

# *This could be you!*

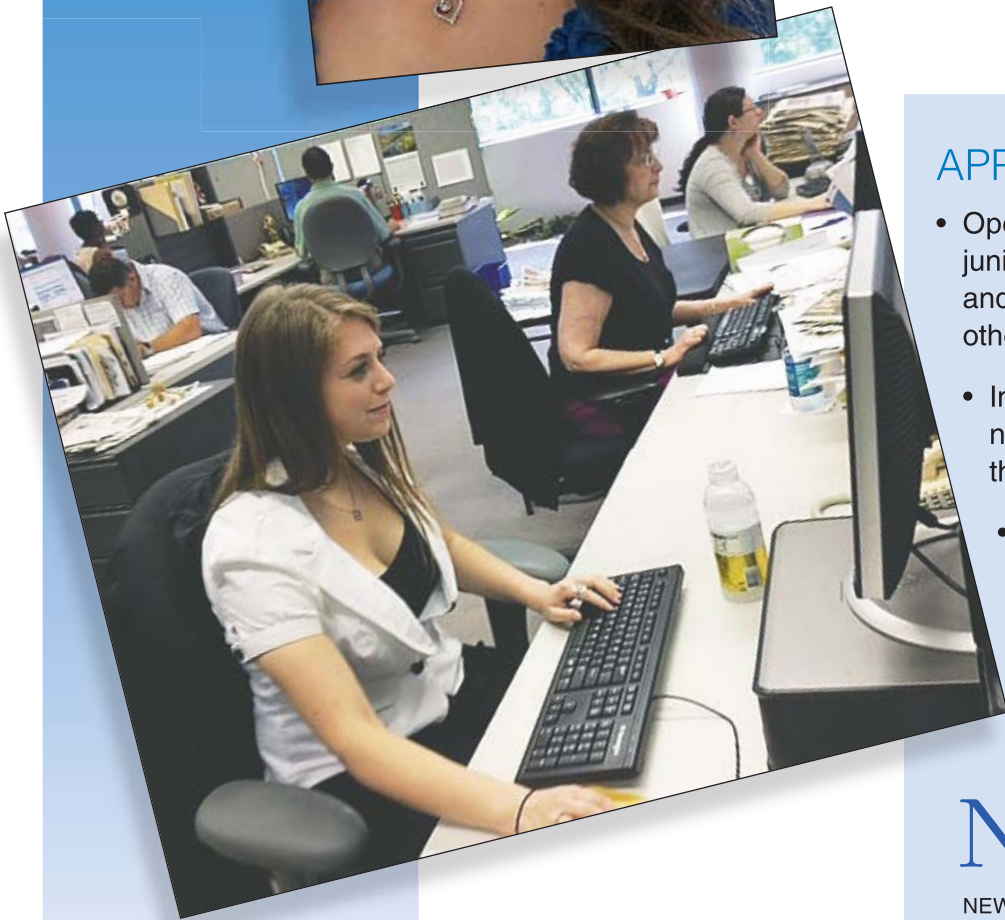
...with a paid summer internship



NEW JERSEY PRESS FOUNDATION

2015

## **Lloyd P. Burns** **New Media** **Internship**



### APPLICATION

- Open to freshmen, sophomores and juniors attending New Jersey colleges and to New Jersey residents attending other U.S. colleges.
- Internships will be at New Jersey new media companies during the summer of 2015.
- Minimum salary is \$400 a week for eight weeks.
- Deadline: Applications must be postmarked no later than December 31, 2014.

## NJPF

NEW JERSEY PRESS FOUNDATION  
810 Bear Tavern Road, Suite 307  
West Trenton, NJ 08628-1022  
(609) 406-0600 • [www.njpressfoundation.org](http://www.njpressfoundation.org)

# A Program for Your Professional Future

New Jersey Press Foundation, the charitable arm of New Jersey Press Association, will award a eight-week paid internship at an NJPA-member media company for the summer of 2015.

## Unique Opportunity

Students pursuing journalism careers already know that they will have to combine text with audio, video and images to best tell their stories. Along the way, they must help answer a perplexing question: What is the role of a journalist now, when anyone can report and publish?

The Lloyd P. Burns New Media Internship is designed to further the education of students interested in facing these challenges head-on.

Take advantage of this chance to supplement your traditional academic experience. This internship will teach you about media fields that interest you and provide excellent hands-on experience. Plus it's a great résumé-

builder. Today's media job market is highly competitive; employers are seeking candidates who possess the most experience and relevant skills in their fields.

## Quality Experience

NJPF believes that the quality of the internship depends on the company's commitment to help prepare students for careers in new media.

Every media company assigned one of our interns has set as a priority the importance of teaching students how to become outstanding members of the media community.

However, specific job responsibilities differ from one company to another. Here are some of the areas you may be involved with during your internship:

- Traditional reporting, including covering local news events
- Updating websites, blogs and publications
- Assisting with development of interactive multimedia projects
- Producing video to support editorial and advertising
- Searching the web for relevant, quality content
- Blogging or new media outreach
- Engaging audiences through social media
- Conducting topical research or analysis
- Gathering and maintaining contact lists
- Integrating new media technologies into your company's communications strategy
- Supporting staff as needed



## Who is Lloyd P. Burns?

For more than a quarter century, from 1950 to 1976, Lloyd P. Burns served as general manager of New Jersey Press Association, the organization founded in 1857 that represents the daily and weekly newspapers throughout the state.

He began his newspaper career in 1937 on the advertising staff of the Daily Home News, New Brunswick. Thirteen years later, he joined NJPA and successfully led the organization's growth and development for almost 26 years before passing away suddenly in 1976 at the age of 60.

An energetic professional mentor and a spirited champion of open government, his stewardship of NJPA was described in testimonials as being "intelligent, sensitive and progressive" as well as "inspiring for the newspapers of this state." Burns also was instrumental in creating New Jersey Press Foundation, the charitable arm of NJPA, which is dedicated to assisting the state's student journalists through internships and scholarships.

To memorialize his long-time professional commitment to New Jersey newspapers and to quality journalism, the Lloyd P. Burns New Media Internship is named in his honor.



# What You Need to Know Before You Apply

## Assignment

Your paid internship will last eight weeks and must be served at a media outlet that is a member of the New Jersey Press Association.

On the application form (Pages 4 & 5 of this flier) you are asked to list three NJPA media companies at which you would prefer to serve your internship (a list of New Jersey digital news organizations is posted on the NJPA website, [www.njpa.org](http://www.njpa.org)).

While NJPF cannot guarantee you will work at a media location of your choice, every effort will be made to respect your preferences and locate an internship near your home or other preferred location in New Jersey. The Foundation selection committee will make the final decision on where your internship will be located.

All internships are subject to approval by the media company's publisher, general manager and/or editor. Assignments will be made in April.

## Salary

The internship salary you will receive through this program is approximately \$3,200 — a weekly salary of at least \$400 (before taxes) for eight weeks. Some companies may invite their interns to work longer than eight weeks and some may pay more than \$400 a week.

## Eligibility

To receive the Lloyd P. Burns New Media Internship, you must be:

- A U.S. citizen or permanent resident (green card).
- A student at a New Jersey college and/or a resident of New Jersey with a New Jersey home address (NJPF follows the residency rules New Jersey's state colleges use to determine in-state tuition costs).
- Enrolled as a full-time college freshman, sophomore or junior in 2014-2015 and planning to return to undergraduate school in the fall of 2015.

NEW JERSEY PRESS FOUNDATION  
**2015 Lloyd P. Burns New Media Internship**

Application deadline — December 31, 2014

**PERSONAL INFORMATION**

Name \_\_\_\_\_ Student ID number (optional) \_\_\_\_\_

College or University \_\_\_\_\_

Personal College Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Personal College Phone \_\_\_\_\_ Preferred E-mail \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

**PREFERRED SITE OF INTERNSHIP**

List three NJPA-member media companies where you would prefer to serve your internship.  
For a list of NJPA-members, go to [www.njpa.org](http://www.njpa.org) and click on "NJPA Members". Then click on "Digital News Organizations".  
Before you select your three choices, we urge you to read "What You Need to Know Before You Apply" on Page 3.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**ACADEMIC INFORMATION**

In the fall term of 2014, I will be a  sophomore  junior  senior

Year and month of my graduation (expected) \_\_\_\_\_

The first date I am available to start an internship is \_\_\_\_\_

My undergraduate college major (List only fields in which you will complete at least nine courses before receiving your degree)

\_\_\_\_\_  
\_\_\_\_\_

Journalism/mass communication majors, please indicate emphasis  News-Editorial  Other \_\_\_\_\_

**JOURNALISM EXPERIENCE**

I  have  never have worked full-time (35 hours a week) for more than three months for a new media company.  
If you have, list the name of the company and your dates of employment.

\_\_\_\_\_

High school newspaper/new media experience (attach additional sheets, as necessary)

Staff positions held \_\_\_\_\_ Honors received \_\_\_\_\_

\_\_\_\_\_

College newspaper/new media experience (attach additional sheets, as necessary)

Staff positions held \_\_\_\_\_ Honors received \_\_\_\_\_

\_\_\_\_\_

**JOURNALISM EXPERIENCE** continued from previous page

Other media experience (attach additional sheets, as necessary)

Staff positions held \_\_\_\_\_

Honors received \_\_\_\_\_

**STATEMENT AND PERMISSION**

I have read all of the information about the New Jersey Press Foundation's Lloyd P. Burns New Media Internship. If accepted into the program, I agree to complete the eight-week internship assigned to me unless I become medically disabled. All of the information I have given on this application and the accompanying materials is true. If selected, I will provide NJPF with my college student ID number.

I agree that the New Jersey Press Foundation may use my statements and likeness in its promotional literature, both in print and on the Internet. The Foundation has my permission to distribute this application form and all of its parts and attachments to newspapers and other media outlets.

Signed \_\_\_\_\_ Date \_\_\_\_\_

**CHECKLIST TO SUBMIT A COMPLETE APPLICATION**

Please photocopy and/or save on your computer every part of the application you send to New Jersey Press Foundation. Carefully read the information below and submit all parts of the application.

- Autobiographical sketch (500 words or less) describing your journalistic skills and interests that NJPF could forward to a media recruiter looking for a summer intern. This "essay" must contain a statement of your interest in a media career.
- Your résumé.
- Transcript or list of your academic course grades received from all colleges or universities you have attended, including courses taken in the fall term of 2014. Freshmen, submit a high school transcript and a list of college courses currently taking. Unofficial transcripts or typed lists of courses and grades are OK; students who are selected as interns will be required to send official transcripts.
- Two letters of recommendation written by faculty member (college or high school), college newspaper/media adviser, professional newspaper editor, reporter, or others who have evaluated/critiqued your work that appeared in any form of media, print or digital (but not another student or family member). Both people who write letters should focus their observation of your writing and/or editing skills.
- Three samples of your work, neatly pasted or photocopied on 8½ x 11 sheets. Please do not fold.
- Statement of special financial or family circumstances, if appropriate.

Send your application and all other documents, postmarked no later than **December 31, 2014**.

**Lloyd P. Burns Internship Awards Committee**  
New Jersey Press Foundation  
810 Bear Tavern Road, Suite 307  
West Trenton, NJ 08628-1022