

This could be you!

...with a paid summer internship



NEW JERSEY PRESS FOUNDATION

2012

Mac Borg 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 2012.
- Minimum salary is \$350 a week for six weeks.
- Deadline: Applications must be postmarked no later than March 15, 2012.

NJPF

NEW JERSEY PRESS FOUNDATION
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019
(609) 406-0600 • www.njpressfoundation.org

A Program for Your Professional Future

New Jersey Press Foundation, the charitable arm of New Jersey Press Association, will award a six-week paid internship at an NJPA-member media company for the summer of 2012.

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 Mac Borg 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 Mac Borg?

Malcolm A. Borg is chairman of North Jersey Media Group (NJMG), which has been owned and operated by his family for four generations.

The company publishes two daily newspapers — *The Record* (Bergen County) and *Herald News* (Passaic County) — and more than 40 community papers.

NJMG also publishes NorthJersey.com and *(201) Magazine*, plus other websites and magazines.

The company's commercial printing division prints many newspapers, including *USA Today*.

Borg served on the New Jersey Press Foundation board of trustees from 1984 to 2005. He served as president of New Jersey Press Association in 1989-90 and is a former member of its board of directors.





What You Need to Know Before You Apply

Assignment

Your paid internship will last six 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).

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 \$2,100 — a weekly salary of at least \$350 (before taxes) for six weeks. Some companies may invite their interns to work longer than six weeks and some may pay more than \$350 a week.

Eligibility

To receive the Mac Borg 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 2011-2012 and planning to return to undergraduate school in the fall of 2012.

NEW JERSEY PRESS FOUNDATION
2012 Mac Borg New Media Internship

Application deadline — March 15, 2012

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 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 2012, 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 Mac Borg New Media Internship. If accepted into the program, I agree to complete the six-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 2011. 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 **March 15, 2012**.

Mac Borg Internship Awards Committee
New Jersey Press Foundation
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019