



# FROM A – Z: HOW TO LAND AN INTERNSHIP

Finding an internship might seem daunting at first but this detailed guide will help you get started on landing the best placement for you.

## Before You Get Started

Make sure you've registered your profile on the [FCAD Internship Tracker](#) (FIT). All information and documents related to your internship will be kept in this portal.

For more details on FIT, refer to Section 4 of the Undergraduate Internship Handbook.

Once you've handled the basics, it's time to start your placement search.

### 1) The Search

A great place to start is the RSJ Internship database, located directly on the website in the 'Placements' page. All of the publications listed have reached out to the RSJ looking for skilled interns like you and most of them have already had students work for them.

So here's how it works:

To begin, you can enter keywords into the top search bar of the 'Placements' page or by clicking on the magnifying glass symbol located at the bottom left of every page, which will launch a search bar of its own.

The screenshot displays the RSJ Internship website interface. On the left is a vertical navigation menu with the RSJ Internship logo at the top. The menu items are: Home, Need to know, Link to FIT, Placements (highlighted with a red arrow), Course Outline, Resources, Contact, Log Out, and RSJ Home. At the bottom of the menu are social media icons for Instagram, Twitter, and Facebook, along with a search icon and the email address jag@ryerson.ca. The main content area has a dark blue header with the word 'Internships' and a breadcrumb trail 'Home / Placements'. Below the header is a large white search bar with the placeholder text 'Type and hit enter ...' and a magnifying glass icon. A red arrow points to this search bar. Underneath the search bar are several category links: 'View all', 'Broadcast/Podcast', 'Communications/Social Media Marketing', 'Digital', and 'Print'. At the bottom of the page are two featured banners: 'Academic Matters' (OCUFA'S JOURNAL OF HIGHER EDUCATION) and 'Applied Arts'.

In the search bar, you can enter keywords that relate to the type of internship you're looking for. You can filter your search based on industry, location, beat, corporation, etc.. In the example below, searching "digital sports" will bring up related search results like TSN.ca.

The image shows a screenshot of the RSJ Internship website. At the top, there are two search bars. The left one contains the placeholder text "Type and hit enter ...". The right one contains the search term "digital sports". Below the search bars are social media icons for Instagram, Twitter, and Facebook, and an email icon with the address "jagg@ryerson.ca".

On the left side of the page is a navigation menu for "RSJ INTERNSHIP". The menu items are: Home, Need to know, Link to FIT, Placements, Course Outline, Resources, Contact, Log Out, and RSJ Home. At the bottom of the menu are social media icons and the email address "jagg@ryerson.ca".

The main content area is titled "Search Results for: digital sports". It features a search result for "TSN.ca". The result includes a thumbnail image of a laptop displaying the TSN.ca logo. Below the image is the text: "TSN.ca Description: We are currently looking for interns with a background in copy editing with a grasp on the constantly changing digital media landscape and an eye on the future. Our ideal candidate is intelligent and well-organized with strong attention to detail. They have to be able to withstand the pressure of working in a".

\* Be sure to keep an eye out for "Notes from Jagg" on some postings. In these notes, Jagg will offer advice on what you can expect when applying to that particular placement.

If you're unable to find an internship that appeals to you on the RSJ website, there are other great external resources for you to use. [Indeed](#), [LinkedIn](#), [Glassdoor](#), [Media Job Search Canada](#) are a few great websites to find new postings. If you have a specific placement in mind, don't be afraid to shoot them a direct e-mail to see if they have any openings.

## 2) The Research

Once you've found an internship posting that appeals to you, take a deeper look into the company. Take a look at their articles and posts and see if this the type of content you want to produce. Figure out what their mission statement is and what their values are. Do they align with yours? Also be sure to look at reviews of the publication and see what current and former employees/interns have to say about their time there. Make sure that you can envision yourself working there before applying.

### 3) The Cover Letter & CV

Now that you've done your research on your prospective placement, take another look at your current cover letter and CV (a.k.a. resumé). Use the posting as a guideline for what your CV/cover letter should look like. They've told you exactly what they're looking for, it's up to you to prove to them that you're the right fit. Make sure to showcase your professional/volunteer experience and skills relevant to the internship position for which you're applying. If you don't have much experience, be sure to mention the relevant courses you've taken during your time at Ryerson. Don't forget to double-check for spelling or grammar mistakes!

### 4) The Approach

Once you're happy with your cover letter/CV, it's time to take the initiative and send in your application. Make sure you're reaching out to the right contact and using any subject line specified in the posting. In the e-mail, quickly introduce yourself and briefly state why you're interested in the position. Then, attach your cover letter, CV and any other documents they've requested. Let them know to contact you if they require any further information and that you look forward to hearing from them.

If they respond to your application and indicate that they have a potential opening for you, this is your opportunity for negotiation. As specified on your pre-course intentions, you may only be available for six weeks full-time or 12 weeks part-time. Make sure that they'll be able to accommodate for your availability before setting up an interview. Depending on the company, you may also be able to negotiate whether the internship is paid.

For a reminder of your negotiation options and responsibilities, refer back to Section 6: Six Weeks or 12? in the Undergraduate Internship Handbook.

### 5) The Interview

If the employer sees potential in what you have to offer, they'll likely want to set up an interview to confirm that you're a good fit. This is where your background research will come in handy. In addition to your knowledge and skills, publications will favour candidates that are looking to further their mission and whose values reflect theirs. Below are some common questions you might encounter during the interview.

#### COMMON QUESTIONS/PHRASES DURING AN INTERVIEW

- Tell us about yourself.
- Why do you want to work with us?
- What are your strengths/weaknesses?
- What do you value?
- What sets you apart from other candidates?
- What was your biggest accomplishment?
- Describe a difficult situation you've dealt with and how you resolved it.
- Where do you see yourself in the future?

Given that you're applying for a journalism-related internship, it's a good idea to have a handful of story ideas you can pitch upon request. To ease any nerves, try doing a mock interview with a friend or family member. If you know anyone that has previously interned at the publication, reach out for advice.

On the day of the interview, be sure to look the part and arrive well before the scheduled meeting. Before leaving the interview, be prepared to ask them questions as well. On top of getting answers, it shows your sincere interest in their work.

## 6) The Follow-Up

Follow-up begins as soon as the interview is done. Shortly after you've finished your interview, send the interviewer(s) an e-mail thanking them for their time and consideration. This will reflect a high level of professionalism. This is the same type of courtesy they'd expect you to extend to co-workers, interview subjects or clients.

If a reasonable amount of time has passed since the interview and you haven't received a response, feel free to send them another follow-up e-mail, reminding them of your interest. Hopefully, they will let you know how close they are to making their decision or if you've been successful/unsuccessful in your application.

## 7) a) The Offer

If everything goes well, you'll soon get an offer. Before accepting, remember to review the terms of the internship and ensure that they work for you. If you decide to accept the internship, register the details of the placement on FIT. Jagg will be notified once these details are uploaded and will give her final stamp of approval. Once approved, all necessary documents will become readily available for you and your employer.

## b) No Offer? No Worries, Try Again. This Will Work Out.

If it doesn't work out, don't be discouraged and don't take it personally. Even if you fit all of the requirements for the internship, they might not be able to host more than one intern. Go back to step one and take another look at similar internship postings and repeat the same process. Eventually, you will find an internship that's right for you.

If you still have any questions or require further help, please send an e-mail to undergraduate internship coordinator, Prof. Jagg Carr-Locke at [jagg@ryerson.ca](mailto:jagg@ryerson.ca).