

ADVERTISING AND COMMUNICATIONS CAREER FAIR

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

Monday, February 6, 2017

American Family Insurance

<http://www.amfam.com>

Our vision statement puts things clearly: To be the most trusted and valued customer-driven insurance company. Our purpose is to inspire, protect and restore dreams because we know that what matters most to our customers should matter most to us. No matter your background, there are many educational, career and advancement opportunities at American Family.

Current Opportunities

Internships: Brand and Consumer Area; Digital Experience Area (Grad student); Digital Marketing; Marketing Partnership & Alliances

Bader Rutter

<http://www.baderrutter.com>

Bader Rutter is the premier business marketing agency in the U.S. We're an integrated full-service shop of 250, headquartered just outside Milwaukee (moving downtown in May 2017) with offices in Chicago and Lincoln. Many of our clients are at the intersection of food and agriculture, and our expertise extends to other industries. We've been named to the Milwaukee Journal-Sentinel's Top Workplaces in Southeastern Wisconsin for all six years of the awards' existence, and offer a true work/life balance at the core of our culture.

Current Opportunities

PR Internship; Analytics Internship; Production Artist and Production Coordinator, Account Assistant

C. Blohm & Associates

<http://www.cblohm.com>

C. Blohm & Associates is the premier PR and digital marketing agency for the education and special-needs industries. This award winning agency creates customized integrated marketing communications campaigns that drive results for clients.

Current Opportunities

TBD

Capital Newspapers

http://host.madison.com/capital_newspapers/jobs/

Capital Newspapers publishes more than 30 newspapers, shoppers, specialty publications & websites blanketing a 17-county market area that is home to over 7 million people in Southwest Wisconsin.

Current Opportunities

Outside Sales Marketing Rep.; Advertising Systems Analyst, Content Syndication

Chicago Portfolio School

<http://www.chicagoportfolio.com>

Chicago Portfolio School is a one-year advertising and design school. But mostly it is an idea school. Our programs are for people who want jobs as designers, copywriters, art directors, and web/UX designers...everyone who needs a portfolio to get a job...at advertising agencies, interactive agencies and design firms.

Current Opportunities

Copywriter; Art Director; Designer

Clear Channel Outdoor

<http://www.clearchanneloutdoor.com>

Clear Channel Outdoor is one of the world's largest outdoor advertising companies with more than 675,000 displays reaching more than half a billion people in more than 40 countries on five continents each month. We help advertisers create inspiring out-of-home campaigns via traditional and digital display formats in roadside, urban, transit and airport environments, on street furniture and at retail near point of sale.

Current Opportunities

Outdoor Sales Account Executive

Colle + McVoy

<http://www.collemcvoy.com>

Exponent PR

<http://www.exponentpr.com>

10 Thousand Design

<http://10thousanddesign.com>

Colle + McVoy – An inventive, full-service agency that specializes in modernizing brands. We believe modern brands are human, purposeful, mutual, useful, agile and sustainable.

Exponent PR – In a world overwhelmed by competing messages, clashing agendas and rapidly multiplying media platforms, we maintain a singular focus: building lasting connections through belief in your brand.

10 Thousand Design – An award winning team that believes in delivering unexpected solutions through design alchemy. It's a unique approach that connects people and ideas, leading to exceptionally smart simple work.

Current Opportunities

See our websites: www.colleymcvoy.com/careers
www.exponentpr.com

ADVERTISING AND COMMUNICATIONS CAREER FAIR

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

Monday, February 6, 2017

Community Shares of Wisconsin

<http://www.communityshares.com>

Community Shares of Wisconsin (CSW) is the oldest social justice fund in the nation and supports the work of 66 local nonprofits to create lasting change through grassroots action and advocacy. Thanks to our donors, CSW supports our members by supporting collaboration, raising money, and by providing training and technical support.

Current Opportunities

Communication and Marketing Intern

Cramer-Krasselt

<http://c-k.com>

Headquartered in Chicago with offices in NY and Milwaukee, C-K represents major brands across virtually every industry. Our mission is simple: Make friends, not ads®. We're built without silos or competing interests to truly tap into an ever-expanding range of disciplines, from advertising to SEM/SEO to social analytics—whatever it takes to create compelling brand experiences. This philosophy has fueled our growth, making C-K the nation's second largest independent ad agency and placing us among the top 20 advertising and digital firms in the country with nearly 500 employees and almost \$1 billion in annual billings.

Current Opportunities

C-K Create, C-K's summer internship program in Chicago, Milwaukee, and New York. Various positions across C-K network which can be located on our Careers Page of C-K.com.

The Creative Company

<http://thecreativecompany.com>

The Creative Company is a local public relations firm specializing in media, strategy development, social media, web development and photography; helping to convey a brand story that can be conveyed across assets from press to web, to social, to print.

Current Opportunities

Social Media, PR, Marketing, Web Development and Strategic Communication

EM Search Consulting

<http://www.emsearchconsulting.com>

EM Search Consulting is a digital marketing agency that provides digital services to clients, such as SEO, PPC, website design, social media management, and more. We develop and implement online strategies for clients, and are able to provide measurable results.

Current Opportunities

Digital Marketing Internship

ESPN Madison (Good Karma Brands)

<http://goodkarmabrands.com>

Madison is frequently named the nation's best college sports town. ESPN Madison is the best place for local and national sports talk, and features signature events such as ESPN Wisconsin College GameDay. It's just one way that we strive to bring fans and marketing partners together year after year. Learn more at ESPNWisconsin.com or GoodKarmaBrands.com.

Current Opportunities

Summer Internship Program for credit

ExactDrive

<http://www.exactdrive.com>

ExactDrive is a media buying platform that allows advertisers to buy media online. Online campaigns require innovative strategy, leading technology, careful planning and insightful analysis. We work with both marketing agencies and direct advertisers to help maximize performance of their online advertising campaigns.

Current Opportunities

Client Sales Intern, Campaign Trafficker Intern, Support Intern

Footlocker.com/Eastbay

<http://www.eastbay.com>

Eastbay's goal is to be the go-to resource for pro-gear, casual styles, and expert training tips for athletes who care about winning. We're dedicated to 7-to-24-year-old athletes and their needs, on and off the field, day in and day out, everywhere they live. Eastbay has been a part of the Foot Locker, Inc. family since 1997. We're proud to be a part of Foot Locker and its vision toward becoming the leading global retailer of athletically inspired shoes and apparel.

Current Opportunities

Copywriting, Design and Social Media Internships

Frank N. Magid Associates, Inc.

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

Magid has a long legacy of helping thousands of global brands in more than 40 countries become an essential part of people's lives. Standing on 60 years of industry-defining service, we're grounded by a rare combination of tailor-made research, a deep understanding of human behavior and operational expertise.

Current Opportunities

Support Specialist – Minneapolis, Fresh Faces submissions

ADVERTISING AND COMMUNICATIONS CAREER FAIR

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

Monday, February 6, 2017

Golin

<http://golin.com>

Golin is a global PR and digital agency reinventing our industry. Every. Single. Day. Yet we still make time to create award-winning client work and have fun while we're doing it.

Current Opportunities

Summer Internship 2017

Hiebing

<https://www.hiebing.com>

Hiebing, founded in 1981, is a full-service marketing communications agency located in the heart of Madison and was named Ad Age's 2015 Small Agency of the Year, Midwest. The agency has expertise in branding, content development, public relations, social media, digital marketing and media planning and clients include local, regional and national brands with b2c and b2b target markets.

Current Opportunities

Summer Internships in Account Management, Media, Create (writer and designer), Digital

Hoffman York

<https://hoffmanYork.com>

A mid-size advertising agency with the following capabilities: Digital, Creative, Brand Strategy, Earned Media, Social Media, Research Analytics, and Paid Media.

Current Opportunities

Ongoing need for interns. Check our website, under "careers" or reach out to Contact@HoffmanYork.com

Horizon Media, Inc.

<http://www.horizonmedia.com>

Horizon Media, Inc. is the largest and fastest growing privately held media services agency in the world. The company was founded in 1989, is headquartered in New York with a second full-service office in Los Angeles. The company's mission is "To create the most meaningful brand connections within the lives of people everywhere." By delivering on this mission through a holistic approach to brand marketing, Horizon Media has become one of the largest and fastest-growing media agencies in the industry, with estimated billings of over \$6.5 billion, over 1,200 employees (#Horizonation), and clients that include Burger King, GEICO, LG Electronics USA, and A+E Networks.

Current Opportunities

We will have internships in the following departments: Brand Strategy (account management/media planning); Digital Activation; Mobile Strategy; Search Engine Optimization; Search Engine Marketing; Digital Analytics; Direct Marketing; National & Local Video Investment (media buying); Out of Home; Human

Resources; Information Technology; Scout (sports and entertainment marketing); WHY (consumer insights); WHERE (channel insights); Social Media (creative, community management, paid).

Influence Health

<http://www.influencehealth.com>

Influence Health provides the healthcare industry's most comprehensive suite of healthcare consumer experience solutions. The Influence Health platform enables provider organizations to positively influence consumer decision-making and health behaviors well beyond the physical care setting through personalized and interactive multi-channel engagement.

Current Opportunities

Summer 2017 Intern & Fall 2017 Intern, Campaign Manager (full-time)

Kennedy Communications

<http://www.kennedyc.com>

Kennedy Communications is a mid-sized, full-service advertising agency serving a host of international, national and local brands. By outthinking instead of outspending, we take the ordinary and make it extraordinary. We provide integrated advertising and interactive campaigns, implementing progressive and aggressive strategies. We handle all offline and online marketing needs – from direct mail to email, cable to broadcast, radio to Pandora, YouTube to Facebook.

Current Opportunities

Opportunities pending

La Comunidad News LLC

<http://wisconsinlcnews.com/>

We are a community-based newspaper providing a voice to the Hispanic community by providing information that empowers them and enables them to make informed decisions. "Sharp & original Latino content covering local news, flavorful social events, sports, interviews and more. All relevant information for the empowerment and education of the Latino community. We are the faces and voices of the Latino community in the capital region."

Current Opportunities

All the positions provide an opportunity for a total cultural immersion in Madison's most cultural neighborhood. Spanish language is helpful but not required. Reporter, Community Social Media Coordinator, Wordpress Specialist

ADVERTISING AND COMMUNICATIONS CAREER FAIR

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

Monday, February 6, 2017

Lessiter Media

<http://lessitermedia.com>

Lessiter Media Inc., Brookfield, Wis., was founded in 1981 by Frank and Pam Lessiter. The firm provides niche content magazines, newsletters, websites, international conferences, books, DVDs, management reports and e-newsletters in agricultural and equine industries.

Current Opportunities

Editorial Intern, Marketing Intern, Digital Media Intern, Business Development Intern

Lindsay, Stone & Briggs

<http://www.lsb.com>

Full-service advertising agency located in Madison.

Current Opportunities

PR, Media, Digital, Account, and Creative Internships

Madison Mallards

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

Summer collegiate baseball organization.

Current Opportunities

Summer internships and part-time positions

Mediavest | Spark, Starcom

<http://mediavest-spark.com>

Mediavest | Spark is a full-service media agency that offers the best of both worlds – a startup spirit backed by a powerhouse soul.

Starcom is about more than media and advertising. We're an agency obsessed with people, data and technology.

Current Opportunities

Full-time positions for May graduates. Summer internship information for future applicants.

Mid-West Family Marketing

<http://midwestfamilymarketing.com>,

<http://midwestfamilybroadcasting.com>

Mid-West Family Marketing is a full-service, locally owned marketing agency with seven radio stations, a fully integrated digital marketing company and an events department.

Current Opportunities

Digital Marketing, Marketing Account Manager, Numerous Internships

Mirror 34 Productions

<http://mirror34.com>

Mirror 34 Productions is a full-service video production company. Madison-based with an office in Los Angeles, we have resources nationally and internationally. More directors, more talent, more locations, more technology, more creative, more help, solutions and dogged drive to deliver more pixel bang for agency and corporate clients.

Current Opportunities

We don't have any set positions but depending on the individual, we are always open to possibilities.

MorganMyers

<http://morganmyers.com>

MorganMyers is a strategic communications firm that builds, protects and promotes great brands that help feed the world. We serve clients with a range of audiences, from farmers to consumers, enabling a 360-degree perspective to tell their story in a way that resonates, engages and moves their brand forward.

Current Opportunities

See morganmyers.com/careers

Northwoods Web Solutions

<http://www.northwoodsoft.com/Northwoods.htm>

Northwoods is a digital solutions company located in Milwaukee. We provide custom digital marketing, website design, mobile app and software solutions to clients around the country. We have a very free and relaxed work environment. You can do what you want with your office space, dress the way you want, and even work from home if you need to. All employees and interns get two monitors, the latest hardware, and free popcorn on Thursdays. No need to wear shoes around the office. (The boss doesn't.) We also have kids and dogs occasionally running around the office.

Current Opportunities

Digital Marketing Internship for Summer 2017 (and possibly beyond)

Oracle

<https://www.oracle.com>

Application and platform services.

Current Opportunities

Check career section of website for opportunities:

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

ADVERTISING AND COMMUNICATIONS CAREER FAIR

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

Monday, February 6, 2017

Planet Propaganda

<http://planetpropaganda.com>

Planet Propaganda's a small but mighty agency that works for kick-ass national clients: Duluth Trading Company, Jersey Mike's Subs, Pernod Ricard, and Scotts Miracle-Gro to name a few. We Simplify. We Amplify.

Current Opportunities

Marketing Intern

The Progressive

<http://progressive.org/>

Since its establishment by Wisconsin Senator Robert M. La Follette Sr. in January 1909, The Progressive magazine – formerly La Follette's Weekly – has remained a voice for peace, social justice, freedom of speech and the empowerment of everyday people to strengthen democracy in Wisconsin, the United States and around the world.

Current Opportunities

Associate Editor, beginning in early April 2017

Social Media Intern, Summer Semester 2017

Prosper Strategies

<http://prosper-strategies.com>

Prosper Strategies is an inbound marketing and PR firm that works with change-making companies to drive growth. Our clients span industries including professional services, social enterprise, nonprofit, healthcare, education and tech, but no matter their focus, they want to grow their bottom line, and in turn, their impact.

Current Opportunities

Summer Digital Marketing and PR internship

Purple Strategies

<http://www.purplestrategies.com>

Purple Strategies is a boutique strategy firm. We bring together a blend of experts from the brand and political worlds to create integrated campaigns that shape opinion and inspire action. We help organizations ascend.

Current Opportunities

Account Coordinators, Account Managers

RotoWire

<http://www.rotowire.com>

RotoWire is a fantasy sports company that provides content to partners such as ESPN, Yahoo, DraftKings, FanDuel, SiriusXM, BleacherReport, NBA.com, and a number of other respected companies in the sports industry. We also have RotoWire.com, a subscription-based website that caters to both year-long and daily fantasy.

Current Opportunities

Internships available: Sports Writer, Customer Service, Content Assistant, Administrative Assistant

Today's TMJ4 – E. W. Scripps Company

<http://www.tmj4.com>

WTMJ-TV, virtual Channel 4, is an NBC-affiliated television station located in Milwaukee.

Current Opportunities

Supplying a printed copy of current open positions

USA TODAY NETWORK-Wisconsin

<https://livestream.com/usatodaynetworkwisconsin>

USA TODAY NETWORK-Wisconsin is part of the national news organization with more than 100 outlets across the country. USA TODAY NETWORK-Wisconsin comprises Gannett Co., Inc. newsrooms in Appleton, Door County, Fond du Lac, Green Bay, Manitowoc, Marshfield, Oshkosh, Sheboygan, Stevens Point, Wausau and Wisconsin Rapids, as well as Packers News.

Current Opportunities

Open positions in Wisconsin and across the country can be found here: <http://www.gannett.com/careers>. We offer summer internships in our newsrooms.

UW Division of Recreational Sports

<https://recsports.wisc.edu>

The mission of the Division of Recreational Sports is to enhance the UW-Madison experience by providing excellent programs, services and facilities that promote and inspire the social, mental, and physical well-being of the campus community.

Current Opportunities

Brand Ambassadors, Graphic Designers, Social Media Assistant

UW International Internship Program

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

The International Internship Program (IIP) is a campus office that identifies, cultivates and promotes high-quality professional experiences for undergraduate students of any major in other countries or domestically with an international focus. Advisors guide students on finding an internship, applying for scholarships, getting credit, travel logistics, etc. Summer, Fall and Spring internships available!

Current Opportunities

Many communications/journalism/social media/marketing positions available in several countries including: Argentina, India, Costa Rica, Chile, Ecuador, Spain, France, China, and MORE.

ADVERTISING AND COMMUNICATIONS CAREER FAIR

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

Monday, February 6, 2017

Wisconsin Center for Investigative Journalism

<http://wisconsinwatch.org>

The Wisconsin Center for Investigative Journalism is a nonprofit, nonpartisan news organization that increases the equality of investigative reporting in Wisconsin, while training current and future generations of investigative journalists

Current Opportunities

Reporting internships, public engagement and marketing internships.

Wisconsin State Journal; Lee Enterprises

<http://host.madison.com/wsj/>

The Wisconsin State Journal is Wisconsin's second-largest daily newspaper. Lee Enterprises is a leading provider of local news, information and advertising in primarily midsize markets, with 46 daily newspapers and a joint interest in two others, including the Wisconsin State Journal, along with rapidly growing digital products and nearly 300 specialty publications in 21 states.

Current Opportunities

State Journal: Summer News Reporting Internship, Education Reporter

Lee Enterprises: Newspaper Design Intern, Newspaper Page Designer

Woodward Communications, Inc.

<http://www.wcinet.com>

Headquartered in Dubuque, Iowa, WCI is a dynamic, employee-owned media company, composed of community media, agency and targeted business trade services. Through an empowering family atmosphere and participative culture, our employee owners create solutions that benefit our customers, the company, and their communities. The corporation has six operating divisions: TH Media, Woodward Community Media, Woodward Radio Group, Woodward Printing Services, Two Rivers Marketing and Woodward BizMedia.

Current Opportunities

Summer internships in Dubuque, Iowa for Reporter, Copy Editor, and Photographer, May through August 2017. Also, one full-time Reporter position is open for the Telegraph Herald, Dubuque.

WORT 89.9 FM

<http://www.wortfm.org>

WORT 89.9 is an independent radio station serving South-Central WI. WORT is a non-profit, non-commercial station based in downtown Madison and offers hands on-journalism training in its award-winning newsroom.

Current Opportunities

Summer Internships – Local News Reporter, Online News Editor

WSUM Student Radio

<http://wsum.org>

WSUM is UW Madison's student-run radio station. We are committed to providing an alternative media source for the campus and surrounding Madison community, as well as being an educational lab for students in music and broadcast journalism.

Current Opportunities

We are currently looking for students interested in joining our news team. Being a part of the team provides excellent real world experience in journalism. We also hire paid positions every semester. More information about our staff positions can be found at WSUM.org.

Zenith Media

<http://www.zenithmedia.com>

Zenith is the world's largest media agency, specializing in communication strategy and investment. With a data-led approach to strategy development and implementation, Zenith produces meaningful insights and innovation to continuously deliver to clients across all industries the best possible return on their communications investment.

Current Opportunities

Media Trainee Program, a full-time, paid position