

Newhouse Career Development Center's

Six Steps to Finding an Internship

Finding an internship requires thinking on your own. Below we have given you the steps to make the process less overwhelming. Be sure to use our Internship Search Checklist to keep you on track.

1. ESTABLISH YOUR CRITERIA

- **ROLES & COMPETITIVENESS:** What type of internships roles are you seeking? How competitive are the internships? Balance is key.
- **LOCATION:** Where do you physically plan to be?
- **CREDIT** – Does it fit in your curriculum? Can you afford it for summer?

2. CREATE AN INTERNSHIP SPREADSHEET & REVIEW EXISTING INTERNSHIP OPPORTUNITIES

- Populate your spreadsheet by reviewing current and past internship on the CDC resources website(bit.ly/nhcdcreources), in Handshake, and in CDCNews/CDCGradNews.
- Reviewing posted internships is the easiest and most obvious method. Competition will be greater for these positions as a result because everyone is seeing them.
- Stagger the competitiveness! Your internship list should have a range from highly competitive, mid-range and smaller companies.

3. IDENTIFY ADDITIONAL INTERNSHIP POSSIBILITIES AT COMPANIES ON YOUR OWN USING:

- Careershift (scan QR code on Internship Search Checklist)
 - **Access code: newhousecdc**
 - **Register using your personal email address. NOT syr.edu**
- LinkedIn, Indeed, hiringcafe, entertainmentcareers.net, Idealist, mediabistro, journalismjobs.com, teamworkonline.com
- Trade magazines and company websites
- Social Media: Threads, X, TikTok, Instagram

4. CONTACT COMPANIES or VISIT COMPANY WEBSITES TO FIND OUT:

- Does the company offer internships? Don't be afraid to ask if a company will accept an intern, even if its never had one before. You could be the start of something beautiful.
- What are the application requirements? (résumé, cover letter, writing samples, a particular year)
- Who is the contact person?
- Is there a deadline? If so, when is it? (the bigger the company, the earlier the deadline).
- Where internships are available and do you need to specify a department?

5. APPLY TO YOUR INTERNSHIPS

- For summer internships (which are more competitive), **you should have a final list of AT LEAST 25 internship possibilities with staggered "competitiveness"** (think of your approach to college—not all schools were Ivy League!).
- Applying to multiple openings under one competitive company (ex. NBC) only counts as one due to its competitive nature.

6. FOLLOW UP WITH and MAINTAIN CONTACT WITH COMPANIES

- Contact the company to ask when an interview (virtual or in person) can be arranged.
- Do NOT ask if the company received your application materials – it is annoying and doesn't provide you with any information on which to act. Instead, ask when interviews will be set up so that you have another date to check in. Then, mark your calendar to follow up.
- Contact each company every few weeks to stay "top of mind" –a short email to remind the company that you are interested.
- Always have a reason to be in contact other than "did you make a decision?" Send an updated résumé, an article of interest, etc.
- You will be judged by your actions during the internship search. Employers will be observing your professionalism, communication, and maturity. This will ultimately affect whether or not you are offered the internship. It's important to be focused and professional during the search process.

THINGS TO REMEMBER...

INTERNSHIP FOR CREDIT

Internships vary greatly. While some require the student to get college credit, others offer credit as an option. For instance, broadcast internships almost always require credit while advertising and public relations agencies tend to be more flexible with credit.

The majority of Newhouse majors can use up to three credits of internship experience to meet graduation requirements. Students can complete three one-credit internships, or one one-credit and one two-credit internship - any combination that does not exceed three credits. It is important to meet with your Academic Advisor to discuss your options.

Newhouse students must have JUNIOR STANDING to be eligible to receive credit for an internship. Students are considered to have junior standing as soon as they successfully complete their sophomore year. There are a few exceptions: Visit the Newhouse Undergraduate Advising Office in 316 Newhouse 3 for internship credit information and class standing.

Internships taken during the summer for credit **COST** extra money. Students will be charged per credit and billed for tuition. Students interning for credit will also have a faculty advisor and performance will affect GPA!

Internships that are paid or taken for credit are not more prestigious than those that do not.

PAY versus NOT PAID

Some areas in the communications industry **DO NOT** pay due to the field or being a smaller company. Consider these internships as an investment to your future. If you are gaining a lot of hands-on experience it will pay off later.

Internships are usually part-time, requiring, on average, 10 to 20 hours a week. This schedule allows for the student to get a paying job in addition to professional experience at an unpaid internship.

CAN I DO AN INTERNSHIP AS A FRESHMAN?

We get this question a lot from first year students and the answer is two-fold.

On the academic side, as a freshman, you can do an internship **as long as it isn't for credit. In order to do an internship that requires credit, students must have junior standing.**

On the employer side, employers typically recruit students that have at least one academic year completed. The reason is that students will have gotten academic, as well as, on-campus extracurricular experience.

What does this all mean? It means, that as a freshman there is possibility to do an internship the summer after your first year, but to keep expectations in check. **You will want to target smaller employers that would be open to hiring a first year student and don't require credit.** It also means to get involved with campus activities to gain experience in your own backyard.

Lastly, if as a freshman you don't get an internship your first summer it is absolutely okay. Take the summer to job shadow, volunteer, work to save money for that internship following your sophomore year.

INTERNSHIP TIMELINE

The timeline can vary depending on the time of year, the opportunity, and the company. Check the company's website for past applications because that can give you an idea of when applications will open. Below is a general timeline:

- **Summer:** Applications can open as early as November, but typically open in January.
 - **Offers typically come in around April – early May.**
- **Fall:** Applications start to open in May and may stay open as late as September.
- **Spring:** Applications start to open in September.

