

The Intern



**Professional Journalism Internship /
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Editors /

Derick Frederick
Chelsea Gawlik
Haylee Helmle
Rachele Hytry-Weisensel
Megan Klamrowski

Daniel Kobin
Kimberly Lohre
Emmanuel Nonhof*
Hilary Shandonay
Matt Silva

Danielle Valentine
Mary Weider

*Not pictured

Designer /

Daniel Kobin

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First Impressions

Chelsea Gawlik /

“
Don't judge
a book by
its cover.”



That phrase can also refer to employees in the workplace. It is important to get to know people in your office before jumping to conclusions about what kind of worker or person they are and whether or not they are worth getting to know. When you're new in an office you need to give everyone a chance to introduce him or herself. But it's always a good idea to put your best foot forward as well.

Unfortunately, it isn't that easy for interns. The second you step through the door on the first day of your new internship, you are being watched. Your boss is looking to see what kind of a worker you are, what you know, how you portray yourself and if you step up to the plate. Other workers are looking to see if you can work with them and what your knowledge base and skills are like. It is extremely important to give them something worth watching the second you walk through that door.

Making the best first impression at your internship starts with your appearance. It is

important that you are bathed, well dressed, presentable and eager. It shouldn't come as a surprise that showing up on your first day smelling like yesterday's workout sweat will automatically make an employer less eager to keep you on his or her team. Your outfit should also be professional, but not over the top. If you work for a baseball team and show up in a suit jacket and closed-toe heels it can give the impression you do not know what is appropriate attire for the position you've accepted. After seeing that you're dressed to impress, the employer wants to see that you want to be there.

Next, you're going to start meeting your coworkers and superiors. Even if some of the people in the office will never directly work with you, they want to see that their bosses have hired someone worth having. Do not be afraid to introduce yourself. If you do, be sure to shake hands with the person you are meeting. But never interrupt a meeting or gathering for

introductions. You can always stop back later to meet someone.

Chances are you will have some sort of orientation or introduction on your first day. Make sure you are paying attention! They will share with you important information about your role during your internship, as well as some information about the organization. You never know when those little details will come in handy. This informational session will also be your chance to ask questions you may have. Just like in the interview, you want to show that you're invested in the conversation, and the best way to do that is to ask questions. Your question might be as simple as parking arrangements, to questions about the mission statement of the organization.

Your first impression at your job is the first shot at showing your employer that he or she made the right choice. But at the end of the day, your first impression is just that, a first impression. If you make a bad first impression, you can still turn that impression around, although it will take time and work. Just put your best foot forward and show them you're eager to start your new internship.

How to keep confident when not getting the job

Hilary Shandonay /



After spending hours perfecting your resume and cover letter, you get a first interview and you think it went well. But the call for a second interview never comes. Instead, you get a rejection letter about a job you've told your friends and family about. No matter how many forms of rejection come your way, you need to keep your head and confidence up. Here is how and why:

Everything is a learning process

Even if you didn't get the job, going to an interview and networking with people can benefit you for future interviews. Instead of being bitter for not getting the job, focus on the lessons you learned from going to that interview.

Different areas in the world might have more opportunities in your field

If finding a job in your area has been a struggle, you might need to consider relocating to another city or state. According to Forbes, a nurse can find a job all around the world, but the market a journalist works in greatly impacts their career. "Most national media companies in the U.S. are headquartered in New York, NY," Forbes' website states. "You'll also find major bureaus in Atlanta, Washington, D.C., Los Angeles and San Francisco and overseas in places like London and Hong Kong."

Not getting the job might not be your fault whatsoever

Many times, companies already have someone in mind for the job, but they still post it and go through the interview process to stay in the limits of labor law. This is unfortunate, but it can help build your interviewing skills for your next interview.

Getting upset about not getting the job will not change the outcome

Sulking about not getting the job will not change the circumstances; that's why staying positive will help your mental health and confidence. Life is all about perspective so even the worst situations can benefit you in some way.

Ask for help

If you're consistently not getting interviews, ask for help. Show your resume to family, friends, professors and Career Services staff. Did you miss a typo that was putting your application on the "tossed" pile? If you're getting interviews but never getting job offers, participate in Career Services' mock interviews or virtual interviews to see what you're doing wrong. Or is there someone in the field you admire? Ask them to do an informational interview and give you feedback on how you can improve.



Working with nonprofit organizations

Megan Klamrowski /

In the world of public relations, nonprofit organizations are their own entities. In order to cater to the specific audience, you must approach them in a different way.

Nonprofits are mainly socially conscious groups that are on a mission to spread the word about a certain topic, but they may not have the funds to support necessary marketing or public relations efforts.

Through my internship at Offbeat Press, I have come to know what it is like to target nonprofits or small organizations for sales. Offbeat Press is a local screen-printing shop that uses eco-friendly and American-made products. Owner Drew Mueske, who has been in the industry for a decent amount of time, noticed an opportunity to expand business and to do something great for nonprofits and smaller organizations.

With the growing industry of crowdfunding, Mueske has begun planning new efforts to assist in sales and awareness of local and national organizations, while also using his edge of eco-friendly and American-made products. These are perfect for the socially conscious groups that he is targeting for his T-shirt crowdfunding site.

After reviewing all of our research, we found there weren't many companies that mainly targeted nonprofits and small organizations, so we took matters into our own hands.

Early in our planning process, we held a focus group with founders of 12 local nonprofits. Our goal of the focus group was to test the waters, and see if we were on the right track. We presented our general ideas and layout of the website, and then we opened up the floor for any questions or suggestions.

One thing we noticed is that each of the organizations had been concerned with both time and money. These organizations are in need of a new way to market themselves that won't take up too much of their time and will cost little to nothing.

My main focus for this internship is to figure out a way to market to these organizations, and to figure out a way to help them along the way. I truly believe that we have come up with a solution. While the details are still in the works, I can say that the best way to appeal to nonprofits is to listen to what they say and follow through with what works best for them. If you do, everything else will fall into place.

You may be young and just entering the professional world, but you can still start to create a name for yourself by developing your personal brand. Just as Apple has branded itself as an innovative leader in personal technology and Nike as the top authority of sportswear, you can brand yourself and benefit from an established image.

Employers will see dozens, or for some larger companies, even thousands of candidates similar to you. How do you set yourself apart? In the technology driven world we live in today, dressing nice and looking good for an interview just won't cut it. Before applying for a job, before writing to an employer and before walking into an interview, you can already set yourself apart by having a strong personal brand. So how do you establish a personal brand?

- 1 Know who you are. Look inside and find what your strengths and weaknesses are. Take note of all your interests, as well as your dislikes. The better you understand yourself, the easier it will be for this to translate into your brand. Take these notes and apply them to your resume, online profiles, social media bios and more, but be sure you're remaining consistent.
- 2 Analyze the current market. Start figuring out what field you want to end up in and where you'd like to be in the future. If it's a lofty goal, don't worry. Set the bar high and start looking into which companies are the leaders. Look at their competitors, influencers and any relevant organizations.
- 3 Create an online presence. It's never too soon to start establishing an online presence. Be sure to set up social media accounts (remember to keep them professional) and also create an online portfolio to contain examples of your work. It's never too soon to start creating an online portfolio.
- 4 Network! For better or worse, the most important thing when it comes to job searching is having connections. Attend conferences, seminars or other relevant networking events. Start interacting with other professionals in the field online. One of the easiest ways to start networking is through social media. It's incredible how quick you can develop connections with other professionals online.

Building your personal brand

Daniel Kobin /





As an intern you start off at the bottom of the totem pole. You are stuck doing the work no one else wants to do and usually you are not getting paid for it.

But with a little hard work and dedication, you can move up the corporate ladder to gain more hands-on experience, as well as more responsibility. What are some ways to move up the totem pole?

2 Offer to do extra work

When you have finished the work you were assigned, instead of rushing out the door, ask your supervisor if there is anything else you can do to help. It will show him/her that you are a team player and are willing to help others with their assignments.

1 Have a positive attitude

Showing up to work happy and excited will definitely grab the attention of your supervisors. If you are able to take a bad situation and put a positive twist on it, your supervisor will admire your positive outlook and will remember you when it comes time to work on other projects that require group help.

3 Be a leader

Do not be afraid to make your voice heard. Do not feel that you need to stay in the corner with your mouth sewn shut. Your ideas are important and supervisors want you to speak up and be as involved as possible.

4 Don't settle

Don't be satisfied with average. When working on an assignment, try to avoid doing the minimum amount of work and strive to go above and beyond your supervisor's expectations.

5 Don't be afraid to ask questions

Remember you are an intern and this may be the first time you have ever been in this work setting. By asking questions, you are showing your supervisor you are trying to learn the right way of doing a task. It will also show that you are not afraid to ask for help when you are unsure about how to complete a task.

How to move up the totem pole during your internship

Kimberly Lohre /

How to get an internship with a small business that doesn't know it's looking for an intern

Mary Weider /

For college students around the country, it is a well-known fact that finding an internship can be a stressful process. Despite countless edits made to resumes and cover letters, and applications handed in either online or in person, sometimes students still end up without the necessary job experience that internships provide. It can leave a pretty bad dent in one's self esteem, and students may start questioning if they have chosen the right career path.

But instead of getting down on yourself for not landing that dream internship, become proactive and create a Plan B. Chances are there is someone out there who needs your help; they just don't know it yet.

We all know that social media is a huge aspect of the business world today. It is essentially free advertising. It is also an easy way for businesses to spread the word about what they do and what services they provide. In some ways, a business can even measure its success off how many Facebook likes or

Twitter followers it has.

For large corporations, it is easy to do well on social media because they have the means to hire a "social media specialist" who is responsible for running the businesses' social media sites. They are in charge of making sure the correct content is being posted and that it is appealing and engaging.

On the other hand, running social media operations isn't as easy for smaller, local businesses. They most likely aren't able to fund a social media specialist, so they are probably running their social media sites on their own -- that is if they even utilize social media. This means their social media presence might not be quite up to par compared to those social media sites of larger corporations. This is where you step in.

Reaching out to local companies and small businesses in your community and offering your services is always a great way to score an "internship." You may not get paid, but you will definitely gain experience. You

might also be able to teach the owners more about social media, and the more you help them, the greater things they will have to say about you if you ever use them as a reference.

So don't just give up on finding an internship. Contact a local business you think could use your help, and start building your portfolio today.



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Chances are there is someone out there who needs your help; they just don't know it yet.

Doing the dirty work

Matt Silva /

I always thought the behind-the-scenes work of a television station to be this magical land where all employees were happily smiling and telling funny jokes, all while being tremendously good looking and extremely well dressed. In short, I thought every TV station employee was a “big shot” in society.

As I accepted the NBC26 intern position in Green Bay, I believed I would gain good interviewing experience, get a peek inside a TV station and maybe a chance to meet a famous person.

During my first weekend I met the anchor/producer of the weekend shows, Holly Baker, and she introduced me to the intern who was about to be done with her internship. We got our news releases, gathered our equipment and set out on a quest to retrieve important stories in a company-owned car. We gathered stories about animal shelters, public programs for schools, fund raisers and cars shows.

I learned a lot in those two days, and was excited about this new job. I went to work not knowing what I would do, where I would go and who I would meet, but I was certain about one thing: each day was going to be different.

Going forward I was the only intern on during the weekend, so I began to get stories by myself. There were two other reporters who would do packages, stories in which they appear on camera, and another shooter who did the same things I did. When I went to get a story, I had to think of prospective interviewees

and the questions I would ask them. I had to find somebody willing to talk to me, and carry the camera, tripod, microphone, news release and extra batteries. I would shoot about 20 shots for B-roll and get a 5-minute interview, maybe another shorter one depending on the story. I returned it to the station, uploaded the content and selected the best shots, and then stayed on-call in the station until the evening show.

When I started to work weekdays, I was accompanied by many other reporters and shooters, leaving me the stories that had little newsworthiness. For two months I did stories on local fights, where I shot the location in which it took place and didn't have anybody to interview, or about the clean up of events or car crashes. But especially “enjoyable” were the stories I did in the rain since many reporters couldn't get wet because they had to look nice for in-studio shots.

The fact that I was unpaid, never given the opportunity to create my own stories and had the task to get the stories that were almost always discarded, was frustrating at times, but I knew that I had to do it in order to get the most out of this experience I was in.

I never received any recognition for the work I did. I was never on camera, nor did my name appear on the screen of my stories. In fact, my boss never commented on them, which I've heard can be a good thing, but I thought it would be nice to get some feedback.



For more than three months I was the guy who did the stories no other reporter wanted to do, and that was OK. I got to go to Lambeau Field many times, and had the opportunity to interview players and walk on the field. I saw rare cars being shown at events, neat artistic exhibits, made friends in the business, got to go to parks and outdoor events in the hot summer days and, after all, learned a lot about journalism, TV stations and professional relations.

I learned that the magical place I thought TV stations were are actually a fast-paced, money-driven, dry environment. No one is going to hold your hand and walk you through the job. Nor will they look after your work. To grow and learn as a journalist you have to do things that others are not willing to do, have initiative and be willing to do the dirty work.

Working in the world of sports

Haylee Helmle /

There are 32 teams in the National Football league, and I happened to land a job working for my favorite team, the Green Bay Packers. This job did not happen overnight; it took time, hard work, and the help from others around me.

As a junior in high school, I got a job at the Green Bay Packers Pro Shop as a sales associate. I loved my job, and during my first season as an employee, the Packers made it to Super Bowl XLV. If you're a football fan, you know they came home as champions. This is when I realized I wanted to work in the sports industry.

After the Super Bowl win, things got so crazy, but I absolutely loved it. The excitement

surrounding the win was something that I knew I always wanted to be a part of.

When I entered college I kept my job at the Pro Shop and came home to work every weekend they had home games. The game day environment was something I really enjoyed. I got to meet Packers fans from all over the country and world, and it made me realize what an amazing organization I was a part of.

In Spring 2013, I received a phone call from my Pro Shop manager asking if I wanted to interview for an internship in the Brand & Marketing department for the Green Bay Packers; this was a dream come true for me.

I interviewed, and shortly after I received a phone call informing me I got the position. The internship was supposed to last for 3 months, but I talked with my boss about my passion for the organization and my willingness to work hard during the school year, and I was able to extend the internship until after the 2014 season. During that time, I was promoted to a

part-time position as the Packers Affinity Club Assistant in the Brand & Marketing Department.

One of the most important things I have learned from working in sports is to have a strong work ethic. It's so important in a busy industry like sports to stay focused and get your work completed. I've also learned that no single day is ever the same. There are no average days, and every day comes with a new challenge, which is something I look forward to. It's also extremely important to form good relationships with your coworkers and bosses; these are the people who helped me set and accomplish goals.

My advice for students looking for a future career in sports is to gain experience in the field as soon as possible. Even if the experience isn't sports related, any job can build your work ethic and skill set. It's also very important to volunteer at your job. For example, if your company is hosting an event and a different department is running the event, be the first to volunteer to help out. Showing that you're dedicated to the company and are willing to help other departments will not go unnoticed. Last but not least, I would advise students to always be kind to their coworkers and bosses. Those are the people who can help you accomplish your dreams. You never know whom your coworker or boss may know, and it's extremely important to maintain a positive relationship with those around you in the work environment.



You're finally looking at applying for your first internship. But while reading the internship's qualifications, you make a discovery -- your current skill set doesn't make the cut. Fear begins to set in as you realize you're not eligible for your ideal internship. So you continue to search

for an internship and finally find one that could work, even

though it is not ideal. This is what happened to me while searching for my first internship.

First, don't sweat it.

I began to apply for unpaid internships because they better fit my current skill and experience levels. I was then pointed toward a marketing internship at a local ski resort. I had very little interest in the position since I had little interest in a marketing career, but there were aspects of the internship description I liked. So even though I had no experience in marketing, I applied for the position.

The concept of an internship is to help you gain practical experience in a field of interest. This is meant to help connect a student's education with what we like to call "real-world" experiences. These experiences are not only meant to expand a student's skill set, but to also allow them to try things they may not have thought of before. An in-

ternship is anything but a lifelong commitment. The time frames of internships tend to range anywhere from one semester to one year. So what does this mean to you? Simply put, don't sweat it if you take on an internship that is anything but ideal to you. It is simply a short-term position that

will allow you to gain real-world experience -- exactly what you need for that "ideal"

internship or job position.

Got experience?

The main issue here is the lack of experience, or in other words, lacking the necessary skill set for a better position. So how do you expand your current skills?

You try new things. You put effort into an area you previously ignored. This is something you can expect to experience when you open yourself up to the "less-than-ideal internship." Just because the internship appears unappealing to you on paper, doesn't mean it doesn't offer something more for you to learn.

After an interview with the owner of the ski resort, I was offered the position as the marketing intern. My first assignment was to contact news stations and invite them to the hill for shots of snowmaking. I had no idea how to contact a news station. Is that something you can Google? So I did what I had to, and asked my

supervisor how to do that, and you know what? They happily told me how.

Moving forward, I was given more and more tasks that I had zero experience in, from finding sponsors for snowboarding events, to graphic design needs, to writing radio ads. I had to learn it all. But my supervisors were something I had not expected -- filled with complete grace and patience.

I happily accept.

Accept your not-so-ideal internship for what it is, a learning experience. Again, this isn't a lifelong commitment. Get past your frustration of landing a position that isn't necessarily ideal, and move on to enjoy the experience of learning and being

challenged by something new. That's what it is all about.

Midway through the ski season, another ski resort that my boss owns lost their marketing director, so he asked if I could step in for her as well. I did, and I truly learned what it means to be adaptable in all situations and how to multitask multiple responsibilities at once.

In fact, I learned more than I ever thought I could from a single internship, especially one that I did not consider ideal. I ended up loving my position at the resorts, and when my internship period was up, I was asked to stay on as the marketing director for both resorts.

I am sure glad I risked it on the not so ideal.

“**Risk it.**”



Applying for a not-so-ideal internship

Dani Valentine /

Font matters

Rachele Hytry-Weisensel /



Everyone is told to make sure spelling is correct and content is relevant when creating a resume. But your font choice can also be crucial.

Yet many job seekers think about font on a resume as an afterthought. However, when competing against hundreds of other candidates, it may be just one more way that you stand out.

UW Oshkosh Professor Karina Cutler-Lake, who teaches and specializes in design and typography, said design has been an important part of her life since she was a child. Her father was an international pilot and he would bring fliers, money, packaging, and other items home to

her. She remembers sitting and staring at the various inspirations from around the world.

Type is communication, Cutler-Lake said. “But it’s also an art form. The context determines the type choice.”

She recommends choosing wisely when selecting a font for your resume. “It’s representing you,” she said.

When choosing a font, choose one that legible and clean so it is not distracting. “You’re the star, not the font, so it’s important to not choose fonts such as Comic Sans and Papyrus. These fonts would look badly upon you.” Those fonts, while appropriate for elementary teacher

handouts, are not appropriate for professional communication such as resumes or cover letters.

In addition, some fonts are overused and boring and should be avoided on resumes. Top of that list is Times New Roman, which she said is overused and appears to look like a generic style. Helvetica also needs to be used with caution, she added. It is over used and takes up a lot of space, which can be detrimental if you are trying to keep your resume to one page.

Cutler-Lake suggests choosing a slab serif font, which is characterized by thick, block-like serifs that

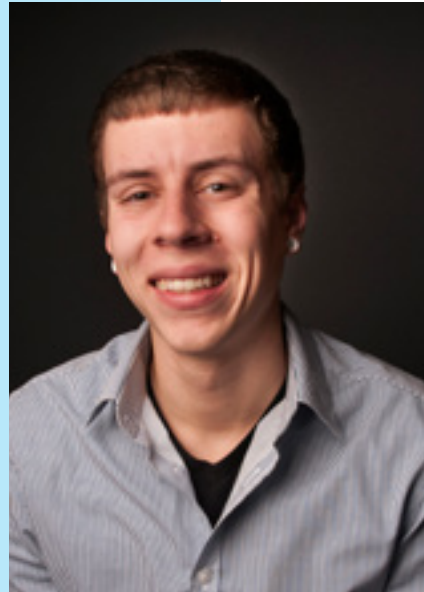
don’t appear to have “feet” on the end. Those fonts are easily legible and look more professional. She said she uses “Archer, by Hoefler & Frer-Jones” on her personal resume. “It’s a super family that gives you various different options and weight sizes,” she said.

So please, choose wisely future employees and remember that font does matter!

A a B b C c D d E e F f G g H h I i
J j K k L l M m N n O o P p Q q R r
S s T t U u V v W w X x Y y Z z

Paid vs. Unpaid Internships

Emmanuel Nonhof /



There are two types of internships — paid vs. unpaid. While paid internships are often a student's best choice, it doesn't necessarily mean that unpaid internships should be forgotten.

Both paid and unpaid internships are valuable in today's day and age to gain the necessary knowledge for later on in your career. While internships do not guarantee you a job, they can help you gain skills and knowledge that will help you land a full-time job. And if you're lucky, that job could be at the company you are currently interning at. It's a valuable investment for companies

willing to mentor someone for exactly what they need and want.

Whether taking a paid or unpaid intern position, the knowledge and experience is key regardless. Both types of internships can be stepping stones in the right direction for the path you as an intern would like to follow.

These internships can also have benefits to them outside of just the experience gained such as health plans, insurance, etc. Internships can be a great learning experience and can lead students in the right direction of what they would like to become in the future.

Professional conduct in the workplace

Dereck Frederick /

Making the transition from student to full-time employee is not always an easy move to make. How are individuals supposed to know what a boss/employer expects of them if they have never been in a professional work environment before?

An internship offers the perfect opportunity to develop those skills. With the following categories in mind, individuals can get a good jumpstart on showing employers they are right for any position, and they can possibly turn an internship into a full-time job.

Work apparel

When deciding what apparel will be the most appropriate for a specific job it is important to remember that being overdressed is always better than being underdressed. This perspective is extremely important when working your way through the interview process. What you wear is an important part of an employer's first impression of you. Whether an employer will admit it or not we all, to some degree, self-consciously judge an individual by appearance.

Attitude

Transitioning one's attitude to a workplace can sometimes be easier said than done, especially as an intern. Getting caught

up in tasks and side conversations can often bring out conduct and personalities that you would use with friends and family, but that you would most likely want to avoid using in the workplace. To prevent this kind of behavior, it is best to overcompensate your personality if needed and "kill em with kindness". I can almost guarantee that you will not always agree with all of your co-employee's points of view, but handling it in an appropriate matter is key to your success. As an intern, being someone that people enjoy being around is crucial to receiving a positive reference when looking for full-time work.

Attention to detail

Visual appearance and an individual's attitude are important; however, the most eye-grabbing feature to an employer/boss is one's ability to complete the tasks that are at hand as accurately as possible. When addressing any given assignment make sure to display consistency and time management skills as this will show that you have an interest in advancing and helping the company develop as a whole. Prove to your employer that you are not just there to log 10 weeks of service to the company on your resume, but rather that you enjoy the field you have been

given the opportunity to work in.

I began working at Gannett Wisconsin Media as an intern in the summer of 2015 with no real long-term goals in mind.

I knew I needed an internship, so I got one and assumed my experience there would be nothing more than a couple of months of paid work. But by maintaining consistency in the categories I discussed above, I turned a summer internship into a great experience with opportunity for growth in a field that has become a passion of mine. In the fall of 2015, Gannett asked me to remain on the team through the remainder of my college career, which is something I gladly agreed to do. By continuing to maintain professional conduct in the workplace I hope to turn a recommended internship into a successful career.

