



Department of Journalism

TITAN INTERNS FALL 2022

Journalism 427 is a professional experience course where students use their skills in **Advertising, Multimedia** journalism, **Public relations** and **Interactive Web Management** at agencies, companies, media and other organizations. In Fall 2022, Jean Giovanetti, internship coordinator and senior lecturer, led nine students through the process of evaluating their internship experiences while polishing their professional skills. Read on to find out what each student discovered...

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Sunset Adventures' team

SUNSET ADVENTURES

By Brooklyn Shepard

Timber Rattlers night with clients.
That's me in the middle!



“Sunset Adventures Wealth Advisors, this is Brooklyn speaking.” I have said that line so many times that I sometimes accidentally say it answering my own phone. I work at a firm of Ameriprise Financial named Sunset Adventures, located in Appleton, Wisconsin. Ameriprise is a financial planning firm that helps prepare clients for retirement. I’ve worked for Ameriprise since November of 2017, performing mostly office duties such as answering the phones, preparing files for client meetings, keeping track of outgoing and incoming correspondence, and sending out appointment reminders and birthday cards.

This past summer I was able to take on more responsibilities that were a part of the firm’s marketing. This included updating advisor websites, posting on the firm’s social media sites, and helping to plan different marketing events for the clients. I learned how to make up invitations, keep track of RSVP’s, and create email lists based off of different client segmentations.

One of the marketing events we held was a Timber Rattlers night with clients. For this, I created a mass email template of an invitation, adding in clients based on their “status” segmentation. After sending out the invite, I helped keep track of who RSVP’d and who declined. The day of the event I handed out tickets and then was able to enjoy the game, getting to know more about the clients and my co-workers.

The biggest takeaway I have received from this experience is that building client relationships is everything, especially when dealing with their financials. Clients want to feel like they can trust you and that they are important, not just another number. I have gained confidence working in a professional environment because of this internship and I feel ready to step into a career after graduation.

EAA COMMUNICATION AND PUBLIC RELATIONS INTERNSHIP

By Alisa Leverenz

I worked for Experimental Aircraft Association (EAA) in Oshkosh from May 2022 through August 2022 as their Public Relations and Communication intern. I have always been a fan of aviation, and have dreamed of working for the company that made me fall in love with aviation in the first place, EAA. EAA hosts an aviation fly-in convention once a year called AirVenture and I have been attending the event ever since I could walk as a little kid. As a communications intern I experienced what it takes to create media relations, international relations, internal company relations, and non-profit communication styles.

Other Interns and staff during AirVenture



WomenVenture Group Photo



My flight in a bi-plane



Speaker for Old Glory Honor Flight



Three main resume builders from my experience:

- I wrote almost 30 press releases over the four month time period.
- I created a media shuttle program for more than 750 media personnel during AirVenture.
- I scheduled TV interviews for EAA and outside guests during the seven-day event, with 38 segments by seven stations providing coverage of the event throughout Wisconsin.

One of the biggest skills I learned from UWO that translated into what I did at EAA was how to write a press release. I learned how to organize a press release in "Writing for the Media" course. Some of the main skills I learned from this internship was how to write to a specific target audience. I struggled with writing towards a narrowed audience but with the help of my boss, he explained to me how to structure an email or news release to the specific people I was trying to communicate with. Other skills I have learned were how to maneuver Cision. I learned how to create a media list, how to send out news releases, and how to monitor EAA's website and social media platforms within Cision. Through the use of Cision I was able to see how my work made an impact and what different news outlets picked up the story that I may have pitched.

Overall, this internship provided me with not only many communication skills, but improved my writing ability and I will be able to take those transferable skills with me in my future career. I also walked away with a whole community of people that love aviation as much as I do. The networking opportunities and relationships I built is something that I will take with me for the rest of my career.

If I did not network with the volunteers that I was working beside during AirVenture, I never would have had the opportunity to take an aerobatic flight. Check out the video below to see that networking may just lead into one of the most incredible experiences of your life.

You can read more about my flight experience on [EAA's blog](#). [Alisa's Flight Experience](#)

HOW I TURNED MY PART-TIME JOB INTO A SOCIAL MEDIA INTERNSHIP

By Julia Holzschuh



My internship was working for Crystals ahoy L.L.C., an alternative Etsy store, as a social media intern in Grand Chute, Wisconsin. During my internship I started a TikTok page for the company and oversaw most content creation and publishing. I also learned how to laser engrave custom images onto selenite crystals and a multitude of information about social media startup and branding an online company. In addition to custom engraved selenite, the company also sold a variety of palm stones, staff made crafts, jewelry and paintings.

My experience was really unique, I would definitely encourage other students seeking internships to do what I did and ask their current employer if they can start social media channels for the company for the experience alone. My employer was more than willing to let me try and give me guidance on what he thought would be the best brand image. I also think that creating content about a topic I was curious about helped me invest myself in the content I was publishing because it was new information to me, too.

After my internship, I feel much more confident in social media startup and content creation. I feel more comfortable framing videos and editing lighting and backgrounds to fit the essence of the brand. I would recommend this experience to anyone and I would especially recommend that busy students ask to turn their job into a little something more, advocating for yourself is an important skill to learn and it's always important to take risks.



A display I put together of some smaller products.



A zodiac design on a selenite plate.



An informational video I made on selenite towers and clear quartz.

CREATIVE CONTENT INTERN

By Reagan Fritts

Throughout the Summer of 2022, I worked as a Creative Content Intern for the Department of Journalism at the University of Wisconsin Oshkosh. The internship started in March in which I worked part-time and then picked up more hours and responsibilities during the summer. I was added to the team to help update promotional materials and help with retention and recruitment efforts.

I helped out in many areas but my main focus was completing various design projects. The Department Chair at the time, Dr. Sara Hansen, wanted to update promotional materials to reflect a more modern, clean image for the department. The end goal was to create a more cohesive, simplistic look for the department signs, advertisements, and bulletin boards.

My biggest project this summer was redesigning a double truck advertisement that is placed in the Titan Guide published by the Advance-Titan each summer. The Titan Guide is printed over 2,000 times and distributed across campus as a 'guide to life at UWO' for students. To complement this advertisement, I also created a smaller design to be featured in the Advance Titan back-to-school issue as well.



I used many skills that I've learned from my classes at UWO. I used my organizational skills that I've gained from balancing a large course load. My design classes taught me how to brainstorm, use Adobe and create designs of many sizes. I used what I have learned about social media marketing and buyer personas as well when deciding what information would mean the most to our target audience. I was able to work with many professionals and create valuable designs to include in my digital portfolio. This opportunity helped me grow in many ways, both personally and professionally.

Northeastern Scholastic Press Association (NEWSPA) Intern



By Karli Kumbalek



Internships are an important part of networking and discovering the things you are interested in, in college. They provide insight into specific areas of expertise, provide experience, allow you to meet new people, and potentially get you a job after college. My internship was with the UWO Journalism Department, planning the 2021 Northeastern Wisconsin Scholastic Press Association (NEWSPA) conference. This conference took place in May of 2021, at Sage Hall on the UW-Oshkosh campus. NEWSPA is an annual conference held at UWO, which brings high school students from across Wisconsin to our campus in hopes to encourage them to explore what the UWO Journalism Department has to offer. From workshops about skills they would learn, to exploring different major options within the department that they could choose from. Through my experience with this internship, I worked on digital communication, social media etiquette, event planning, working in small and large groups, time management, and so much more. My role was to reach out to previous guest speakers to see if they wanted to participate again, and if so, what they would like to speak about this year.

On top of all of the outside planning work, I also helped design and post social media posts that provided insight into conference details and reminders as it approached. The NEWSPA team and I had weekly meetings to discuss where we were at, as well as what still needed to be accomplished prior to the conference day. The entirety of this internship lasted about nine months, beginning with the planning process and leading up to the final NEWSPA event day.

This experience allowed me to meet new people, practice my public speaking, enhance my online professionalism, and see everything that goes on behind the scenes of planning a large scale event.

NEWSPA
NORTHEASTERN WISCONSIN SCHOLASTIC PRESS ASSOCIATION

Multimedia Journalism High School Conference

- Multimedia Journalism
- Yearbook
- Graphic Design
- Photography
- Marketing & Public Relations
- Advertising

APRIL 19, 2023
UW OSHKOSH - REEVE MEMORIAL UNION

Register Today!
Scan this QR code to visit our website and learn more!

REEVE UNION MARKETING DESIGNER

BY AARON COLE

I currently work at Reeve Union in the marketing department as a designer. I create and edit graphic artwork for Reeve as a way for them to market events throughout the entire campus. The marketing material I work with promotes fun and safe events for all Titans to attend and engage in. A few examples would include promoting Titan Nights and game nights at Titan Underground (TUG). Another example would be the promotion of Liaisons within the African American community. Another significant recent project I was tasked with was creating and designing a trifold brochure for the vice chancellor's office. This brochure contained upcoming information about first-generation students from UWO. The skills I have learned in this internship thus far are time management skills and effective communication skills between the supervisor and myself.

A typical day for me at my internship is logging onto my computer, looking at my staff email account, and then looking at my assigned projects given to me in Trello. My supervisor will provide me with new and upcoming projects each week that the school is trying to present and promote on campus. My job/responsibility is to come up with material such as artwork, logos, and detailed information for table tents and posters, and handbells. The skills I implement are those of web and graphic-related abilities and software experience. As an example, I work with Adobe Creative Suite software such as Illustrator, InDesign, and Photoshop to create and edit the artwork used for the materials. Some of these skills were ones that I had obtained from my time here at UWO and from other outside sources such as my education from Waukesha County Technical College (WCTC).



SUMMER AT GARVER

By Liliana Avila

I had the opportunity to work for Garver Feed Mill this last summer doing a Social Media/Marketing internship. Garver is a historic building turned into a multi-facet destination place which includes wellness spas, cafes, food, events and more. During my internship I got to oversee social media platforms and get content by going around Garver to take pictures for Instagram and Facebook. In addition, I also met with tenants and attended events to gather information for Garver's newsletter that came out, monthly.



My favorite project that I did for Garver was writing the press release for a pop-up bakery called Far Breton Bakery. I got to interview the owner, Marie Arzel Young, about her experience running the pop-up at Garver and how Far Breton Bakery's business has led up to that point. The best part was that I got to try her signature pastries which included butter croissants, sugar buns and galettes. To top it off, a local news outlet, Channel 3000, picked up my press release and turned it into an article.

Overall, this internship allowed me to have a lot of creative freedom while also letting me apply my coursework knowledge to real life situations. The skills I used during my internship were writing, social media, networking, and Adobe photoshop. My biggest takeaway from the internship was multitasking different projects at once and learning how to spread out my time working on them evenly so I would not overwhelm myself. It was a great internship and I highly recommend other students to take on internship experiences too!



GARVER | FEED MILL

Madison, Wisconsin

Garver at a Glance

Expect the unexpected with art, wellness and fun at Garver! Tap into your inner spirit and learn more about the art, science and spirit of yoga at Perennial's Wisdom Yoga School. You will navigate the deep interpersonal question, "Who am I?" through wisdom traditions and spiritual practices upon becoming a student.

If you have not already, stop in and check out Starbeam Presents: My Mess, A Three-Part Exhibition by Riley Nelson at Garver Canvas. The Exhibition is a combination of Nelson's creative works which consist of film projects, multimedia collection of artworks, and a beautiful crystal jewelry pop up, Riley's Moon Rocks.

LOVE is in the air!! Roll Play is throwing a Board Game Blind Date night. If you are looking to meet new people and have a love for board games, then this is the perfect event for you!

Hmong Inspired

By NuNu Lo

SHOP63 which started in early 2022 is an online brand that brings new and different designs inspired by traditional Hmong clothing and patterns to athletic wear for women.

The Hmong community is a fairly small community with an estimate of 4-5 million worldwide and only about 330,000 in the USA. What made me interested in this internship is because it's a Hmong business and I would love to do anything to help someone from my community.

I work remotely for this internship and what I do is create posts for their social media accounts. Doing this, the goal is to create more brand awareness which hopefully leads to more sales. My supervisor and I meet weekly over zoom to make sure that we're both on the same page on what our goals are for the week.

Likes:

- Remote
- Work at own pace
- Creative freedom (to an extent)
- Learned about new streaming software

Dislikes:

- Not given much direction on what to do
- Not allowing me to use my skills to the fullest
- Not willing to try new ideas



I like to say that no experience is a bad experience. Every experience will teach you something new whether it's a good thing or bad thing. Even though this experience hasn't been the best, it has shown me things that I like and dislike when working in a more real-world environment.

SOCIAL MEDIA COORDINATOR

By Malayna McDaniel



Starting this past September I started working at Care Partners Assisted Living/Country Terrace of Wisconsin as a social media coordinator intern. Care Partners Assisted Living and Country Terrace of Wisconsin are assisted living facilities all around Wisconsin. My role was brand new to the company and is a hybrid position. My position was brand new to the company and was added to help enhance its online networking, specifically on social media platforms such as Facebook, Instagram, and Indeed. I also create the monthly newsletter and calendar with activities for the activities departments at each facility, monitor Google reviews for each location, as well as other tasks.

My monthly projects of creating the newsletters and calendars would be my favorite part of my internship so far. I get to come up with activities that are unique and fun for the residents to do each month and it's very rewarding. I meet with my supervisor every other week to go over new tasks for me to do and to monitor my progress on current projects I am working on.

I have the opportunity to be very open minded and creative in my position which is something I really enjoy. A lot of my classes from UWO have given me knowledge and skills in my day to day work at my internship. I use a lot of my skills in Adobe Software, which I learned in multiple classes from the UWO Journalism department. I have only been working as an intern for the company for a couple of months but I have really enjoyed it and would highly recommend internships to other students!

