

CAREER PLANNING

HOW TO RESEARCH AND PREPARE FOR YOUR FUTURE IN MEDIA

TIMELINE

INTERNSHIPS

**CAREER
DEVELOPMENT
CENTER**



TIMELINE

FRESHMAN YEAR

- Meet with your academic advisor at least once a semester to ensure you are completing core requirements and beginning your major classes.
- Attend the SIU & MCMA Involvement Fair to learn about student involvement and leadership opportunities on campus. These are great to start adding to your resume.
- Apply for scholarships **each fall** by visiting scholarships.siu.edu. Most deadlines are December 1!
- Attend professional development workshops hosted by MCMA or the Career Development Center.
- Get familiar with Hire a Saluki and the resources at the Career Development Center.
- Start a running list of creative and extracurricular activities, awards, honors, and projects for your portfolio that you can use later to construct a resume when you begin applying for internships.

TIMELINE

SOPHOMORE YEAR

- Visit professors with whom you have taken classes to discuss your professional goals.
- Join professional associations related to your major and career path (i.e. American Photography Association, National Association of Broadcasters, American Advertising Federation, etc.). Student membership levels exist!
- Attend a resume and cover letter writing workshop hosted by MCMA or the Career Development Center.
- Begin researching internships if you haven't already. Or even Study Abroad opportunities. Don't forget to mention these interests to your advisor,
- Meet with a member of the MCMA Internship Team to discuss internship options and to review your resume.
- Continue to get involved in student groups, and work towards a leadership role.
- Apply for scholarships each fall by visiting scholarships.siu.edu. Most deadlines are December 1!
- Continue adding activities, awards, projects, and work experience to your running resume or portfolio.

TIMELINE

JUNIOR YEAR

- Begin talking to faculty with whom you have developed a good working relationship about serving as references and writing letters of recommendation.
- Participate in the externship program through the Career Development Center and SIU Alumni Association. Applications are usually due in the fall semester.
- Apply for Hunt or Foote Off-Campus Study Scholarships (if applicable). Deadlines are December 1st.
- Meet with a member of the MCMA Internship Team to review an updated resume and continue discussion of internships.
- Apply for internships by February (and maybe earlier) if you are interested in doing a summer internship.
- Take advantage of opportunities to connect directly with guest speakers in the industry.
- Start a LinkedIn account. Follow relevant groups and companies to begin receiving notifications.

TIMELINE

SENIOR YEAR

- Visit the Career Development Center and sign into your Hire a Saluki account, if you haven't already.
- Explore job opportunities posted online (some links listed later) and through faculty-industry connections.
- Update your resume, portfolio and/or reel, and begin applying for jobs several months before graduation.
- Don't forget about your LinkedIn account. Check it regularly and engage with other users and networks.
- Meet with your academic advisor to be sure you are meeting graduation requirements.



INTERNSHIPS?

- Do I want an internship or temporary job?
- What kind of internship experience fits best with my career goals?
- Do I need to do an internship for credit?
- Where would I like to go for an internship?
- Can I afford to do an internship?
- What can I start doing now to prepare?

Chegg® Internships

Internships vs Part-Time Work

Internships can be [paid or unpaid](#). They can be [for credit or not for credit](#). And they can even be one-time-only or repeated experiences (such as summer internships done during consecutive summer breaks).

Because of this, there is often confusion among students and supervisors alike: "What makes an internship different from a part-time student job, or just volunteering to work for free?"

In reality, there *is* one primary identifying element that distinguishes an internship from all other types of employment: ***An internship, by definition, must include a specific learning objective.***

In other words, the student deliberately sets out to gain knowledge, skill, and/or further understanding of a particular industry. Unlike classroom learning, the student gains this knowledge not from lectures, reading, and exams, but rather from on-the-job experience. For this reason, internships are often referred to as "experiential learning."

In general, there are three aspects necessary for an internship to constitute a learning experience:

1. The internship is within the student's area of study; and they bring to the internship the knowledge they've acquired through their academic education.
2. The internship supervisor provides guidance, evaluation, and feedback to facilitate the learning process. ([Evaluations](#) and feedback, however, can be written or verbal.)
3. The student engages in ongoing contemplation of learning objectives throughout the course of the internship.

FOR CREDIT VS. NOT-FOR-CREDIT

NOT-FOR-CREDIT

- Several options already set up through the Career Development Center (CDC) and Hire A Saluki
- If not, the CDC will help set up appropriate legal documentation

FOR CREDIT

- Must enroll in the internship as if it were a course
- MCMA reps (usually the chair, director, or advisor) will help set up appropriate legal documentation
- Will be assessed tuition and fees
- Must follow criteria set forth by advisor(s). See detailed Guidelines.
- **NO RETROACTIVE CREDIT IS GIVEN FOR INTERNSHIPS**

START YOUR WISH LIST

- Start a list of organizations that interest you.
- Search for any affiliated parent or corporate sites.
- List any internships or career opportunities they may offer.
- Keep track of deadlines and requirements
 - Many summer internships have deadlines in February and March!
- Have your application or resume reviewed by someone.

Sample

Name	Deadline	Website	Status	Notes
ChiTown Digital Media	1-Dec	chdm.com	Submitted 11/15	
Video All Stars	10-Jan	vallstars.com/intern		Need writing sample
Next Mile Media Lab	8-Oct	www.nextmilemedia.org	Interviewed 10/31	Contacts: Jessie Rogers - jrogers@nextmilemedia.org

POSSIBLE REQUIREMENTS

An internship provider may require any of the following:

- Resume
- Cover letter
- Application Form
- Short Essay
- Portfolio
- Reference letters or contact information
- Interview
 - Some less structured internships may simply hire you on a recommendation from a peer or from you reaching out to them. Be prepared for all scenarios.

WHERE DO I START?

- [Illinois News Broadcasters Association](#)
- [Entertainmentcareers.net](#)
- [Media-match.com](#)
- [CBS News](#)
- [Mandy.com](#)
- [Journalismjobs.com](#)
- [Workinsports.com](#)
- [Towerstv.com](#)
- [Turnerjobs.com](#)
- [Pixar](#)
- [Vox Media](#)
- [CineCares Foundation](#)
- [Ryman Hospitality Industries](#)
- [Hubbard Broadcasting](#)
- [Audio Engineering Society](#)
- [The International Cinematographers Guild](#)
- [The International Alliance of Theatrical Stage Employees](#)
- [Internships.com](#)

THIS IS JUST A SAMPLING OF RESOURCES OUT THERE.

ADDITIONAL RESOURCES

- MCMA Faculty and Staff
- Fellow students/RSOs
- Professional association websites & job board
- General Internship/Job Aggregate Sites
- Informational Interviews with alumni or professionals in the field
- Friends/Family/Personal Networks/Greek System
- General Web Search

KEY WORDS

ADVERTISING INDUSTRIES

- Marketing firm
- Advertising agency
- Marketing/advertising unit of company
- Communications department of non-profit
- Boutique agency
- Magazine/paper/media ad department
- Public Relations firm
- Governmental agency
- Creative production company with ad unit

AUDIO/RADIO/MUSIC

- Radio station (promotions, production, operations, producing, etc)
- Audio Studio/Audio Engineering house
- Record label
- Live music venue
- Live music/live event production company
- Audio unit of video/film production company
- Music licensing; A&R; music publishing

BROADCAST JOURNALISM

- News stations
- Multimedia positions at print and web papers
- Video production companies
- Radio Stations (AM and FM)
- Broadcasters/Media conglomerates

EDITORIAL/PHOTOJOURNALISTS

- Regional/small market newspaper
- Lifestyle, arts, entertainment publication
- Large paper
- Blog/website
- Magazine
- Alternative publications
- Editing/publishing units
- Public Relations firm

SPORTS MEDIA

- Area sports teams
- Sports focused websites and print publications
- Ad/media agency representing teams/athletes
- Sports reporters at papers/tv stations
- Sports focused agencies, companies or non-profits (e.g., PGA tour, US Olympic Committee)

VIDEO/CINEMA

- Documentary film company
- Video production company
- Post-production house
- Film set
- TV/Broadcasting Company
- Production unit of Ad Agency/Marketing firm
- Creative/Video Production unit of larger company or non-profit
- Animation or VFX company
- Script house
- Talent agency
- Film festival/Museum screening program

EMAIL ETTIQUETTE

**DON'T
FORGET!**

Rita Medina – Camera and Staging Intern, Winter 2020, Job Reference Number -

File Message Insert Options Format Text Review Tell me what you want to do...

From ▼ rita.medina@siu.edu

To... [Howard D Motyl <hdmotyl@siu.edu>](mailto:hdmotyl@siu.edu)

Cc...

Subject Rita Medina – Camera and Staging Intern, Winter 2020, Job Reference Number

Dear Mr. Motyl,

My name is Rita Medina and I am a junior studying cinema at Southern Illinois University in Carbondale, IL. I am interested in applying for the Camera and Staging intern position for the Winter 2020 season at Pixar Animation Studios. After reading the description and requirements, I believe that my experiences make me a qualified candidate.

I have attached a cover letter, resume, and application for your consideration. I would love to talk to you in more detail regarding this amazing opportunity at your company.

Sincerely,

Rita Medina
Address
Carbondale, IL
(XXX) XXX-XXXX
rita.medina@siu.edu

[Demo Reel](#)

CAREER DEVELOPMENT CENTER

- **Hire A Saluki** powered by Handshake:
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 - Professional attire *you can keep*
- **Several Printable Resources**

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Virtual or In-person

INTERVIEW
STREAM
The Virtual Interviewer
that Helps You Polish Interview Skills Anywhere, Anytime

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(Please use your .edu address, if applicable.)

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» INTERVIEWING MATERIALS & TIPS

» JOB SEARCH RESOURCES & TIPS

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CAREER DEVELOPMENT CENTER

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With extensive experience and expertise, our Career Development Center and Student Employment staff is here to assist you.



Jaime Conley-Holt
Director
Career Development Center
Student Employment
jbcholt@siu.edu
Phone: 618.453.1036

SCHEDULE AN APPOINTMENT



OUR MISSION

The Career Development Center strives to educate and empower all students and recent alumni with the knowledge to successfully discover and achieve their career goals. This is accomplished through career interest and personality assessments and counseling, comprehensive job search preparedness programs, and creating connections with employers.

The center also offers assistance and advice regarding the graduate/professional school application process. By providing comprehensive career development guidance, resources, and events, the Career Development Center strives to assist all students and alumni with achieving optimal career success.

I'M NOT READY TO START...

YES, YOU ARE!

- Make your resume the BEST it can possibly be.
- Attend relevant workshops, presentations, visiting artist lectures, etc.
- Research and identify companies of interest.
- Start an online portfolio or demo reel.
- Ask faculty and supervisors to serve as references. Practice interviewing and think about:
 - 1) why you want to intern at a particular company
 - 2) what specifically you can offer them

START PREPPING NOW TO AVOID SCRAMBLING LATER

QUESTIONS?

RITA.MEDINA@SIU.EDU