

MAKE INTERNS GREAT AGAIN



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EDITORS:

Taylor Dagon, Monica Salmeri, Hannah Wilson,
Lance Gulotta, Nicole Timm, Nate Proell,
Shannon Gaffney, Bill Hadley, Laura Dickinson
Dakotah Armbruster

DESIGNER: Hannah Jakubowski

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5 TIPS HOW TO BE SUCCESSFUL IN YOUR INTERNSHIP

BY: SHANNON GAFFNEY



No matter where you land an internship, it is an extremely important role that should never be underestimated. An internship is the perfect opportunity to try out a career field you may be interested in, build on skills, and identify your weaknesses. The following are five tips to make the most out of your time as an intern.

1. Be Outgoing: No matter the size of the company, don't be afraid to go around and introduce yourself to others who are in your department, sit near you, or are making the coffee you drink continuously. You never know who you may need to collaborate with on a project or task so identifying who works where is always a good idea. You can also establish relationships that can be key recommendations down the line. This can even help you explore other areas of work that may be an interest to you someday.

2. Set Goals: Setting goals in life —whether in school, work, or everyday life — is extremely important for future success. At the start of your internship make it a priority to meet with your supervisor to set goals on what you both want out of the internship experience. Establishing these early on will make it easier for both of you to prioritize work and have successful outcomes. Try to create at least one personal growth goal to keep yourself marketable while also contributing to the company in addition to standard business goals.

3. Find a Mentor: This is the best time to grow your network and meet people who can help you achieve long-term success. A mentor can offer career advice, be an extra listening ear and give tips on how to reach your goals. A good mentor should be someone who has the same career interests as you and has proven success of an excellent leader. Find a time to meet outside of work for a quick lunch or coffee. It's way too easy to get caught up and distracted by work; having someone to meet with outside your job can help you stay on track and focus attention on where you want to grow personally.

4. Don't be Afraid to Ask For More: Everyone is busy. If your supervisor has not given you enough to do, go to others on your team and ask how you can lend a helping hand. It shows initiative and that you are willing to be a team player. This can lead to getting bigger projects or tasks while your team gains more trust and understanding of your abilities. You will be remembered for your help no matter how big or small the task may be.

5. Be Yourself: Do not try to be someone you're not. It will just hurt you in the long run. You may not know everything about a software program or running a specific report, but by showing you are willing to learn will make all the difference. You are there to grow and expand yourself. Do not be afraid to ask questions; most likely the people you are asking were in the same position once. Use your resources, and be not only yourself, but also your BEST self.

NETWORKING IS VITAL TO FINDING A JOB

BY: DAKOTAH ARMBRUSTER



Students roll into their first internship expecting to learn a ton of new information. But surprisingly, you'll review a lot of the same material that you first learned in class. The difference is that you are now just applying it to real-world situations.

Yes, hard work pays off. But the key to your first internship is to network with as many people as possible. Shake hands, go to after-hours work events and ask if you can link up with individuals on LinkedIn. Do whatever it takes for someone, somewhere to remember your name.

In life, we are connected to two groups of people that can be categorized by strong ties and weak ties. Your strong ties will be your family, very close friends and other individuals who know you on a fairly personal level.

Your weak ties, on the other hand, are going to be your Facebook friends that you've spoken to once, or someone you had a class with two years ago.

But you want to keep these weak ties around, because somewhere down the road, you may be applying to a job that one of these individuals is affiliated with. You can reach out and reconnect, starting a conversation that eventually can turn into a professional relationship. Your weak ties are going to be the ones that help you land future positions.

Networking is arguably the most important thing any young professional can do. All you need to do is sell yourself; you are a unique brand. Find someone's passion point, a common interest that you both share, and kick-start a memorable conversation. You can make a huge impact by just being yourself.

All you have to do then is regularly check in with these connections to keep the bond strong. The next time you are in a professional setting or starting another internship, talk with anyone and everyone in that workplace because guaranteed, someone there will go on to run a company, and you will want them to remember you above the others.

INTERNSHIP HELPED ME DISCOVER NEW SKILLS

BY: LANCE GULOTTA



I'm a junior at the University of Wisconsin Oshkosh with a double majoring in Public Relations and Advertising. Through my internship at Multimedia Marketing Group last summer, I gained valuable experience and learned many useful skills.

But I also became familiar with the environment of marketing, advertising and public relations. I gained or improved my skills in creative writing, social media marketing and advertising, promotional and informative blogging, public relations, collaboration and client relations.

The environment of marketing, advertising and public relations can be fast paced and time sensitive. Working with promotional blogs and social media marketing was a great learning experience. I saw how these projects were time sensitive and had to be of high quality to create the reaction the client wanted. This could be challenging at times, but it really helped me to gain different professional perspectives. Working with a veteran like Joe Arco, president of MMG, you get to see all the different ways a project can go. He showed me how there isn't an exact right or wrong way. This makes the task more challenging, but also more interesting. The experience I gained working in this environment was very helpful in preparing me for the future.

I gained many valuable skills and experiences from this internship, as well. I used a spectrum of social media marketing strategies while working on daily promotional posts for our clients. Working with the vision of the clients was sometimes a challenge, but with the more experience I gained, the more efficient I became at helping them structure their vision. Working with a team became very smooth once we all learned what skills we had to bring to the table. Experiencing how meetings are in this field was great.

They helped to build our teamwork and communication skills. Also, with having to work on the projects in a timely manner, we had to become very familiar with the tools and software used in this occupation. The tools don't do the work for you, but they help you to take on more projects. The experiences gained in this area were very beneficial in helping me to see how this part of the business sector operates.

One of the most important and biggest learning experiences I had was working on the Rockford Housing Authority project. This was a large campaign that turned out very well. It taught me how to see the perspective of the client and not just see what the public sees.

HOW TO BALANCE YOUR UNPAID INTERNSHIP AND A PAID JOB

BY: LAURA DICKINSON



An internship is an important step in securing a job after college. While many interns get paid today, many businesses post internships that aren't paid or offer college credit for compensation. During college, most students need to work and can't afford to take an unpaid internship. But unpaid internships can offer great opportunities to learn and grow, and can open many connections post-college. Students may be tempted to turn down an unpaid internship in order to work and earn money instead. But it is possible to take an unpaid internship and still work to earn money.

Be upfront with your internship adviser and employer

Let your internship adviser know up front that along with your internship, you will be working part time. Making sure that you, your adviser and employer are on the same page will help make sure everyone understands what is expected. Your adviser should understand that an internship is part of your path to success post-college, and that everyone's financial situation varies.

Be ready to put in the work

You are essentially working two jobs. You will be working hard. You will be tired at times. Realizing this before going into both your internship and part-time job will help you deal with this reality. Remember the larger picture when things get hectic. You are gaining valuable experience that will help you after college, without having to take a large financial hit.

Get organized!

Work out a schedule between your employers at your internship and job. You will most likely be working 20 hours at your internship and 20 hours at your job. While you are working two part-time positions, you are essentially working a full-time work week.

Managing your time and schedule will help you excel at both your positions. If your employers allow it, try to set a consistent schedule so all your employers and you are aware of what is expected of you and where you are expected to be. Try working Monday, Wednesday and Friday at your internship and Tuesday, Thursday, Saturday at your other job, or consider working your internship in the morning, and your part-time job at night.

Set goals and priorities

While you can decide what position is more important to you, remember that internships are harder to come by and their main purpose is to hone your skills that you will need after you graduate college. While part-time jobs are also important, they are typically easier to come by, and can come and go. Set goals that you want/need to complete at the beginning of each week and each day so that you are completing tasks on time, and are not being blindsided by the unexpected.

Save your money

People who take an unpaid internship and work on the side aren't making a boatload of cash. So, saving what you do make is critical. Try taking public transportation like the bus. This doesn't work for everyone depending where your internship and job are located, but working two different positions can cause you to drive around a lot. All of your money from your paid job could go straight to filling up your car with gas. Also, try packing a lunch to your internship so that you are not buying cafeteria food or restaurant food every time you work.

INTERNSHIPS CAN TEACH YOU MORE THAN NEW SKILLS

BY: MONICA SALMERI



Beige, Beige, Beige: the walls, the carpet, even the filing cabinets were beige. During my recent internship I learned that I draw energy from the environment that I work in, something that I had never known before. I had a great experience at Kimberly-Clark Corp. and I learned so much, both about being a communications professional and about myself, but I also learned the importance of a work environment.

After the first week of my internship I moved into a new apartment where I would be living by myself, at the same time my new co-workers were, one by one, leaving for vacations. I spent days in the office without anyone to talk to. I knew before this experience that I was a social person, but I always considered myself a partial introvert as well. With being in such a secluded place with bland colors, I learned how much I need social interaction to be successful. I found myself calling friends immediately after I left work and making plans for that evening, just to have social interaction.

I was lucky enough to be in a position where I was on the executive floor at Kimberly-Clark. This location at K-C is known for being the quietest floor of all the Neenah buildings, so I started exploring other places in the building to do work. I would often go to the cafeteria or the third floor of our building that housed the baby and childcare business unit.

This floor was covered in Disney characters and had a very positive vibe because their customers were babies, and they, for the most part, loved what they do. I began taking trips down to this floor once a day to “cheer up” and visit another intern.

The other intern that I became close with often said that she would excel working in a quieter environment such as the one that my office was in, and I worked better in the environment she was in. Everyone's different and works differently; we were both able to learn something new about ourselves.

I learned that I crave collaboration and social interaction to be successful. Although I loved the work that I completed at Kimberly-Clark and overall had a great experience, the setting that I worked in was not for me. This position taught me a lot of other things, but I learned that professionally and personally, I get my energy from the settings I am in and those around me. It's OK to learn what you don't like in internships; they are to teach you new things and give you new experiences.

HOW TO MAKE THE MOST OUT OF YOUR INTERNSHIP

BY: HANNAH WILSON



Having an internship can be stressful at times, but the experience makes it all worthwhile.

To make the most out of your internship, do not be afraid to step outside your comfort zone. Pushing yourself to ask additional questions, or ask to do additional work or projects, can improve your work ethic. Plus, by showing your boss that you are motivated, you also show your boss that you are a hard worker and serious about your position.

In addition, sometimes asking additional questions or asking for more work can turn into something unexpected. It could create more opportunities to get your name out there and create more references you could use for future jobs.

Another way to make the most out of your internship is to arrive early for work, stay until scheduled or even stay late if more work needs to be done.

You should also be flexible with your schedule. Again, this shows your boss that you are taking your internship seriously and are a hard worker.

Having a good reputation around your workplace is an important part of an internship. Without a good reputation, your boss and other fellow workers will be reluctant to provide you a good reference. But, if you do your job well, you will be pleasantly surprised by how many people say yes when you ask if you could use them as a reference.

Lastly, to make the most out of your internship, you should always be on top of your work. It always pays off to be up to date with whatever project you are working on.

HOW TO SEARCH FOR AN INTERNSHIP

BY: NATE PROELL



Finding an internship can seem like an overwhelming task considering how many options are out there. What is important to remember is that pursuing an internship opportunity is the first big step in the process. As long as the will to find a place to gain experience is there, then the rest should follow. However, to help make the process a little easier, here are some tips on how to find the right internship.

1. When searching for an internship, the first place to look is Google. Simply typing in what type of work you are looking for and the area you are hoping to work in will bring up plenty of results. For example, searching “journalism internships in Milwaukee” will bring up plenty of results and postings.

2. Perhaps the most effective website, and one that will surely come up on Google, is internships.com. There you can search the type of internship you want and where you hope to be located, all on the one website. It is also a job-posting website that almost every employer utilizes. Handshake through UW Oshkosh's Career Services is also a great resource to utilize. Searching on there is similar to searching on internship.com and will bring up just as many, if not more, search results.

3. Although your searching may bring up plenty of results, it's possible that you still aren't finding a position that matches what you were looking for. However, there is another option in finding the perfect internship, and that option is to try and create an internship at the employer you are hoping to work for.

4. Reaching out to an employer with an email or phone call and expressing your interest of interning at their company can work wonders. Even if that company has not posted an internship, still reach out to them. You never know what may happen. Also, the fact that in the UW Oshkosh Journalism Department you can take internships for credits is very appealing to employers as well. Just expressing interest toward a certain company is sure to impress the staff there. It may also have them consider bringing you on for a semester.

5. Don't be afraid to apply to more than one internship at a time. It is OK to keep your options open and it is OK to turn down any offers that come your way if you do not feel like it is a good fit. Also, if you only apply to one internship and it doesn't turn out to be what you were looking for, it may be too late at that point to look for another job. However, with multiple internships on the table you can be sure to find the one that is right for you.

Never sell yourself short of what you can do. Be sure to not overreach and make promises that you cannot keep. But do be sure to highlight all that you can do. You will be surprised at what can come from reaching out and creating new opportunities.

UNDERGRAD GUIDE TO STARTING A CAREER IN THE SPORTS INDUSTRY

BY: TAYLOR DAGON



The sports industry is an exciting, fast growing, competitive, networking-based industry.

The past two years of school I have had many great opportunities and experiences related to the sports-biz world. Last spring and throughout the summer I had an amazing internship with an indoor football team where I spent countless hours researching and listening to podcasts about the sports industry and conducted informational interviews with professionals in the field.

This past semester I planned and ran a networking event to help students network with sports-industry professionals and learn more about the possibilities within the sports field. I have learned a lot about how to turn my passion for sports into a career. It is exciting to continue to learn more about this industry.

Through my experiences I have gained enough knowledge to help undergraduate students who are interested in the sports industry get their foot in the door and start on the right path to a career in sports. From my own personal experience and many discussions with professionals, my top three recommendations are:

1. **Network, network, network Networking is key!**
2. **Take every chance you have to gain more experience.**
3. **Always have a "hustle" mentality.**

The sports industry is a tight-knit world. To get the job or internship you have to know people. Networking is key if you want to become a part of the sports world. If you are serious about your sports career goals, then you should start networking today if you haven't already.

To network, you need to go to events and fairs that are on campus or around the area you live in that are sports-business related. When you are at these events, you have to actually engage and talk to people.

Another easy way to start networking is to contact professionals and ask if they would conduct an informational interview. It might seem scary or awkward but most people are flattered and are more than willing to help out young professionals. I have contacted plenty of professionals in the field of sports, on LinkedIn or email and have asked to do an informational interview. Sometimes you'll get a response and sometimes you won't, but by you putting yourself out there, you're already one step ahead of someone else. Then most importantly, when you make these connections with people you network with, make sure you maintain a positive and active relationship. Be sure to follow up on all conversations with a thank you.

When applying for jobs in the sports industry an important qualification most employers will look at is your experience. Employers want to see that you have experience within a sports-related industry. From all the informational interviews I have done, the No. 1 thing professionals have said is that sports-related experience is key. "Working your way up" is true to the industry. When looking on LinkedIn profiles of executive roles in sports organizations, their work experience always starts at some type of lower internship or entry-level type position. Remember that the experience you are gaining is important because it is helping raise your resume over someone else's. The more resume builders you can rack up, and ultimately the more you can learn and get your feet wet in different organizations/teams and departments/areas, the better.

Finally, something to keep in mind is to always have a "hustle" mentality. The "hustle" mentality means you should always be asking what you could be doing to better your brand or network or knowledge of a team or industry. The more you work on yourself as a professional, the better your chances of getting your dream job. Athletes have the mentality of bettering their skills every day, and as a professional, you should have that same mentality of wanting to better your skills and knowledge. This includes networking, looking for internships, and even polishing your resume. The more you can do and learn, the better off you will be.

WHY YOUR INTERNSHIP DOESN'T NEED TO MATCH YOUR CAREER PATH

BY: NICOLE TIMM



Last winter I had an internship fall into my lap, and it ended up being a good thing.

I was frequently calling a country radio station, Y100, to request Toby Keith's new single, "With a Few More Cowboys." I usually called at the same time so the disc jockey started to recognize my voice and would know it was me from my requests.

But one time, I asked the disc jockey a question, which he said would lead to a really boring radio answer. However, I told him that I wouldn't find it boring since I was minoring in Radio-TV-Film. He told me that they have a great internship program, and that I should apply. So I did. Shortly after, someone from the station called me. I took a tour of the station and received more information. After my references were checked, I was offered a spot in their program.

In the beginning, I wasn't sure if this was really the internship for me. I don't really have any interest in going into radio. The internship was also in Green Bay, an hour from my home, and unpaid. After I found out some more information, however, I learned that the internship could be anywhere from 1-20 hours a week, and that they would email the interns about dates and events and that we could attend only those we wanted to. That flexibility, combined with how great an internship looks on a resume, made taking the internship an easy decision.

Almost everything I learned at the radio station was transferable to different career paths that I could see in my future. I was able to network with many different people, and made important connections with people throughout the Fox Cities area.

I was also able to spend time in different departments at the station, such as social media and promotions. I was able to see how the creative process works, and how they decide what contests to run. I learned how to keep people listening, as well as how to find new listeners.

I took the time getting to know people and hearing their real-life stories about how they ended up where they are today. I also participated in many events and interacted with community members. I learned things from this internship that I may not have been able to learn anywhere else.

I soon began to realize that accepting this internship was one of the best things I did during my college career, and that an internship is going to help set me apart from my peers and help me land a job later on.

INTERNSHIPS: LARGE VS. SMALL

BY: BILLY HADLEY



Internships range from large to small and can be found in virtually any field. Students should try to get several internships before entering the work force. They give people great working experience, can often lead to full-time jobs and put people ahead of the curve when interviewing for other jobs.

Lauren Berger from Balance.com elaborates: "An internship is an internship and regardless of your company being big or small you'll get great hands-on experience, a resume builder, networking opportunities, and an opportunity to really decide if you want to continue to pursue that field after graduation. Large or small internships are internships in the end, though there are some pros and cons to securing either a larger one or medium to small sized one."

Securing internships with larger companies, Facebook, for example, are harder to do. They typically require several interviews and have more competition. "At the larger companies, actually securing the internship was a much more in-depth process," Berger said. "I'd meet with (the) Human Resources Department and everything internship-related would go through them. They had specific application deadlines, start dates and end dates."

Larger companies will usually have more perks as well, such as catered lunches, speaker series and networking events. Internships with larger names will also give a recognizable name to put on a resume.

Neel Hajare, a student at MIT, had this to say in his Forbes.com article: "Interning at a large company provides you with a recognizable brand name and teaches you about how large organizations function. The perks are really nice, and there will be other interns to hang out with." Larger internships are definitely worth it if one is willing to put in the time.

Medium-to-small-sized internships are great experience as well. They differ from large internships in that they are easier to secure, allow for more personal relationships to develop and generally include more areas of the workplace, rather than just a specific area. The University of Minnesota Duluth Career & Internship Services page breaks it down nicely:

Advantages of a small company over a large one:

- You may be given more responsibility and may not be as limited by a "job description."
- You may be allowed to use your own initiative, rather than being closely supervised.
- Your ideas and suggestions may be given more attention.
- Career advancement may be rapid in a growing company.
- You are likely to be involved in the whole organization, not limited to one area.
- The environment may be more informal and friendly. There may be fewer rules and policies.
- You may have the chance to be involved in the growth of something great.

Disadvantages of a small company over a large one:

- Many small businesses fail; you may have less job security.
- There may be lower starting salaries and fewer benefits.
- You may put in longer hours.
- A dominant leader can control the entire organization. This can lead to more "political games."
- You must be able to work with everyone within the organization.
- Both your successes and failures may be more visible.
- You may have fewer resources and support.

Big or small, internships are the way to go for getting a jump-start on a career. Even if the internships end up being something you don't want to do, then you have at least narrowed down your career choice. While internships are not necessary to get a job, internships do make the process much easier.