

# TITAN INTERNS

University of Wisconsin Oshkosh  
Department of Journalism  
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Journalism 427 is a professional experience course in reporting, editing, photography, advertising, public relations or other areas of journalism acquired at newspapers or other media organizations, industries, advertising or public relations agencies, or other organizations. During the Spring 2022 semester, Dr. Sara Steffes Hansen, chair of the department and professor for the class, had five students, each with their own unique internship experience. Keep reading to hear more about each of their experiences!

# HOW TO USE YOUR INTERNSHIP AS A STEPPING STONE FOR YOUR CAREER

By Mickala Brown



College is a time for experimenting. Whether you know exactly what career path you would like to follow or you have no idea what you want to do, internships are great learning experiences that offer you the ability to experiment with meaningful and practical work that is in your field of study or possible career interest. Finding the “perfect internship” for yourself can be difficult, but resources such as the Department of Journalism website, or even your professors, are great places to look. I have found that internships are a key way to set yourself up for success post-graduation and in your professional career. During my last semester at UWO, I worked as a public relations intern at Element, an integrated marketing agency. I feel so appreciative for this learning opportunity to build confidence for my post-graduation future. Here are some ways you can use an internship as a stepping stone for your career.

## **1. Helping you figure out what you like and what you don't like**

Internships are for trial and error. They are basically like a practice run of a job. So use this time to try different career interests and weed out the ones you dislike while focusing on those you can see yourself pursuing in a career long term. This is also a time when you should not be afraid of making mistakes. You are throwing yourself into something new and learning all of the ins and outs as you go. So it's okay if you make mistakes! This is the time for you to make those mistakes so you can learn from them and add them to your knowledge for future reference. This is a safe space for you to figure out what skills you excel in and which ones you might need to improve.

## **2. Allowing you to make meaningful connections**

Internships are an impactful way to network and learn from others in the field! Get to know your coworkers and learn as much as you can from them. Most of the time, your coworkers want to see you grow and succeed and are more than willing to help you, so use them as a resource! Everyone you work with has their own story and their own unique experiences, so you can learn a lot about job skills, as well as personal skills from those people around you. Making meaningful connections is helpful because it makes your work experience much more enjoyable, but also introduces people who can vouch for you, your character and your work ethic for future reference. LinkedIn is a great way to stay connected.

# HOW TO USE YOUR INTERNSHIP AS A STEPPING STONE FOR YOUR CAREER

## **3. Setting you up with a job post-graduation**

Internships can be a great asset toward landing a job post-graduation. There is the possibility for your internship employer to offer you a full-time position, or help connect you with another employer. But no matter what, when you are applying for jobs, your internship will allow you to stand out to employers because it will show that you have experience.

## **4. Providing you with incredible EXPERIENCE**

As we can see, there are a lot of reasons why internships are great and how you can use them as a stepping stone for your career, but the most important reason is the overall experience you will gain. With internships, you can experience a professional work setting and responsibilities that add up to experience in the field. Internships also allow you to gain knowledge. You are learning new skills and new ways to enhance your pre-existing skills. Your internship will allow you to gain hands-on experience in projects that will benefit you once you are working in a full-time career.

Hopefully, these ideas will inspire you to take a step in this direction with an internship in your near future.

# FOUR WAYS I TURNED MY INTERNSHIP INTO A FULL-TIME POSITION

By Justine Eron

In January 2021, I started at Miron Construction as the Communications Intern. What originated as a five-month internship has now turned into a 15-month long internship that will transition to a full-time role upon graduation in May 2022. I have worked hard to get to my full-time role, and I want to share a few tips to help turn your internship into a full-time position!



## **1. Make your interest in a full-time position known**

When I was about a month into my internship, I knew

I wanted to become a full-time employee. I made sure to share my interest with my mentors and teammates, and I did this in a few ways. The first was having conversations with my mentors about what I could do to improve my skills along with learning what I could do to solidify a full-time position. After taking their advice and working directly on what they said, I would bring it back to them and share how I focused and refined those skills.

## **2. Always be a resource**

When I started my internship, I was given a piece of advice that has helped me solidify a full-time position. The advice was to always be a resource to your teammates. Throughout my internship I have acted as a resource to my teammates by offering my time, assistance and knowledge every chance that I get. This has shown to my mentors that I am passionate about the success of the company, team and myself as a young professional.

## **3. Give it your all, even if you don't feel ready**

One of the scariest things to do as an intern is taking on a project that requires a higher skill set and feeling like you don't quite have those skills. When I find myself in situations like these, I ask plenty of questions and take on the project with confidence. When the project is complete and in review, I make sure to take note of the critiques because those critiques will help in future projects. Taking note on how to handle projects and tasks both before and after completion shows that I am interested in my accuracy and efficiency.

## FOUR WAYS I TURNED MY INTERNSHIP INTO A FULL-TIME POSITION

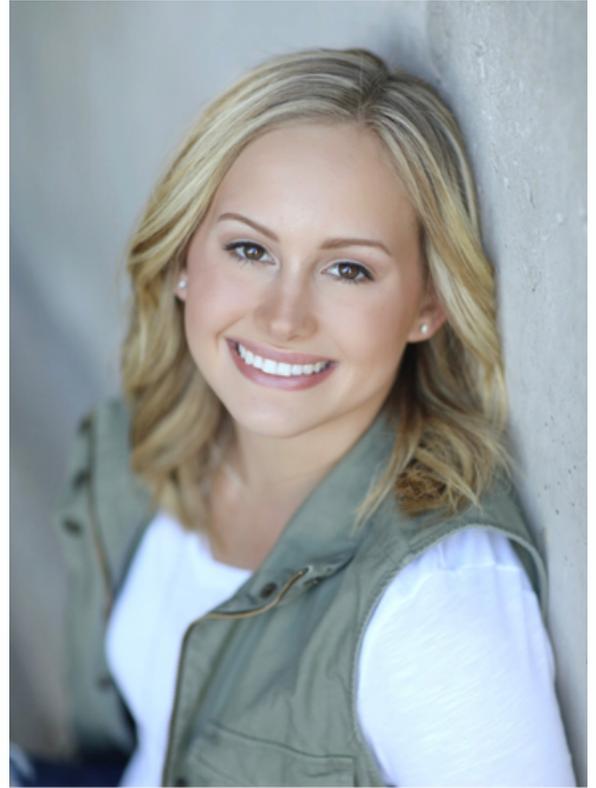
### **4. Engage and interact with others as if you are already full-time**

Whenever my company hosts an employee activity, I always attend with the goal of building relationships with others outside of my team. By building these relationships, I have become a resource for those outside of my team, which is impressive to do as an intern. Interacting with those outside of my team once again shows my mentors that I am invested in the success of the company and myself.

As a soon-to-be graduate of the University of Wisconsin-Oshkosh Journalism Department it is exciting to know that the next step in my life is set, thanks to all the hard work I put into myself as an intern and young professional. I hope these tips help you turn your internship into a full-time position!

# THREE WAYS MULTIPLE INTERNSHIP EXPERIENCES WILL HELP YOU SUCCEED AS A YOUNG PROFESSIONAL

By Alyse Hodge



As a university student, I know how difficult it can be to give up any free time. Between college courses, homework, extracurriculars, jobs, a social life and more, we don't have a lot of extra time in our days for things outside of that, like internships. As a UW Oshkosh Journalism student, and a soon-to-be graduate, I am here to tell you how important it is to get internship experience, and how multiple internships can help you succeed even more, too.

## **1. You may be introduced to a department or job position you never thought you'd be interested in**

As a public relations student, I thought all my internship experiences would surround areas in which my major pertained. What I have learned is that there are so many positions on the market that you can explore that may not be exactly what you study, but from them you can gain extensive experience and knowledge. My internship experiences started at Oshkosh Defense where I was hired as the Human Resources Intern. I thought human resources and public relations could never connect, but I was wrong. In public relations, a practitioner's job is to create mutually beneficial relationships. Within human resources, I did just that, but through employee relations. Understanding your employees, what they need, and creating relationships with them is key to business success, and I learned very beneficial public relations skills in an area I never thought I'd see myself in, so be open!

## **2. You get hands-on experience in multiple areas and fields**

According to an Indeed Internship Career Guide, "Completing one internship can be a great way to obtain another later on," which was true for my situation. At Oshkosh Defense, I was always encouraged to explore other areas within the company if one interested me. After my time as the Human Resources Intern, I was able to transition to the Global Marketing and Communications Department as the Marketing and Communications Intern. In this role, I was able to gain skills in marketing, internal and external business communication, event planning, and more. By allowing myself the opportunity to experience two different departments in the company, I was able to grasp experience and knowledge in multiple areas, instead of subjecting myself to one department and position.

## THREE WAYS MULTIPLE INTERNSHIP EXPERIENCES WILL HELP YOU SUCCEED AS A YOUNG PROFESSIONAL

### 3. You network more and make more connections

Internship experiences are one of the best ways to make connections, not only in the company you work for, but externally as well. The saying “it’s not what you know, it’s who you know” is very true in the business world, and connections and networking are a huge part of that. According to an Indeed Connections Career Guide, “These relationships create a mutually beneficial system, in which increasing your network also increases your effectiveness and helpfulness in professional settings.” By having multiple internship experiences, you can meet more business professionals, not only in your department, but in other internal departments, and with external professionals as well. Through a connection of one of my coworkers on the Global Marketing and Communications team, I was able to receive my third internship experience as the Communications and Engagement Intern for Oshkosh Corporation, which will begin prior to graduation.

Without being open to new experiences and making connections, I would not be where I am as an intern and as a young professional about to enter the workforce. If I wouldn’t have taken a chance in a department I wasn’t initially planning to explore, I wouldn’t have the experiences, knowledge and connections from my three internships. Take the chances, get multiple experiences, and meet as many people as you can, because I can confidently say it helps college students better prepare for the workforce.

# THE IMPORTANCE OF NETWORKING IN COLLEGE

By Cassidy Kennedy

College life involves many things –meeting new friends, going to class, working on homework, joining a club or organization and having fun – that can connect to the important professional skill of networking.

Networking is, in fact, one of the most important skills you can build in college. According to Indeed, networking skills are communication, active listening and social skills, which are extremely valuable to have in both professional and personal environments and are particularly coveted by employers, as many successful businesses depend on networking.

The ability to know how to network in college can help better prepare you for the future and in a work setting. The professional networking website LinkedIn conducted a study that showed 85% of all jobs are found through networking.

The first benefit of networking in college is that it allows you to keep learning after you graduate. According to the American Psychological Association, networking with your peers and leaders allows you to gain helpful tips and advice from those who are successful and follow a similar path.

Another benefit of networking in college is that it helps connect you with better opportunities in the future. The website Career Geek says, networking can make you visible to people who know when jobs are created and becoming available. The skill of networking also allows you to build good relationships with the right people to help give you advice and tips on future job opportunities.

The last benefit of networking is it helps you stand out when it comes to job opportunities and your future. According to the website Help Guide, networking allows people to get noticed when it comes to attending social events, meetings and community functions. These events also help you interact with more people and stand out in the crowd to help others remember you.



## THE IMPORTANCE OF NETWORKING IN COLLEGE

Networking helped open the door to my first job upon graduation, working as a marketing generalist at Nurses PRN. My previous internship at The Experimental Aircraft Association as the PR/Communications intern also allowed me to network with a variety of people. My previous boss, Dick Knapinski, was a great mentor and leader to me at EAA and I still connect with him to this day to get advice. He has been such a tremendous help to me and has provided me with many network connections. No matter what it takes to get you to your dream job, networking is one of the most important parts to help you reach that goal and is the bridge from your academic success to your future career success.

# IMPLEMENTING AUGMENTED REALITY INTO A DIGITAL MARKETING INTERNSHIP

By Kamry Xiong



I am an IWM major who interned as a digital marketer at University Marketing Communications at UWO in Spring 2022.

What I liked most about my internship is that I was given quite a bit of freedom about projects that I could work on. Augmented reality came as an idea and I wanted to tie it into my work somehow. I thought it could be used to create new ways for people to interact and engage with events and departments on campus.

The first thing I had to do was learn more about this technology from beyond the classroom, and how companies were using it to reach goals. I didn't know a lot about augmented reality. The only thing I knew was how the popular phone game Pokemon Go implemented that technology to create a unique experience for users. I found that augmented reality is placing some kind of digital element into the physical world around us. This is often mixed up with virtual reality, where the user is immersed in an entirely virtual world.

I searched for free software that I could use to get started with and found Spark AR. The software is great for creating AR filters. It's a little different from other software that I have used since it is placed in a three-dimensional space. However, after some research and a lot of YouTube videos, I was able to create what I wanted. Another AR software is Adobe Aero. This can also create and share AR experiences and can even be used on your phone.

After learning about AR, I had to think about how to actually implement it into projects and add value to a user's experience. I ended up creating a filter, similar to face filters from Snapchat and Facebook, that would track a user's face and then add a digital effect. However, instead of tracking a face structure, it would track a poster for an event and add effects when it scans the image.

Another problem I had to solve was how people will access the filters. QR codes are a quick and easy way for people to gain access to the filters. All you have to do is copy the filter's URL and paste it into a QR generator. You can then place the QR code wherever you want for people to scan with their phones or other electronic devices.

## IMPLEMENTING AUGMENTED REALITY INTO A DIGITAL MARKETING INTERNSHIP

This led me to work with other departments to add an AR experience to their events. I worked with the gallery director of UWO on the BFA Studio Senior Exhibition. We worked on a poster with an AR experience for the event, as well as implementing AR with the students' artwork.

This one idea created more opportunities for me to explore and learn from. If you have an idea that genuinely interests you, try to make it happen. You won't know unless you try.

