

## What students are saying:

“My internship at Pandora was life changing, career altering, and easily the coolest thing I have ever done!”  
—Brody Karmenzind  
Client Services Intern, Pandora

“I spent two months writing, editing and taking photos at the West Bend Daily News. One day I was driving home from an interview at a strawberry farm and I just couldn’t stop thinking how cool it was that my job was to drive around and talk to people. No two days were exactly the same, which made working there fun because you never knew what story was going to pop up. It was an amazing opportunity and I’m so thankful I had the chance to work there.”  
—Nicole Kiefert  
Reporting Intern, West Bend Daily News

“My first internship boss was always willing to introduce me to her connections when I was at fashion, beauty or art events. Through networking I gained a second part-time internship in Chicago. The Chicago fashion scene is tiny and I loved that everyone is connected.”  
—Alicia Ly  
Marketing/PR intern, Crystal B. Designs, Chicago

“An internship is an opportunity to apply your talents to the professional world, and the alumni office allowed me to apply my talent of writing.”  
—Antonio Davis  
Communications intern, Alumni Relations Office

“My internship taught me that the only way to really know what kind of profession I’ve gotten into was to get some real-world, hands-on experience.”  
—Stephen Knoll  
Production Intern, NBC26

“I got to use all the knowledge that I learned in my classes on real, live web content every day. This internship totally prepared me for the real world.”  
—Gracie Wardin  
Website development intern, BrownBoots Interactive

## What employers are saying:

“The Journalism Department’s internship program gives students the opportunity to enhance the skills they are learning in the classroom and apply those tactics in real, working situations. Red Shoes PR has been lucky enough to gain several interns of the program and turn them into full-time practitioners. (In fact, we outnumber non-UWO grads!) We’re grateful for the experience those students gain in the Department and the internship program, as it has guided them to become very qualified and skilled members of our team.”

—Sara Montonati  
Account Executive at Red Shoes PR, Inc.

“Since the Foundation is so much a part of all sectors of the community, interns really learn more about the community than they expect. Interns may work on a press release one day, a story for a newsletter or report the next day, and update the website and social media posts the third day. That’s why journalism students work so well for us because storytelling, in a variety of media, is how we communicate our work.”

—Joy Wick  
Marketing Coordinator, Oshkosh Community Foundation

“We have hired numerous interns from UW Oshkosh’s Journalism Department over the past decade because we have opportunities for young people who have solid writing skills and know how to communicate. Some of those interns have become full-time staff members following graduation. These interns bring us new ideas and fresh thinking.”

—Dick Knapinski  
Media/Public Relations Director, EAA

### For more information:

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## Department of Journalism

# How to Start an Internship Program

Nicole Kiefert worked as a reporting intern at the West Bend Daily News.



Brody Karmenzind interned at Pandora in Chicago. Each intern was assigned a mentor. After graduation, Brody accepted a full-time position there.

Alicia Ly interned for Brynn Capella Handbags Inc. and Crystal B. Designs, both in Chicago.



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Where excellence and opportunity meet.™

Our students can help your organization in five key areas:

- Writing/Editing
- Public Relations
- Advertising
- Visual
- Media Studies

They understand the value of an internship and are anxious to get real-world experience that allows them to build their portfolio.

The steps below will help you build a quality experience and acquire an intern to meet your needs:

## **1) Develop a Relationship With the Internship Coordinator**

First, contact the Department of Journalism Internship Coordinator, Barbara Benish, at (920) 424-7145 or [benish@uwosh.edu](mailto:benish@uwosh.edu). She can answer your questions and assist you in developing a meaningful experience for both you and your intern.

## **2) Determine What Type of Internship Suits Your Needs**

There are several options available when choosing what type of internship will best suit your needs. Many companies choose to hire interns on an as-needed basis; others prefer to have a consistent internship that is available each semester or during the summer. Your needs should determine what option fits your company the best.

## **3) Create Some Written Guidelines for Your Program**

Some companies create extensive guidelines, detailing week by week what they expect the intern to do and who will supervise him or her. Others have a general guideline of what they want to accomplish and tend to “go with the flow.” What type of guidelines you create will depend on your company and its structure. But having something in writing helps to assure that you have enough projects for the intern to work on and that you can provide the necessary supervision.

## **4) Announce Your Internship Opportunity**

Once you are ready to announce an internship position, email your job posting to Barbara Benish at [benish@uwosh.edu](mailto:benish@uwosh.edu). Be sure to include a description of the position, and include duties, necessary skills, typical hours, pay, timeframe and application process and deadline. After your position is posted on the department bulletin boards and online at our website — [www.uwosh.edu/journalism](http://www.uwosh.edu/journalism) — students are responsible for contacting you. You can then interview and select the applicant who best meets your needs. If the student you select is taking the internship for credit you must fill out the Employer Participation Internship Agreement Form, available from the student or online at [www.uwosh.edu/journalism/internships](http://www.uwosh.edu/journalism/internships). Return it to the internship coordinator, preferably before the internship begins.

## **5) Meet Department of Journalism Expectations**

The Department of Journalism Internship program looks to connect companies and students to achieve a meaningful experience for both parties. To facilitate this, we ask the organization and student to understand the following minimum expectations:

*For the organization:*

- Ensure that the internship position is a meaningful, learning experience for the student
- Provide regular feedback
- Provide an end-of-semester evaluation
- Comply with the Fair Labor Standards Act
- Contact the Department of Journalism internship coordinator if problems arise that cannot be solved internally

*For the student:*

- Act responsibly, professionally and dependably
- Seek out opportunities to become engaged in the position and organization
- Contact the Department of Journalism internship coordinator if problems arise that cannot be solved internally

## **What is the Professional Journalism Internship class?**

The Department of Journalism ensures that all students enrolled in the three-credit Professional Journalism Internship course, 61-427, are prepared in that they must have completed several core classes in their area of emphasis. To qualify for the class, students must work a minimum of 200 hours, be supervised by a mass media professional, and receive regular feedback from their direct supervisor.

The actual class is meant to prepare the students to enter the job market, with students updating their resume, creating references and business cards, writing cover letters, participating in mock interviews, creating portfolios, both book and online, and more.

## **Can students accept an internship without taking the class?**

Yes, students may accept an internship without enrolling in the Professional Journalism Internship course; however, then students are not required to have completed all of the core classes in their emphases. It is up to each employer to decide if a student has the necessary skills to do the required work. Either option requires the same amount of dedication from the student and company.

## **Must I pay interns?**

Although students can accept paid or non-paid internships, the Department of Journalism strongly encourages employers to pay their interns a competitive wage or stipend.

## **What software does the Department of Journalism teach?**

Students can take a variety of classes in which they learn Adobe Photoshop, InDesign, Illustrator, Flash and Dreamweaver; Soundslides; and Microsoft Word and Powerpoint; and others.