

ADVERTISING and COMMUNICATIONS CAREER FAIR

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

Thursday, February 23, 2023

AD 2 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. Ad 2 provides educational, networking, public service and leadership opportunities to both members and guests. Events include (but are not limited to): seminars, social get-togethers (think...happy hour!) and helping the local community with an annual public service marketing and communications campaign for a Madison-area non-profit organization.

Current Opportunities: multiple board positions open! Social Media Chair, Programming/Events Chair, Membership Chair, Communications Chair, Creative & Web Chair, Diversity Chair, Public Service Chair. Learn more: <https://www.ad2madison.org/>

ADAMS OUTDOOR

For over 30 years, Adams has been proving that outdoor advertising is the strongest medium out there. When big tech brands like Google, Apple and Amazon want to advertise, they use outdoor advertising. Outdoor is the future. If this is a future that you get excited about, let's talk.

Current Opportunities: Entry-Level Account Executive, Marketing Support

ADAMS PUBLISHING

We publish 15 newspapers and assorted websites and sell digital media for communities across Wisconsin.

Current Opportunities: Reporters, Editors, Account Executives, Customer Service, Graphic Design

BADER RUTTER

Bader Rutter is the premier business marketing agency in the U.S. We're an integrated full-service shop of 250, headquartered in downtown Milwaukee. Many of our clients are at the intersection of food and agriculture, and our expertise extends to other industries. We currently serve Zoetis Animal Health, Corteva, Case IH, The Milwaukee Bucks, McCain Foods, Seaboard Foods to name a few.

Current Opportunities: Summer Internships (PR, Social Media, Digital Marketing, Creative Design or Creative Copywriter). <https://baderrutter.com/careers/>

BLUEPRINT INTERACTIVE

Blueprint is a full-service strategic digital communications firm that works to advance candidates and causes we believe in. We work with candidates and progressive organizations across the country to win elections and improve people's lives.

Current Opportunities: Interns, Associates. <https://blueprintinteractive.com/>

broadhead

We are an employee owned, 150-person independent advertising agency (top 40 in the country) based in Minneapolis, Minnesota. We also have offices in Charlotte, North Carolina and Portland, Oregon. Our client roster is very diverse, with strongholds in agriculture, food, transportation, and wellness.

Current Opportunities: Internships. <https://broadheadco.com>

CAMP DEERHORN

We are a boys' residential overnight summer camp. We are third generation owners and directors, and Deerhorn was started in 1930. We offer traditional summer camp activities, like sailing and horseback riding, and kids sleep in cabins together.

Current Opportunities: Communications/Social Media Intern (Paid position) <https://deerhorn.com/>

CONTEMPORARY SERVICES CORP

We provide event staffing for UW events, concerts, and other shows all around Madison. We also have branches all over the country servicing colleges, professional sports teams, and large scale events.

Current Opportunities: Entry Level Event staff, Supervisor, Event Manager, Leadership Program

CRAMER KRASSETT

Cramer-Krasselt (C-K) is a leading independent marketing, advertising, and communications agency with offices in Chicago and Milwaukee. With a mission to Make friends, not ads®, C-K has built a reputation for changing perceptions and behaviors that lead to purchasing action for brands. It's how we helped Porsche achieve 11 years of consecutive record-breaking growth, how Corona became the #1 import and Pacifico grew 19% in a single year. 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: See open positions at <https://c-k.com/>.

DISH MEDIA

DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH and Sling. Through innovative platforms, viewer measurement tools, and access to custom audiences, advertisers can employ strategically positioned, demographically targeted buys that enhance their national media campaigns.

Current Opportunities: Dish Media Internships, Sales Coordinators, and other Entry Level Positions

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EM SEARCH CONSULTING

EM Search Consulting, LLC is a digital marketing agency that provides digital services to local, regional, and national businesses. We work with each company individually to fully customize their digital marketing program that will generate the best return on investment and focus on their specific goals.

Current Opportunities: Website Development Intern, Design Intern, SEO Content Writing Intern, Paid Advertising Intern.
<https://www.emsearchconsulting.com/careers/>

FORWARD MADISON FC

Madison's own professional soccer organization playing at Breese Stevens Field in downtown Madison

Current Opportunities: Marketing Internships.
<https://www.forwardmadisonfc.com/>

GOOD KARMA BRANDS – ESPN MADISON

Good Karma Brands is a media and marketing company with expertise in leveraging the power of sports to build brands. We have a unique collection of premium brands within the GKB family, and pride ourselves on offering best in class solutions and service, whether you want to impress your clients at an event, engage with sports fans via our ESPN assets, or redecorate your home or office. We're here for the only three that matter: our partners, our fans, and our teammates.

Current Opportunities: Summer Internship Program; Fall Internship Program
<http://goodkarmabrands.com/>

GRAY MEDIA (WEAU, WIFR, WMTV-15)

WMTV is the NBC affiliate serving south central Wisconsin. We are the #1 station—leading the market in news and weather coverage. At WMTV, we work hard and take pride in getting it right. We're recognized for sharing information with accuracy and immediacy on all platforms. WMTV was recently named an NAB 'Service to America' finalist and is a three-time "News Operation of the Year" recipient. The latter award was given by the Wisconsin Broadcasters Association for coverage airing in 2021, 2020 and 2019.

Current Opportunities: Paid Internships, Part-time and Full-time work in news (broadcast and digital platforms), Sports, Weather, Engineering, Sales, Marketing & Promotions.
<https://gray.tv/careers>

HIEBING

Hiebing is a full-service marketing agency focused on driving momentum for the brands and clients we serve. We are a curious crew who live by a We Before Me credo, knowing that teams outperform individuals and that we always have each other's backs. We have the privilege to serve within our communities, donating thousands of hours of our time in pro-bono work for organizations making meaningful change.

Current Opportunities: Account Coordinator, Brand Development and PR, Social & Content Internships
<https://www.hiebing.com/>

HOFFMAN YORK

Hoffman York is a full-service advertising agency located in Milwaukee's historic Third Ward. We service clients in a variety of industries including travel/tourism, home products, economic development, and consumer packaged goods.

Current Opportunities: Ongoing opportunities for internships and entry-level positions in Creative, Communications, Content and Client Services. <https://hoffmanyork.com/careers>

HUBBARD BROADCASTING

We are a St. Paul based, family-owned, nationwide broadcasting company with over a dozen TV stations, 55 Radio Stations, a TV production company, a digital marketing agency and the REELZ Cable Channel. We pride ourselves on neutral, investigative style reporting and being an active member of the communities that we serve.

Current Opportunities: Summer News/TV Internships, Reporters, Producers, MMJ's, Digital Production

KENNEDYC

KennedyC is full-service, integrated agency offering traditional and digital media buying and creative.

Current Opportunities: See open positions at
<https://kennedyc.com/>

LESSITER PUBLICATIONS

Lessiter Media is a family-owned B2B publishing and media company based in Brookfield, WI. We provide content and products ranging from print publications to virtual events, and everything in between.

Current Opportunities: Editorial Intern, Marketing Intern, Digital Media Intern, Sales Associate
<https://www.lessitermedia.com/careers/>

MADISON CAPITOLS

We are a for profit Tier I Junior hockey organization who competes in the United States Hockey League (USHL). We are focused on creating an environment where we can have a positive impact on all people through the game of hockey. We want to grow our footprint in the greater Madison area and provide exemplary live sports entertainment to our fans.

Current Opportunities: Communications Internship, Marketing Internship, Game Night Operations Internship, Merchandising Internship

MIDWEST FAMILY MADISON

We are a creative marketing firm, full of bright minds helping great local businesses become great local brands!

Current Opportunities: Digital Marketer Internship, Sales & Marketing Assistant, Account Executive
<https://www.midwestfamilymarketing.com/careers/>

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PLATFORM COMMUNICATIONS

Platform Communications is a communications firm located in the heart of downtown Madison. We offer a variety of services including crisis comms, PR, marketing, and traditional communications. Our team of talented individuals can provide big-firm offerings with small-firm treatment.

Current Opportunities: Communications and Administration Intern, accepting applications for junior positions on a rolling basis as we are frequently expanding our team!

REAL CHEMISTRY

It's an end-to-end healthcare experience group designed to help brands and people reach their potential.

Current Opportunities:

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

ROTOWIRE

RotoWire is a fantasy sports company located directly behind the Kohl Center in Madison, WI. RotoWire provides fantasy news and information to a number of media industries including ESPN, Yahoo, NFL.com, DraftKings and FanDuel and has been operating since 1998.

Current Opportunities: Sports Writer, Internship Customer Service Intern

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

SPECTRUM NETWORKS

Spectrum Networks is a series of 30 + local news and regional sports networks owned and operated by Charter Communications, Inc. Spectrum Networks seeks to provide the most essential local news and information, cultivating relevant and thoughtful conversations that foster informed and engaged communities.

Current Opportunities: <https://jobs.spectrum.com>

THE EVOKE AGENCY

The Evoke Agency is a four-time Inc 500/Inc 5000 recipient with expertise in social media content development and management as well as influencer and public relations for lifestyle, beauty, hospitality and wellness brands and services. As a top-tier mid-sized agency with a national presence, our team delivers a nimble, efficient, and effective approach for brands large and small.

Current Opportunities: Strategy Internship, Photography Internship, Account Coordinator

USA TODAY NETWORK – WISCONSIN

We're a network of 11 news organizations in Wisconsin, including the Milwaukee Journal Sentinel, Green Bay Press-Gazette and Appleton Post-Crescent.

Current Opportunities: Reporter and Photojournalist Internships in our Green Bay and Appleton newsrooms. Entry-Level Reporter and Photojournalist Positions in one of our Wisconsin newsrooms.

WISC-TV

WISC is Madison's CBS affiliate offering local news via News 3 NOW and Channel3000.com. Under the same umbrella is Madison Magazine and Phase 3 Digital Agency, a monthly lifestyle publication and digital advertising agency. We are committed to serving the Madison community and surrounding areas with urgency and care.

Current Opportunities: Investigative Reporter Internship, Reporter Internship, News Producer, MMJ, Account Executives, Sales Coordinator

WISCONSIN PUBLIC MEDIA

Wisconsin Public Media, which includes PBS Wisconsin and Wisconsin Public Radio, is a partnership between the Board of Regents of the UW-System and the Wisconsin Educational Communications Board (ECB). WPR is a statewide network, consisting of 37 radio stations programmed by seven regional studios. There are studios located in Eau Claire, Green Bay, La Crosse, Madison, Milwaukee, Superior, and Wausau. PBS Wisconsin is a statewide network consisting of four television stations that reach nearly 1.4 million households.

Current Opportunities: We typically have several open positions at any given time. They can range from Producers, Reporters, Engineering, IT, HR, Business Development, Graphic Design, etc.

WISN-TV (HEARST)

WISN-TV is the ABC affiliate in Milwaukee, Wisconsin. We have internships and entry level positions for those looking to get into the field of television broadcast news.

Current Opportunities: Producers, Photographers, Digital, Assignment Desk

WP BEVERAGES, BUBBL'R

WP Beverages proudly represents Madison, WI with PepsiCo brands through off-premise, on-premise, and vending sales. Our marketing teams works directly with national brands, and in-house plans for brands like BUBBL'R, Klarbrunn, and Vita Ice.

Current Opportunities: Digital Media Coordinator, Digital Sales Specialist, Event Brand Ambassadors