

ADVERTISING and COMMUNICATIONS CAREER FAIR

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

Wednesday, November 1, 3-6 p.m.

AD 2 MADISON

Ad 2 Madison aims to connect young professionals and students interested in advertising, marketing, public relations and communications in the Madison area. Ad 2 provides educational, networking, public service and leadership opportunities to both members and guests. Events include (but are not limited to): seminars, workshops, 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: We are looking for students interested in becoming members or joining our board. We have board position openings for Programming and Events, Membership, Communications, Social Media, Copywriting, Creative and Web Design and even Vice President!

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

ADAMS OUTDOOR ADVERTISING

Adams Outdoor Advertising is the largest outdoor advertising company in the city of Madison, helping connect local advertisers with local consumers via billboard and online advertising tactics.

Current Opportunities: Account Executive (Sales)

<https://www.adamsoutdoor.com>

AUDACY

Audacy is a digital audio company with locations across the country. We looking to grow our sales team here in Madison and looking for candidates with an advertising/marketing and communications background.

Current Opportunities: Sales Account Executive

<https://www.audacy.com>

BADER RUTTER

Bader Rutter is a full-service marketing agency of 250+ employees based in Milwaukee and Chicago. We provide advertising, media, social media, design, experiential, public relations and the entire suite of digital and data services. For 50 years, we've grown as our clients have grown, including a blue-chip collection of remarkable brands that includes the No. 1 and No. 2 leaders of trillion-dollar industries. We have been named the #1 North American agrimarketing agency 27 times and this year, we earned both #1 U.S. B2B agency and B2B agency of the year. We dream big, plan meticulously, and fiercely champion our clients' success.

Current Opportunities: Summer PR, Social Media and Analytics Internships.

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

CANNONBALL PRODUCTIONS (VIRTUAL)

Cannonball Productions is a boutique production company based in Los Angeles. We create national and regional commercial and social media campaigns, many featuring world-famous celebrities. From conception to execution, Cannonball is a turnkey production company which focuses on effective messaging developed by our in-house creative, production and post-production teams. In addition, we produce feature films, in both the narrative and documentary spaces, with an emphasis on social impact and compelling storytelling.

Current Opportunities: We held an internship position for a UW student from 2017-2019 and 2021, but had to suspend it due to knock-on affects from the pandemic. We hope to resume this internship in the coming years.

CRAMER KRASSELLT

Cramer-Krasselt is one of the largest independent advertising agencies with offices in Chicago and Milwaukee. Disciplines include strategic branding, digital, social, analytics, media/programmatic, e-commerce, SEM, PR, UX, influencer and more. Major brands include Alzheimer's Association, Cedar Fair (Knott's Berry Farm, Cedar Point and 13 additional properties), Cintas, Porsche, Spirit Airlines and Tropicana.

Current Opportunities: Disciplines include strategic branding, digital, social, analytics, media/programmatic, e-commerce, SEM, PR, UX, influencer and more.

<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: Media Coordinator; Media Intern

<https://media.dish.com/>

EM SEARCH CONSULTING

EM Search Consulting is a Chicago-based digital marketing agency that helps over 200 local, regional, and national businesses in areas of SEO, Paid Advertising, Website Design, and more. We work with each brand individually and create a customized marketing plan based on the products and services that will generate the best return on investment.

Current Opportunities: SEO Production Internship / Digital Design Internship / Website Development Internship.

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

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EPIC CREATIVE

Epic creative is a full-service marketing and advertising agency. We serve local, national, and international clients from our headquarters just north of Milwaukee in west bend, Wisconsin.

Current Opportunities: Potential opportunities in the future.

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

ESPN MADISON

We are a radio station and sports marketing company located in Downtown Madison.

Current Opportunities: Summer 2024 Internships, Part-Time Marketing Events Supervisor, Part-Time Board Operator

<https://goodkarmabrands.com/espn-madison/>

FCB CHICAGO

We are the industry's largest startup – the oldest and newest advertising agency in Chicago. Founded in 1873 as Lord & Thomas and reintroduced as Foote, Cone and Belding, we create big transformative ideas that drive change and make lasting impact. With over 500 employees working in the iconic John Hancock Building on Michigan Ave, we have an entrepreneurial spirit, with scale and best-in-class capabilities all under one roof.

Current Opportunities: Account Management, Strategic Planning, Strategic Analytics, Project Management, Art Direction, Copywriting, Production

<https://www.fcb.com/where-we-are/fcb-chicago>

FORWARD MADISON FC AND MADISON MALLARDS

Madison's professional soccer team and amateur baseball team. Forward Madison is located at Breese Stevens Field. The Madison Mallards are located at Warner Park.

Current Opportunities: Pressbox internship, matchday internships, general internships.

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

<https://northwoodsleague.com/madison-mallards/>

GRAY TELEVISION

Gray TV is one of the largest and most influential broadcasting companies in the country with stations in 113 markets. Along with entry-level and growth opportunities, Gray offers a paid internship program as well as a mentorship program, partnering students with newsroom leaders.

Current Opportunities: Various opportunities to 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. Camaraderie is real (as is the Beer Fairy). And together we generate great work, good karma and a pretty nice chunk of bonus money for everyone at the end of a good year. Come learn and grow with us.

Current Opportunities: Brand Development & PRSM positions (will depend on day of career fair).

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

HUBBARD BROADCASTING

We are a nationwide, family owned media business consisting of a dozen TV stations, over 60 radio stations, the REELZ cable channel, our television production company F&F Productions and our digital marketing agency, 2060 Digital.

Current Opportunities: News internships, Multi-Media Journalist, Reporter, News Producer, Photographer

<https://hubbardbroadcasting.com>

KENNEDYC

At KennedyC, we're on a mission to create opportunities for clients. We believe nothing is more important than partnerships that drive long-term business success. Our diverse media placement and in-house creative combine to maximize reach and impact for our clients.

Current Opportunities: Future opportunities.

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

LESSITER MEDIA

Lessiter Media is a family-owned B2B publishing company serving farmers, farm equipment dealers and farriers (horseshoers). Since 1981, readers have trusted Lessiter Media to deliver the latest and most critical information through our magazines, newsletters, websites, email newsletters, books, reports and events.

Current Opportunities: Editorial intern, digital media intern, graphic design intern, marketing intern.

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

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MID-WEST FAMILY MADISON

The Milwaukee Journal Sentinel is Wisconsin's largest and most influential news organization, with its digital website, jsonline.com, and its legacy print newspaper. The Journal Sentinel has won three Pulitzer Prizes, been a finalist 10 times, and won numerous national journalism awards across multiple categories.

Current Opportunities: We have two summer internships reserved for UW-Madison students -- one at the state Capitol and one in the Milwaukee newsroom -- as well as other internship possibilities. UW-Madison graduates compete well for job openings and hold multiple positions in the newsroom.

<https://www.midwestfamilymadison.com>

MILWAUKEE JOURNAL SENTINEL

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

Current Opportunities: Sales, Strategy, Fulfillment, Content, Copy, Creative.

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

MIZZMEDIA PRODUCTIONS

Mizztique Boudoir is a full service photography studio located in Madison, WI helping women see themselves as works of art. We provide pampering photoshoot experiences that include professional hair and makeup, pose coaching, prep guides, handcrafted albums, custom artwork and so much more!

Current Opportunities: Digital Marketing Assistant

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

OVERTIME

Overtime builds disruptive new sports leagues and IP aimed globally at the next generation of sports fans and athletes. Overtime owns and operates, OTE in basketball, OT7 in football and OTX in boxing, and leverages digital-first content across its network of accounts engaging its community of over 85 million fans and followers. Overtime's business model is driven by sponsorships, brand relationships, e-commerce, licensing and media rights. Locations include: NYC, ATL, LA and CHI.

Current Opportunities:

<https://www.teamworkonline.com/sports-technology-jobs/Overtime-overtime-elite-jobs/overtime>

PLATFORM COMMUNICATIONS

Platform Communications specializes in traditional and crisis communications as well as public relations and marketing. Founded and based in Madison we have a strong presence in Wisconsin as well as national and international reach.

Current Opportunities: One internship slot is currently available with an anticipated two openings for the spring semester. No current staff openings though we are regularly reviewing our team bandwidth and workload for opportunities to grow our team.

<https://www.platform-communications.com/>

ROTOWIRE

Hey everyone! RotoWire has been a part of the fantasy sports industry for over two decades providing fantasy information, updates and a whole slew of other things to pivotal sports industries such as ESPN, Yahoo Sports, NFL.com, FanDuel, DraftKings and more. We're primarily looking for new writers who are interested in fantasy sports.

Current Opportunities: Fantasy Sports Writing Internship, Tech Internship.

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

SOCIALDEVIANT

SOCIALDEVIANT is an advertising agency located in the west loop of Chicago. We are also known as the kindest agency in the world.

Current Opportunities: TBD

<https://www.socialdeviant.com>

SOCIALSURGE MARKETING

Located in Milwaukee, Wisconsin, SocialSurge Marketing provides custom digital marketing strategies and solutions to our clients that best help them accomplish their needs and objectives, as well as help businesses in our community through education and resources meant to make them better.

Current Opportunities: Digital Marketing Intern

<https://socialsurgemarketing.com/>

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THE EVOKE AGENCY

The Evoke Agency, a full-service agency subset of Ideas That Evoke, is a 3-time Inc. 500 Fastest Growing Digital Agency with expertise in content, community, digital, branding, social media management and PR for beauty, lifestyle, hospitality and wellness CPG 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. Our team is full of strategically educated individuals who are natively digital - we understand the online world because that is where we grew up.

Current Opportunities: We're looking for entry level roles and interns (based on semester) often! Account Coordinators/Assistant Account Executives Account Strategy Intern PR Intern Jr. Photographer/Intern Jr. Videographer/Intern Jr. Graphic Designer/Intern.
<https://www.theevokeagency.com/>

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: Reporters and Photojournalists.
<https://www.youtube.com/c/USATODAYNETWORKWisconsin>

UW-MADISON INTERNATIONAL INTERNSHIPS

UW-Madison International Internships, part of campus' central study abroad office, identifies, develops, and promotes internships abroad for enrolled undergraduate students. We offer UW Signature Internships exclusively for Badgers that you apply for through our International Internship Database, in addition to information about external internships with global organizations or placement programs. Talk to an Intern Abroad Advisor about internship search strategies, applications, credit, funding, and more!

Current Opportunities: Varies, primarily summer internships around the globe!
<https://internships.international.wisc.edu>

WGBA, THE E.W. SCRIPPS COMPANY

NBC affiliate in Northeast Wisconsin based out of Green Bay.

Current Opportunities: Reporter/MMJ, Executive Reporter, Meteorologist, Producer.
<https://www.nbc26.com/>

WISC/NEWS 3 NOW-MORGAN MURPHY MEDIA

We are a family-owned broadcast media company with locations in WI, MO, TX, and WA. We'd love to connect students interested in journalism and sales/marketing careers. Full time candidates are most desired, but limited internship opportunities do exist.

Current Opportunities: Please visit our careers page to learn more about current opportunities:
<https://morganmurphymedia.com/current-openings/>

WISCONSIN PUBLIC MEDIA

Wisconsin Public Media houses both PBS Wisconsin and Wisconsin Public Radio (WPR). We are headquartered in Madison. WPR has 7 bureaus across the state.

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

WISCONSIN WATCH

Wisconsin Watch is a nonpartisan, nonprofit statewide newsroom. We produce independent accountability journalism that seeks to protect the interests of people in vulnerable circumstances, expose wrongdoing and deficiencies in systems, and explore solutions to problems. Many of Wisconsin Watch's reports are produced in collaboration with other news organizations in Wisconsin and nationwide. We also train and mentor early-career journalists and business leaders in the industry.

Current Opportunities: None available at this time although we regularly have reporting and photojournalism internships
<https://wisconsinwatch.org/>

WISN-TV (HEARST)

WISN-TV is the ABC affiliate in Milwaukee Wisconsin. The station is owned by Hearst Television, a national multimedia company with operations serving nearly three dozen U.S. cities, reaching one out of every five households.

Current Opportunities: News Photographer, Account Executive, Paid internships available in Spring and Summer.
<https://www.wisn.com/>

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WMTV NBC 15 (GRAY TELEVISION)

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>

WORT

WORT 89.9 FM is a nonprofit and noncommercial community radio station based in Madison, and broadcasting to south-central Wisconsin. Founded in 1975, the station is driven by hundreds of on-air and off-air volunteers, a small staff collective, a Board of Directors, and many listeners and listener-sponsors. At the core of the WORT mission is the facilitation of community expression. We strive to challenge the cultural and intellectual assumptions of our listeners through unique and diverse local programming, and include audiences and programmers underrepresented in other media.

Current Opportunities: Sound board operator, news reporter, feature contributor, interviewer, host, graphic designer, publicity coordinator, digital producer, social media coordinator, and many more!

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

WTMJ-TV

TMJ4 News brings you breaking and developing news, weather, traffic and sports coverage from the Milwaukee metro area and across Wisconsin. Our address is 720 E. Capitol Drive, Milwaukee, WI 53212

Current Opportunities: Editor, Associate Account Executive.

<https://wtmj.com>