you from completing something on time, then you should let your employer know and they will most likely give you an extension on the project.

Another thing you should be doing during your internship is showing initiative. You must show that you are interested in developing new knowledge and skills. You should show enthusiasm and offer to attend meetings or seminars to help increase your understanding of the business. Showing interest in the company can go a long way when trying to make a favorable impression on your supervisor. If you find yourself not busy at times, feel free to go and ask for additional work. Even if your direct supervisor doesn't have any new tasks for you at the time, you should then go and ask other departments that are related to your field of study if they need any help with projects. This will help you expand your network within the company and also teach you new skills in the process.

The Benefits of Unpaid Internships



By Jacob Eckburg

What's the point if you don't get paid?

That's what a lot of friends, colleagues and even my own family told me after I accepted an unpaid social media internship with the Green Bay Blizzard in 2018. The next four months were a fantastic journey, so let's dive in.

I had accepted the position, and with this being my first internship, I had no idea what to expect. I knew that most internships provided some sort of compensation, but since the Green Bay Blizzard were such a small organization, they just did not have the resources to fund my tenure there.

The first huge benefit that I got out of this was experience. Something everybody is looking for in their respective fields. I knew I wanted to be involved in sports and social media. This opportunity led the way for me in beginning to understand what I wanted out of my dream career. If I would have let the lack of compensation get to me, I would have never found this out.

The next huge benefit that I got out of my un-

paid internship was connections. I made connections with the other interns, the front office staff, the owners of the team as well as some of the local diehard fans. These connections have proven wonders for me, as one of my co-workers who worked for a different sports organization got me an interview just by talking about how hard I worked. I also got two letters of recommendation from the front office staff that I can keep in my portfolio and use whenever I need to. I know they got my back.

The last thing that I wanted to touch on is that even though the opportunity was unpaid, they still find ways to take care of their employees. We got food before and after every game. We got all of the promotion items that they offered to fans. We got free attire to rep the team around Wisconsin during the offseason. Although it was not monetary, these perks were amazing pick-me-ups throughout the hectic season.

So moving forward, if you get offered an internship and it's unpaid, do not let it get to you. Take the opportunity and make the most of it. You have the opportunity to gain experience, which is priceless, you have the opportunity to make life long connections and even if they don't pay you directly with cash, most companies find a way to make an impact in a different route.

Tips on How to Find an Internship



By April Lee

opportunities out there. Here are a couple of steps you can take that will help you find one.

Step 1: Ask your advisor

The first thing you can do is email and ask the program advisor about any available internships they may know of. They likely have connections to employers that are looking for interns. If the internships they are suggesting to you aren't ideal, then they can always give you more information on where to look for one. Essentially, they are a resource with more resources!

Step 2: Search on Handshake

Look for an internship on a career site offered by your school. Handshake is a popular platform catered to college students seeking careers. It allows you to narrow down your search results to find the

perfect internship. Job postings are frequently updated on Handshake. You can search for a specific job, find one near your location, distinguish the job type, or look for one based on your degree.

Step 3: Do other internet searches

Besides Handshake, consider outside resources like Google, Snagajob, LinkedIn or Indeed. Not every employer uses Handshake, so there might be more job postings on those sites that are also relevant to you.

Step 4: Ask friends and family

Don't forget to reach out to people closest to you such as your friends and family. They might be working at a business with an opportunity or they might have connections. You can also let people know that you are looking for an internship by posting on your social media platforms, and get suggestions that way.

Step 5: Reach out to a business or non-profit

If all options fail, reach out to a local business or a non-profit organization to see if you can help them out. Most likely, businesses are looking for any help they can get. You might not get paid, but you'll gain the experience you need. On the plus side, you can choose to work with a business or organization that is near and dear to you.

Self Confidence: Having the Courage to Apply



By Liz Newman

one of the most versatile skills, the perfect “icing on the cake.”

Don’t get me wrong, having the necessary skills and qualifications is essential in applying for any internship or job. However, if struggling with confidence in yourself is a challenge it can seem daunting and an intimidating task applying for that position. Competition can be scary, but it’s how we view ourselves and accomplishments that helps us stand out. Confidence can allow individuals to step outside their comfort zone and take risks. Easier said than done, right?

The first step when applying for that job listing is determining if you’re doubting yourself because of being under qualified or nervous about a new experience. Internships especially, provide an opportunity for an individual to gain knowledge and experience all while trying something new. “Building Confidence: Key to Intern Success,” discusses author Stephany Rodoa’s story about how she gained confidence through a new internship role.

Rodoa writes developing a supportive network

Applying for an internship or job listing can be stressful. It’s one thing to gather the necessary materials like updating your resume, writing cover letters and finally interviewing. What about having the confidence to do so? Possessing confidence and believing in yourself is

is essential in having someone to talk to and encouragement of mutual support. Along with having a strong support system, self-awareness is also very important. “Being self-aware of the things you are good at can help steer you through tough situations.” Acknowledging your strengths and weaknesses will better prepare you in applying for internships and potential job opportunities.

Self-confidence begins and ends with oneself. In an article titled, “Job Applications Got You Down? Tips and Tricks to Apply for That Role with Confidence,” it notes various techniques to maintain and grow confidence through “Daily Confidence Boosters.”

The Daily Confidence Boosters consist of a short list of activities for individuals to complete to help boost their confidence. For example, beginning each day with writing or saying an intention, such as “Today I will apply for the best jobs,” will contribute to gaining confidence. Other tips include organizing your workstation to optimize efficiency and removing your phone to limit distractions. The full list of Daily Confidence Boosters can be found at the link below.

<https://www.lifehack.org/456077/job-applications-got-you-down-tips-and-tricks-to-apply-for-that-role-with-confidence>

Attaining confidence is not an overnight thing. It takes time to develop, but once done it can allow individuals to unlock limitless possibilities. Confidence allows individuals to push boundaries, ask questions, and allows you to believe in yourself to reach goals and aspirations. Put yourself out there and apply for that position you’ve been scrolling past; it will be worth it.

The Hurdles that Come With Remote Internships



By Grant Hunter

When a pandemic such as COVID-19 causes businesses to close up their doors and stop accepting interns, it's definitely a cause for concern as a student. Out of that concern, though, some ingenuity can be born. You think about it and figure out that if college classes can be taught online, then internships can be done over the internet as well! When I looked for remote internships, I found an abundant oasis in the middle of a COVID desert. These remote internships, while highly educational, are quite demanding, and take skill to keep up with. There are always hurdles to overcome in an internship, but a remote internship brings its own set that is a different beast entirely.

The first hurdle: What time is it? When I accepted my internship, I did so knowing that there was a difference in time zones. I was always going to be one hour behind, yet I had to always be on time. The other interns in the program were scattered across the East Coast as well, so times were kept in EST. It was crucial to remember that when a deliverable was due, it meant it was due an hour sooner for me. I made my own calendar to keep track of them in Central time. If you're doing a remote internship in a different time zone, having your own calendar for the company's events and deliverables is a crucial skill to have in your toolbox.

The second hurdle: Who's here and when are they here? To put it simply, if you don't have an office

or building, then you have a very hard time keeping track of everyone and their availability. When you're in a remote internship, your manager can't say "I need you to be here with us from 1-5 pm." Well, they could, but how strange would that be? My co-interns and I had to coordinate to plan out meeting times and set reminders to make an appearance. It's OK to have different schedules, but make sure that you communicate with your team clearly and write down good times to reach each other.

The third and highest hurdle: How do you gauge success? It's hard to know how you're doing in a remote internship. You don't get those same social cues that you would from a normal internship. A "thumbs up" on a message just isn't the same as a pat on the back. You have to make certain that you are trying your very best. Check with your supervisor to make sure you are meeting the deliverables and completing the necessary training. The best way to know if your remote internship was worth it is to sit down with a pen and paper and write down all the things you learned, along with all the skills you honed to an edge.

Life can be difficult at times, especially when there's a pandemic going on. Rest assured, though, that if you're struggling to find an internship, even if there's not a pandemic happening, remote internships are an option. Not only are they an option, but dare I say they are more intensive and demanding of you and, therefore, more rewarding! Overcoming these hurdles sharpens your other professional skills to an even greater edge, while also providing you with that valuable real-world experience. When it comes to remote internships, the hurdles may be high, but jumping over them will help you leap to even higher heights.

What You Can Gain From Having an Internship



By Brian Wilman

reason why many students choose to participate in an internship during college. However, there are other benefits to having an internship that might not be as obvious.

One benefit from having an internship is that students can get an early taste of what working in a professional environment is like. The work culture differs from business to business, so, as an intern, they will be able to have a better idea for what kind of culture they want to be a part of. A work culture can have anything to do with what clothes are appropriate to how people communicate on a daily basis. Companies might be casual, business casual, business professional, or business formal. Furthermore, some companies might prefer communication through email, while others prefer instant messaging. Many companies have an open door policy, but some may require you to schedule an appointment

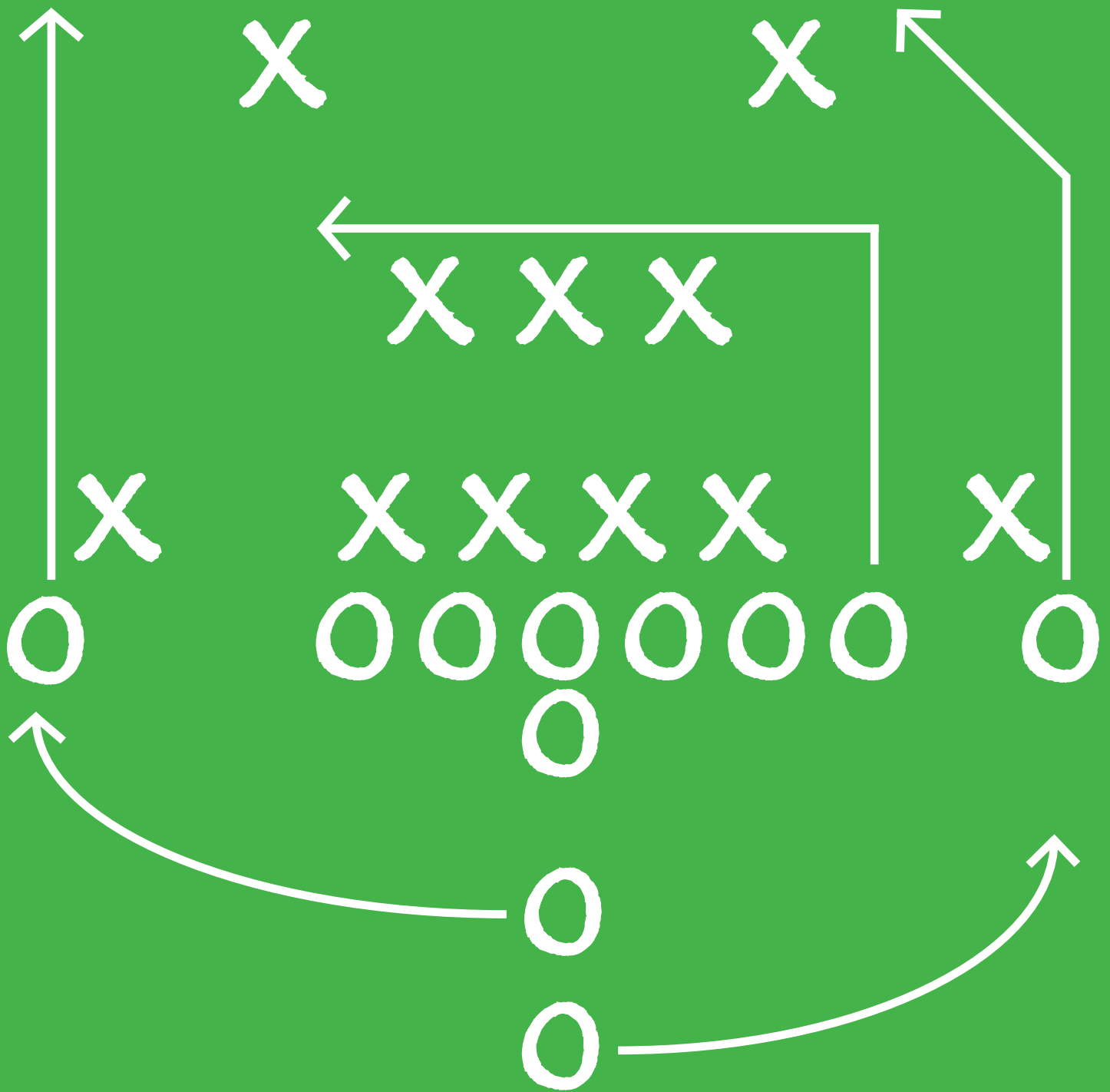
As a college student, there are a lot of things on your mind. Sometimes, we forget why we're even attending college in the first place. Although our reasons may differ, most would agree that they're trying to gain skills and experience in their chosen career path. This is the main

before meeting with someone. There are many other factors that can go into a company's culture, and no two companies will be completely alike.

Another benefit to having an internship is the opportunity to make business connections. These connections are important for the future of your career, because they can provide anything from career advice to job recommendations. It is helpful to hear from someone successful, because you can gain clues on how to eventually get where they are. Also, if you keep a healthy relationship, they may be willing to recommend you for the job you're applying for. This will look great in an application, for they will likely have authority in the professional world.

Lastly, you may find that your internship isn't what you'd hoped it would be, but that doesn't mean it wasn't a valuable experience. You will come out of your internship with a better idea of what you enjoy and what might not work as well for you. Not every job in the same field will have the same responsibilities, so it will be up to you to find the perfect fit.

It is true that having an internship gives you skills and experience for your career, but the benefits do not end there. Internships will give you insight into work cultures, business connections, and what you want to do with your life in general. Internships may not be necessary to be successful in your career, but not participating in one may result in someone missing out on some valuable opportunities.



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