

INTERNSHIP SEARCH WORKSHEET

Focus

It is important to put some limits on your search to avoid getting overwhelmed. The first thing you have to do is to figure out what your motivation is: Examine your résumé and determine what holes exist.

Which skills do you have yet to build or strengthen? What types of organizations offer the opportunity to build those skills?

Step 1: Define your motivation.

What are you looking to get out of this internship?

Skills

Tools

Environment

Target

Create a target list of companies of interest and opportunities you have found. There is no one-stop place to find all internship postings. They're posted pretty much everywhere and because of this, the internship search requires a lot of legwork on the part of the "hunter."

Make sure that you stagger the "competitiveness" of companies on your target list. Targeting only big companies will decrease your chances of getting an offer. Instead, stagger these like you did for college—remember how you had "reach schools," those for which you were pretty competitive, and your fallbacks? Do the same thing for your list of internships. You can fill in the boxes below to get you started!

Competitive-These are highly competitive internship opportunities offered by prestigious and well-known companies. Ex. NBC, CBS,

Mid-range-This will include internship opportunities with companies that are still well know but not as fiercely competitive as the top tier options.

Small-This will include opportunities with companies that might be local or niche that operate on a smaller scale.

Resources to help develop a target list...

LinkedIn, Indeed, ZipRecruiter, Parker Dewey, and other large posting sites may have internships of interest, but due to the great numbers of postings, you will need to utilize the site's search filters. This will help you to limit leads by geographic location, type of posting (e.g. internships rather than jobs), focus (advertising, PR, photography, etc.) and other categories.

Search Handshake. This site posts all internship leads that are submitted at the University level. Like the big posting boards, you will want to filter out those leads that are not of interest. Handshake also provides recommendations for opportunities it thinks you will like. The more complete your own profile is, the better your recommendations will be.

Visit company's website to find postings, too – they are usually listed on a "careers" page. If you can't find internships posted for a certain company, sometimes a general email address or a contact us button is available on the web site, which you can use that to inquire about internships or how to apply. Just make sure the answer isn't in the careers or internship section of the web site first!

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Use CareerShift. This is a subscription service that the CDC has purchased for you. It searches all publicly available information and allows you to save searches, organize information, and find contact information. When you register, use access code: newhousecdc to gain your free subscription.

Step 2: Utilize all available resources.

Newhouse Career Development Center's
resources website

Handshake

Companies already of interest

Newhouse faculty

Industry directories

Careershift

Chambers of commerce

Social media

Online search using criteria from step 1

Apply

Time to start applying! Your goal is to find at least 10-15 internships that fit your criteria to apply to. Yes. You can apply to more than 15, but don't lose sight of your motivation. If you are applying to "hundreds" then that is a sign you have lost focus.

Make sure your resume and cover letter are top notch! Attend the Newhouse CDC's Resume and Cover Letter Writing seminar to learn what the communications industry is looking for in materials. This is a great opportunity to learn AND ask questions. A full list of dates and times for these seminars is ready by the start of each academic semester at bit.ly/cdcseminars

Refer to our guides on resumes and cover letters to polish your materials, and email nhcdc@syr.edu to request a review of either document before you submit your application.

Follow-up

After applying it is important to follow-up. Reach out after applying to inquire when interviews will be set up. BRIEFLY introduce yourself, state what you applied for, then ask when the company might be setting up interviews.

Sometimes calling is enough to land you an interview or get your application flagged for review! For phone calls, if a phone number is listed, call that and inquire. Many companies are rerouting calls to workers' home lines if they are working remotely, so it's still worth a shot.

If you left a voicemail when following up or emailed and don't hear back within a reasonable timeframe (about a week), make another phone call. Often, the applicant who shows they want the internship the most is the one who is hired, or at least interviewed!