

# Intern It Up



Professional Journalism Internship Class  
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# By the Numbers: How Internships Help College Graduates Find Jobs

By Alex Thompson

It is becoming increasingly apparent today that internships are extremely beneficial, and almost crucial, if college students are to achieve their intended occupations after graduation.

People pay sizable amounts of money to go to college and further their education. The end goal of higher education is to ensure a superior occupation and one's future to be financially sound. As the years go on, college attendance increases, thus intensifying the competition of receiving one's intended career upon graduation.

According to the National Center for Education Statistics, total undergraduate enrollment in the United States increased from 13.2 million students in 2000 to 17.3 million students in 2014. The NCES predicts total enrollment to be 19.8 million students in 2025.

With the rapidly increasing enrollment rates, students need a way to set themselves apart from the increasing competition in their fields of study. Internships allow students to do just that.

Internships allow students a chance to further their knowledge in specific fields of study. Forbes magazine states that only 36 percent of college students who graduate without internship experience receive job offers, while 60 percent of students who pursue paid internships to gain experience receive job offers. This proves that internships are a good way for students to set themselves apart and get a leg up on the increasing competition for jobs.

# Building Your Brand

By Rachel Boudreau



In the journalism profession, the way you market yourself can directly impact your ability to get hired. Employers need to see that you are able to fit in with their culture and values, and your first impression usually comes by way of your resume and cover letter. Increasingly, however, employers are also looking at social media accounts for applicants, so creating a uniform brand across all platforms is important in order to stand out.

Here are five tips to creating your brand:

## **#1 Be authentic online**

Don't try to fudge the truth beyond what you can live up to. While we all want to show our best selves online, if you are dishonest, your potential employer will more than likely find out and you will leave a bad taste in his or her mouth. Be honest about your experiences and use those to your advantage when you are looking for jobs.

## **#2 Add color**

In a field like journalism, a pop of color on your resume, cover letter and business card can grab the

attention of the hiring manager and put you at the top of the pile. But color can also help create your brand. Choose a color scheme that fits with your personality and the job you are applying for. But choose your color scheme carefully and realize that flashy colors might turn the employer off. Give yourself a title: It shows you have put some thought into your future. Whether it's something general as you are first starting out in your career, or a specific, specialized title, it's important to further your brand by giving yourself a job title.

## **#3 Organize your materials**

Make sure you have a clean, organized resume and cover letter, as well as online accounts. This is often the first impression you will leave on a potential employer, so you need to put time into these documents and platforms to make sure they are clean, up-to-date and consistent.

## **#4 Find your niche**

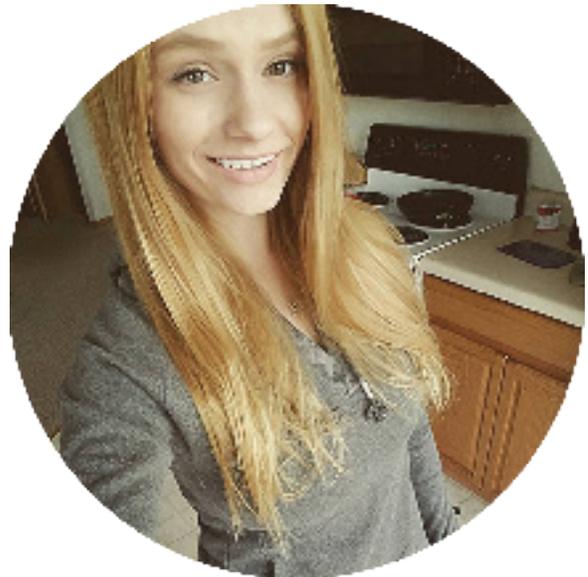
Figure out one thing that sets you apart from everyone else. Whether it's your spectacular photography

skills, your love of travel or your ability to type 200 words per minute, use those unique characteristics to add another layer to your brand.

Using these tips will help you create a brand for yourself that will catch the eye of your potential employer and help you land a job.

# How An Internship Can Benefit Your Future

By Brooke Buman



The best way to advance your career aspirations is to get an internship. I learned that to be very true after completing my internship with College Works Painting. My internship connected me with many great people, taught me valuable life lessons, and provided me with an advanced skill set that not many individuals my age have.

If you're skeptical of taking an internship, here are some of the benefits:

## 1). Experience

Your internship will give you real-world experience in your field that will be valuable to you when potential employers are hiring. Employers look to see if applicants need to be trained or if they already have a background in what they will be doing. More often than not they will hire those with experience. An internship allows you to develop new skills and refine existing skills, which will give you an edge on the competition and make you stand out to employers.

## 2). Networking

Meeting new professionals who are in your area of study is one of the

most exciting aspects of an internship. Although introducing yourself to someone new can be intimidating, it will benefit you in the long run. You can use the people you meet as references, or they may even be employers who will give you a job. After my internship I had a fellow intern offer to make me a partner in a business he was starting. Take advantage of these networks because sometimes experience just isn't enough to land you the job.

## 3). Job Opportunities

Internships open the door to a wide array of job opportunities you may not have been offered without one. When my internship ended in August, I was offered more than 10 jobs that same month because of my connections and knowledge of the field. I also know that without my internship I would not have been as successful. So, the best way to get a job post college? Get an internship or two before you graduate.

## 4). Resume Builder

When looking at potential employees, employers want to see experience beyond bartending or ca-

shiering. If your work experience is lacking, most employers won't take a second look at your resume. It costs them money and time to train workers, so they are more inclined to pick those who have a better understanding of the field. Although experience is a must here, your references must be just as impressive. If the people you worked for give a bad reference, it's almost a guarantee you will not get the job. References are more telling than experience because they are your former bosses and teachers. They know your weaknesses and strengths. Keep that in mind at your internship and don't burn any bridges.

## 5). Confirmation

Do you really want to do this for the rest of your life? The last and most valuable thing you will get from an internship is confirmation that this is what you want to do for your future. It's better to find out if you love or hate a job early. If you do love it, then that is amazing. But, if not, you still get experience and connections as you pick another career field that will make you happier.

# Make the Most of It!

By Makenna Erdman



Your education is undoubtedly important when it comes to your career, but experience is just as important, if not more important, at times. Experience is what separates you and someone else from getting the job. Having a mother in Human Resources has helped me understand this mentality. When I started my search for my perfect school, I wanted to go to a school for the name and not necessarily the program. But my mom stressed to me that companies don't look twice at where someone went to school. Rather, she and other HR professionals look at the experience people have and how they could potentially enhance their company.

Though the experience itself is critical, making the most of it is what is going to count in the long run. If you just go through the motions and don't retain anything you're doing, or learn something from it, you're doing something wrong. Making the most of it means putting yourself out there and going above and beyond. You never know where it could take you. This

includes networking throughout your different experiences because connections are essential in the workforce. One example that I will undoubtedly talk about in job interviews is my time spent working for the Country Music Association Awards in Nashville, Tennessee, as well as what led up to me getting there.

Having loved music and performing all my life, my parents were always looking for opportunities for me to grow. One opportunity that my mom came across was GRAMMY Camp. GRAMMY Camp is a "nonresidential music industry camp where participants with varied interests learn how the music business works. They leave with a greater sense of how they can develop a strategy that will increase their chances at having a successful career in music." Campers are selected to attend through the submission of an audition tape. So, my mom and I put together a tape and sent it in. Low and behold, I was accepted into the camp in New York City.

Four years ago, in the summer of 2012, I was going into my senior year at Kaukauna High School. I put my life on hold for a week, packed my bags and headed to the Big Apple. Little did I know, the experience I was about to have would change my life. It was hard work all week, but it was so worth it. I spent time in the studio with different kids from all over the country, as well as musicians such as the pianist from Maroon 5. It was then that I understood the power of networking and making the most of my experience as those were the two things that the counselors continually stressed.

I connected with a lot of influential people who have helped me out tremendously. One of those was my counselor, Josh. Josh and I clicked right away over talking about our fascination with Disney and our love for country music. We created a strong friendship that continued after I headed back to Wisconsin.

After I left camp, I made it a point to reach out to everyone from camp at least once a month. Though it seems a little extreme, it wasn't. If you word things in a way where you don't sound needy or seem like you're trying to use them, people love to hear from you. Even the littlest things like wishing them a happy birthday or engaging on their social media pages here and there can be helpful because they see your name and don't forget you. Then, in the summer of 2014, Josh called me and asked me to work the CMA Awards that November as a talent escort. Of course I said yes because I had never been exposed to the music industry like that before, and I wanted to see what it would be like. This is one example of how maintaining contact with the people you're networking with is so important. Without maintaining a connection with Josh throughout the years, I would have never

been able to experience something like the CMA Awards.

I flew to Nashville in November 2014 and was in absolute awe. It was the first time I felt like it was where I belonged. Little 18-year-old Makenna took on Music City by herself. I was absolutely terrified for my first day because everyone was from Nashville and they all knew each other somehow, whether it was from working together previously or just being friends. I was the odd one out and I was uncomfortable at first, but I knew I had to snap out of it. I knew that this experience could lead to another one and I didn't want to blow it.

As a talent escort, I become an artist's "right hand" the whole time he or she is with us. Anyone who is a part of the show has an escort and we are there with them throughout the entire process. We take them

to their media interviews, make sure they're in the right place at the right time, and if there is anything they need, we figure out a way to help them get it. I have received all kinds of requests for things like organic honey, where I was forced to find the nearest store with the product. I have also helped pick out the outfits that artists would be wearing for their performances during the awards show.

By working this show, I have gained connections with Brad Paisley, Meghan Trainor, Cole Swindell and others. I have been asked to come back year after year and was also invited to come and work CMA Fest in June, as well as events with the Country Hall of Fame. I also connected with a vice president for Capitol Records and the founder of Twitter through seeking out other opportunities while working.



# Unpaid Internships in the Sports Industry

By Katie Hanson



Everyone says having an internship is necessary to get a job after graduation, and in most cases it is recommended to have more than one. However, many internships pay little to no money, leaving you wondering if you can afford to accept the position. If it something you are passionate about, go for it. There is always a way to afford things, especially when it will be beneficial for your future career.

The experience and connections made throughout internships are sometimes more important than what you are paid. When it comes to sports internships, a good majority of them are unpaid or pay very little.

This summer, I had an unpaid internship with the Lakeshore Chinooks. They are a college summer baseball team where players come from across the United States to play on a team for three months. The team is in the Northwoods

League, which is a league that models their season after minor league seasons. They play 72 games from June to mid-August. The team only has about four off-days throughout the summer, so staff and interns have a lot of work to keep things rolling throughout the season.

Lakeshore Chinooks interns were grouped into three different areas: marketing, webcast and journalism, but we were expected to help each other out just to ensure things were getting done. This led to fans having the best experience while at the ballpark. We were told that smiling was the most important thing we could do because that would add to the positive atmosphere and cause fans to come back. We also had the not-so-glorious job of cleaning and closing up the ballpark after games. It is all the little things that fans don't think about that the interns do throughout the summer that keep the ballpark running.

Besides working all summer, you will have opportunities to meet people that you wouldn't meet at a job outside of sports. You meet people who have several connections to other sports teams. For instance, the Chinooks' general manager has connections within the Bucks, Brewers, Admirals and Dodgers, among other teams. People like him could be able to help you connect with other teams. It is important to maintain these connections because you never know when they could help you out.

It is worth it to take an unpaid internship, especially if it is in something you want to do for your career. You are able to get experience that will be valuable to you throughout your career. You are also able to make connections with people who could be beneficial to your career.



# Things I Wish I Would Have Known as a Freshman

By Lucas Kirch

Coming into college can feel a bit overwhelming. Meeting new people, living on your own, and seeing new faces each day is a hard adjustment to make. You're essentially starting a new life away from home.

But don't worry, this is a good change and incoming freshman will learn a lot about this city and UW Oshkosh over the next four years. As a senior now, there are a few things I wish I would've known when I arrived my freshman year.

**Career Services:** In my opinion, the Student Success Center, which houses the Career Services offices, is the most beneficial building on

campus. It's also one that I wish I would have used more. The people who work in that building have one priority: to help you. You can meet with advisers who will help you find the right major or career path, connect you with employers, provide feedback on your resume, give you dress clothes, and all for free!

**Downtown Oshkosh:** Our university doesn't do much advertising to get students to check out downtown Oshkosh, which is about a mile from campus. But there are a lot of good restaurants like Lara's Tortilla Flats and Becket's that I wish I would've known about earlier. Occasionally, it is nice to get a meal that is not from campus.

**Titan Jobs:** Lastly, I wish I would've known about Titan Jobs and the internships/campus jobs that are available. By getting these campus jobs or internships that are relevant to your intended degree, you are boosting your resume to look more attractive to employers. In the competitive job world we live in, any volunteer and internship experience matters and can determine whether or not you get the job following graduation.

# Benefits of interning for a nonprofit

By Laurin Krekling



When students think about getting an internship, a nonprofit organization is not usually the first thing that comes to their minds. A lot of students think of working for big industries or agencies. If students hear the word nonprofit, they assume it will be a non-paid internship that provides little experience to show. Having worked at two internships at nonprofits, however, I have seen this to be the complete opposite.

**Myth:** You will never get paid for working at a nonprofit: False. My first internship at a nonprofit was a paid position. There are many nonprofits that will pay you or give you a stipend for your work. Of course, there are a lot of nonprofits that do not pay.

**Myth:** Working at a nonprofit is pointless because no one will know

the organization you work for. This is also very wrong. My first internship was with EAA, a nationally and internationally known organization that promotes general aviation. Some well-known organizations that you may not realize are nonprofit include the United Way, The Salvation Army, St Jude's Hospital, and the American Cancer Society. Sometimes these nonprofits will be better known than certain agencies.

**Myth:** You won't get much experience working in a small nonprofit. That's completely false. "You will wear many hats" is something that I have heard constantly at my internships. There are often not many employees within these organizations, so you are responsible for a lot of tasks. And that, in turn, allows you to gain a lot of experience.

Besides these myths, interning at nonprofits also offers one other significant benefit. Nonprofits are usually centered on a cause, and this cause can bring forward passionate individuals to participate. Being in an atmosphere where people enjoy coming to work and are passionate about what they do makes for a very positive atmosphere.

Overall, working for a nonprofit has more positives than people usually think. If you are passionate about a cause, try interning at a nonprofit despite what you have previously heard. You will gain relevant experience, and will really appreciate the passion that surrounds the work.

# Friends Can Help you Advance in Your Career

By Joe Sobralski



When I first walked on the UW Oshkosh campus, my tour guide said to all of us, “Make friends and then use them.” I recall being baffled, and just kept going with the tour. When I actually became a student here, however, I quickly became involved in school activities.

Through my involvement, I gained many friends that would carry me throughout my collegiate career. During my second semester, one of my new friends encouraged me to apply to the Disney College Program. I decided to apply, even though I was skeptical and unsure. I used my friend’s knowledge to apply for one of the most rewarding internships around the country.

I was happy when I received an acceptance offer from Disney and I decided to go. On my plane ride to Florida, I remembered the piece of advice that the tour guide had told me, “Make friends and then use them.” I had unconsciously followed his advice. I used my friends to advance in my career.

This has been the story throughout my college career. I received each job I’ve held because my friends encouraged me to apply. This advice can be applied to the real world because it is important to remember a couple of quick facts:

**1.** Fellow students are going to be our fellow colleagues one day.

Making friendships last now will allow you to connect with professionals around the country as your fellow students graduate and land jobs in the field.

**2.** Fellow classmates are going to be in similar fields upon graduation, and can provide you with backup and support you need through the various stages of your career.

# Tips for Virtual Internships

By Jessica Zemlicka



My internship for the American Writers Museum in Chicago started in May 2016 and I am still working there virtually. Since I was never able to work full-time in Chicago, my bosses have allowed me to work from home as a research associate and the program director's intern. There are a lot of great advantages to working for a company or organization virtually, but there are difficulties as well. Here are some tips for succeeding with a virtual internship:

## **#1 Make a schedule**

Not having a normal 9-5 job where you check in with your boss daily can make it hard to prioritize tasks and responsibilities. The best way to combat this is by creating a schedule that you look at every day. I personally use a physical planner, but there are a number of options to help schedule all of your projects and manage your tasks. Whether it's Google calendar, an iPhone app or a daily to-do list, find what works best for you and your job.

## **#2 Don't take on more than you can handle**

In the office, you have eight hours to focus solely on work. At home, you have to schedule when you work. Don't get caught up in taking on projects that you don't have time for and make sure you're completing a task before you take on a new one. The day-to-day items are important, so take on special tasks when you know the day-to-day stuff is running smoothly.

## **#3 Ask questions**

At home you don't have office friends or people you run into in the breakroom. Take time to email your supervisors when you have questions or are interested in a special project you heard about in the last conference call. Don't be afraid to contact fellow employees to get help or suggestions. You can make friends and network with a virtual internship as well.

## **#4 Be patient**

Your supervisor is busy, and getting time with him or her when you're hundreds of miles away can be more difficult than if his or her office was down the hall. A supervisor has a lot more to do than respond to your emails and micro-manage you. Make sure you're not annoying your supervisor and constantly sending emails. They won't forget about you; they're paying you.

## **#5 Organize your life via Google Docs**

Luckily for me, the American Writers Museum operates on Google Drive. It's easy for collaboration and creation of documents and file folders for you, your fellow employees and supervisors. Google Calendar also offers great options for keeping up with your schedule, the organization's events and possibly your supervisor's schedule.