

ADVERTISING and COMMUNICATIONS CAREER FAIR

INTERNSHIPS ♦ ADVERTISING ♦ COMMUNICATIONS ♦ MARKETING ♦ MEDIA ♦ PUBLIC RELATIONS

Tuesday, February 11, 2020

AD2 MADISON

Ad 2 Madison is an organization for young professionals and students (typically aged 18-32) who are working or interested in marketing, public relations, advertising and communications.

Current Opportunities: Membership. Board positions available next season (August).

<http://www.ad2madison.org/>

BADER RUTTER

Bader Rutter is an independent, full-service marketing agency and the largest agricultural marketing agency in the country, with headquarters in Milwaukee and additional offices in Chicago and Lincoln. We specialize in full-service advertising and marketing campaigns and our 300 employees work in public relations, account management, creative, production, digital, strategy, social media, campaign management, data and analytics, media and more.

Current Opportunities: Internships in PR, social media, account management, digital marketing, web development.

<https://baderrutter.com/careers/>

BIG SHOES NETWORK, INC.

Big Shoes Network helps you find the top jobs and internships in the communications field and also provides networking and professional development connections, presentations for your organization and personal branding consultation. Key markets include Madison, Milwaukee, Green Bay, Kenosha, Chicago, Minneapolis and all points in between.

Current Opportunities: Internships and jobs in advertising, communications, graphic/web design, marketing, media, PR, social media.

<https://www.bigshoesnetwork.com/find-job/>

BROADHEAD

Minneapolis-based, broadhead is an independent, full-service agency that champions those that create and inspire progress in farm, food and wellness.

Current Opportunities: Summer internships.

<https://broadheadco.com/careers/>

CAMP DEERHORN

A 3rd generation family-owned boys' summer camp located in the Northwoods of Wisconsin. We offer a range of amazing activities, from horseback riding to sailing, and our focus is on improvement in lifetime sports. The Deerhorn Creed is the foundation of life at camp, as we all strive to be kind and generous people.

Current Opportunities: Communications intern working in social media, photography, videography and management of camp office.

<https://deerhorn.com/>

CBS58 | WEIGEL BROADCASTING CO.

A family-owned media company with national television networks and local broadcast stations.

Current Opportunities: Sales account executive, news producer and reporter/multi-media journalist.

<https://www.cbs58.com/>

CENTRO

We are a digital advertising software company that offers best in class services, with offices across the country and in Toronto, Mexico City and London.

Current Opportunities: Marketing, services, social media, paid search, accounting, tech and more!

<https://www.centro.net/>

CRAMER-KRASSELT

C-K is one of the largest independent, totally integrated agencies in the country. With a mission to Make Friends, Not Ads®, C-K has built a reputation for changing perception and behaviors that lead to purchasing action for brands. We've done it by interconnecting an ever-expanding range of disciplines from strategic branding to digital, social, analytics, media/programmatic, SEM, PR, UX and more.

Current Opportunities: C-K's Create Internship Program.

<https://c-k.com/advertising-careers/>

DKC NEWS (via Google Hangouts | 4:00-5:30 p.m.)

DKC is a full-service public relations, marketing and communications firm based in New York City, with offices in Los Angeles, Chicago, Washington D.C., San Francisco and Miami. DKC services include strategic counsel and planning, public relations, thought leadership, data analytics, digital and creative services.

Current Opportunities: Summer internships and account coordinator.

<https://dkcnews.com/careers/>

DULUTH TRADING CO.

Grounded in a hardworking Midwestern mentality, teams at Duluth's headquarters are all things but average. From product design to business development, creative writing to paid internships, Duluth is always looking for new teammates to join us in our new Mt. Horeb headquarters — located just a short drive from Madison, WI. Clothing and accessories company.

Current Opportunities: Internships and part-time positions.

<https://www.duluthtrading.com/careers.html>

EM SEARCH CONSULTING

EM Search Consulting, LLC is a digital marketing agency focused on generating strong ROI, and provides digital marketing services to nearly 200 local, regional, and national businesses. We focus on any and all things digital, from creating a website to running your online paid advertising.

Current opportunities: Internships.

<https://www.emsc.com/careers/>

EXACTDRIVE

ExactDrive is a full-service programmatic media buying company. We provide marketing solutions across display, video, audio, and connected TV.

Current Opportunities: Internships in media buying and account management.

<http://www.exactdrive.com/>

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FORWARD MADISON FC

We are a professional soccer team based in Madison that will be playing its second season in 2020!

Current Opportunities: Various game day internships.

<https://www.forwardmadisonfc.com/>

GMR MARKETING

Founded by Gary M. Reynolds as the nation's first "event marketing agency" in 1979, GMR Marketing has grown into a global, integrated, award-winning engagement marketing agency. With an unparalleled international infrastructure of 800+ full-time marketing professionals, we create, consult, and activate in 70 countries, covering every continent from four regional hubs.

Current Opportunities: Account coordinator trainee, brand ambassadors, and entry-level positions.

<https://gmrmarketing.com/en-us/jobs/>

GOOD KARMA BRANDS | ESPN MADISON

Sports marketing company helping partners find business solutions through on-air, digital, and experiential marketing.

Current Opportunities: Internships and part-time positions.

<http://goodkarmabrands.com/>

GROUPM (Mediacom, Mindshare, Wavemaker, Essence)

GroupM is a WPP company. WPP is the world leader in marketing communications services. Within WPP, GroupM is the consolidated media investment management operation and parent company to world-famous media agencies, such as Mediacom, Mindshare, Wavemaker and Essence. The company has offices in New York City, Boston, Chicago, Los Angeles, San Francisco, Irvine, Atlanta, Seattle and in many other major markets around the globe.

Current Opportunities: Associate positions in media planning, digital investment, analytics, programmatic, paid social, paid search, client finance, video investment, buy enablement and a summer 2020 internship.

<https://www.groupm.com/>

HOFFMAN YORK

As a mid-sized, independent agency, Hoffman York (HY) provides the agility and personalized attention of a smaller agency plus the resources, negotiating leverage and deep bench of personnel of a larger agency. As a full-service marketing and communications agency, we can support brand development and launch with research and strategy, creative, media planning and buying (traditional, digital, social), public relations, analytics and much more. We believe in ROI - we call it RETURN on IDEAS.

Speak to the career fair representative to find out about their current opportunities.

<https://hoffmanyork.com/careers>

HORIZON MEDIA, INC. (via Google Hangouts)

Horizon Media, Inc. is a global leader in data-driven media and marketing. The company was founded in 1989 and is headquartered in New York with offices in Los Angeles and Toronto. Recognized as one of the world's ten most innovative marketing and advertising companies by Fast Company, Horizon Media has been recognized as U.S. Media Agency of the Year by Adweek and AdAge, and Independent Media Agency of the Year by Mediapost.

Current Opportunities: Media planning/buying, digital, SEO, SEM, programmatic, consumer insights and analytics.

<https://www.horizonmedia.com/hiring/career-opportunities>

HUBBARD BROADCASTING

Hubbard Broadcasting is a company with a history of firsts including the formation of the first national radio news service and the purchase of the first TV camera ever sold. We continue to look for innovative ways to connect with people and the communities we serve through Television, Radio, Cable, TV Production and Digital Marketing.

Current Opportunities: Internships in TV, radio and digital.

<https://hubbardbroadcasting.com/our-company/working-here/>

IHEART MEDIA

America's #1 audio company, reaching 9 out of 10 Americans every month. Work with local stations Z104, Star96, Rewind 92.1, Newstalk 1310, The Big 1070 Sports, and WIBA 101.5

Current Opportunities: Internships in radio broadcast and digital media.

<https://iheartmediacareers.com/>

JOBS THAT HELP

Our mission is to connect Wisconsin nonprofit, government, and social enterprise organizations with mission-driven job seekers by providing a high-quality, specialized, and accessible online career center featuring a robust job board and resume bank.

Current Opportunities: We list a variety of jobs and internships within the field of communications at nonprofit, government, and social enterprise organizations across the state.

<https://www.jobsthathelp.com/>

KENNEDY COMMUNICATIONS

Full-service advertising agency. Made up of hard-working, forward-thinking and resourceful individuals, our KennedyC team executes at a high level in a wide range of marketing channels - including web development, content creation, media buying and brand management.

Current Opportunities: Associate account executive and account executive.

<https://kennedyc.com/careers>

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LESSITER MEDIA

Lessiter Media is a family-owned business-to-business media company based in Brookfield, Wisconsin. We create content for niche audiences with the goal of helping them operate their businesses more efficiently and profitably.

Current Opportunities: Internships in marketing, digital media, editorial, business development and graphic design.

<https://www.lessitermedia.com/careers/>

MAGID

Magid is a research and consulting firm with a long history of working with local TV newsrooms. From researching viewer trends and desires to linking our stations with top newsroom talent, we assist our local TV clients with creating strong, successful newsrooms.

We are always looking to connect strong producers, reporters, MMJs and other content creators with our local TV newsroom clients.

<https://magid.com/>

MARTIN WILLIAMS ADVERTISING

Martin Williams is a full-service ad agency in Minneapolis, MN.

Current Opportunities: Martin Williams' Velocity Internship Program for recent graduates.

<https://www.martinwilliams.com/careers/>

MORGAN MURPHY MEDIA

Morgan Murphy Media has been family owned and operated since its founding in 1890. Headquartered in Madison, Wisconsin, Morgan Murphy Media operates television and radio stations, a print magazine, websites, apps and a digital marketing agency across its seven locations.

Current Opportunities: News operations, news talent and sales.

<https://morganmurphymedia.com/careers/>

ORACLE

The Oracle Cloud offers complete SaaS application suites for ERP, HCM and CX, plus best-in-class database Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) from data centers throughout the Americas, Europe and Asia.

Current Opportunities: Business development consultant.

<https://www.oracle.com/corporate/careers/>

ROTOWIRE

Rotowire is a fantasy sports company with a website that caters to both year-long fantasy players and daily games fantasy players. In addition to the four major sports (NFL, MLB, NBA, NHL), RotoWire also covers CFB, CBB, Golf, Soccer, MMA, Cricket, XFL, NASCAR, WNBA, EuroBasketball, Tennis and eSports.

Current Opportunities: Internships in sports writing and customer service.

<https://www.rotowire.com/>

SONY PICTURES TELEVISION (via Google Hangouts)

Sony Pictures Television is one of the industry's leading content providers, producing, distributing and delivering programming in every genre around the world and for a multitude of platforms.

Current Opportunities: Development internship.

<https://www.sonypicturestelevision.com/home.php>

TDS TELECOM

TDS Telecommunications LLC, delivers high-speed internet, TV entertainment, and phone services to nearly 900 rural, suburban, and metropolitan communities across the U.S. With more than 1.2 million connections, TDS is one of the fastest growing technology companies in the United States. TDS also offers businesses VoIP advanced communications solutions, dedicated internet service, data networking, and hosted-managed services.

Current Opportunities: Jobs in PR, HR and marketing.

<https://tdstelecom.com/careers.html>

THE DAILY CARDINAL

The Daily Cardinal is one of the nation's oldest student news organizations. It was founded by students for students in 1892 - the same year the rules of basketball were published for the first time. Still student run, the Daily Cardinal helps its staff learn how to run a media organization, including: reporting, selling ads, business management, and leadership. Cardinal alumni have earned 20 of UW-Madison's 26 Pulitzer Prizes, and are leaders in for-profit and not-for-profit organizations, academia, and government. The 8,000-member strong Daily Cardinal Alumni Association serves as a career networking organization for all students who have worked for the Cardinal.

Current Opportunities: Summer advertising excellence and leadership internships.

<https://www.dailycardinal.com/>

TRACYLOCKE

Data + Design. It's how we work.

We believe in designing brand experiences that motivate people to buy and act. Our Buy Design process was built for this mission. With Centric, our data-driven model, at the center, Buy Design unites and powers the forces of science and creativity so that we deliver value at every touchpoint, inspiring people to buy into brands and products.

Current Opportunities: Summer internships.

<https://tracylocke.com/>

USA TODAY NETWORK – WISCONSIN

USA TODAY NETWORK-Wisconsin is a news organization that covers 10 markets in Wisconsin through online and print publications. Our primary newsrooms are in Green Bay and Appleton, though we have journalists in all of our communities.

Current Opportunities: News and photo summer internships; potential reporting, producing and photojournalism jobs.

<https://www.tmj4.com/>

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UW—MADISON | INTERNATIONAL INTERNSHIP PROGRAM (IIP)

The IIP helps connect students with professional opportunities in a wide range of fields in more than 40 countries. We advise students exploring, applying to, or accepted on independent or IIP-cultivated internships abroad, assisting them with credit and identifying funding for internship opportunities.

Current Opportunities: Publication assistant internship in Vigo, Spain with Astromantica Cartoneira, marketing internship in Copenhagen, Denmark with Carecom, media and communications internship in Kampala, Uganda with Health Access Connect and CampUSA internship in Dublin with USIT.

<https://internships.international.wisc.edu/>

UW—MADISON | UNIVERSITY RECREATION & WELLBEING

As a growing team of 50 full-time staff members and 500 student employees, we are so much more than a building. We are building a movement. We are looking for go-getting, limit-pushing, movement-loving people to join us.

Current Opportunities: Brand ambassadors, communications assistants, graphic designers and digital media producers.

<https://recwell.wisc.edu/>

W2O GROUP

The leading independent provider of analytics-driven, digital-first marketing services and communications to the healthcare sector.

Current Opportunities: Account associate, account internship, analyst, analytics internship, social media associate, social media internship and more.

<https://www.w2ogroup.com/culture-and-careers/>

WALKER SANDS

Walker Sands is an award-winning B2B tech integrated marketing agency that executes comprehensive marketing strategies to drive results.

Current Opportunities: Internships in PR, content and design.

<https://www.walkersands.com/>

WISN-TV

WISN 12 is One of America's Leading ABC stations. For more than 65 years WISN has been keeping Milwaukee up to date with Important Local Coverage.

Current Opportunities: Part-Time production assistant, account executive and internships.

<https://www.wisn.com/#>

WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism is an award-winning, independent, nonpartisan and nonprofit 501(c)(3) news and training organization that publishes its reports via Wisconsin Watch, its news outlet. The Center's mission: to increase the quality, quantity and understanding of investigative journalism to foster an informed citizenry and strengthen democracy.

Current Opportunities: Internships in reporting, public engagement and marketing.

<https://www.wisconsinwatch.org/>

WISCONSIN HEALTHCARE PUBLIC RELATIONS AND MARKETING SOCIETY (WHPRMS)

The mission of WHPRMS, a personal membership organization of the Wisconsin Hospital Association, is to provide our members with current knowledge and tools in healthcare marketing, public relations and business development. We enable them to elevate their expertise and value for their personal and professional development.

Current Opportunities: We offer membership for students, communications faculty or interns pursuing a healthcare communications career for \$25/year which includes access to our jobs board.

<http://whprms.org/>

WISCONSIN PUBLIC MEDIA

Wisconsin Public Media houses both Wisconsin Public Radio (WPR) and PBS Wisconsin. Since 1917, Wisconsin Public Radio has been a pioneer in radio broadcasting. PBS Wisconsin provides access to local and national content, extending its reach and impact in the communities we serve.

Current Opportunities: A variety of positions in engineering, marketing, communications, design and media.

<https://www.wpr.org/>

<https://pbswisconsin.org/>

WMTV – NBC15 (GRAY TELEVISION)

We are the NBC affiliate and the market leading television station in Madison, Wis. WMTV is owned by Gray Television, a leading media company that owns and operates high-quality stations in 93 television markets. We are committed to putting our communities first and constantly invest in the latest technologies to bring the stories that matter most to them.

Current Opportunities: We offer two internship programs: one for news gathering (producing, reporting, photography and digital/social media) and one for news operation/production (directing, master control and editing). We also have full and part-time employment opportunities.

<http://www.nbc15.com/>

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WOODWARD COMMUNICATIONS, INC.

Woodward Communications, Inc. (WCI) began as the first newspaper in Iowa (1836) and has continued to invest in providing solutions to our communities and customers. We have furthered our diversification strategy by continuing to invest in community media (newspapers, radio, niche publications, digital publishing, custom publishing, events and entertainment), acquiring niche business-to-business publications, creating our own commercial printing facility, acquiring two marketing communications services agencies and launching a public relations agency that focuses on corporate and strategic communications and crisis consulting.

Current Opportunities: Reporting and copy-editing summer internships with the Telegraph Herald in Dubuque IA. Future editorial opportunities may be available in 2020 for reporters, layout, copy editors and photographers at both Unified Newspaper Group in Verona, WI and the Telegraph Herald in Dubuque, Iowa.

<https://www.wcinet.com/career-opportunities>

WORT 89.9 FM

WORT 89.9 FM is a noncommercial, listener-sponsored, community radio station broadcasting to south-central Wisconsin. WORT programming provides a forum for the discussion of public issues, highlights viewpoints underrepresented by other outlets, facilitates community expression and community access to the airwaves, and provides radio and journalism experience to youth.

Current Opportunities: News reporter.

<https://www.wortfm.org/>

WTMJ4-TV

TODAY'S TMJ4 (WTMJ-TV) is Scripps' NBC affiliate in Milwaukee. As the first television station in Wisconsin, TMJ4 has a longstanding reputation for strong local journalism, investigations that lead to positive change and community service that inspires hope and action.

Current Opportunities: Intern - producer, account executive, multimedia journalist and digital executive producer.

<https://www.tmj4.com/>