

# **Making the Most of Summer 2021**

## ***Arts, Culture & Entertainment + Journalism & Creative Writing***

We know that for many of you, the way you planned to spend the upcoming summer of 2020 has been drastically altered by the COVID-19 pandemic. Some of you may be able to engage in your planned work/internship on a remote basis. For others that may not be possible. With this document, we hope to provide some ideas to help you continue to learn about your interest area, search for opportunities, and structure an engaging and productive summer in order to keep building on your current skills and preparing for your future.

### **DEVELOP FURTHER INDUSTRY EXPERTISE (5-10 hours a week):**

It's important to understand the dynamics of the industries to which you hope to contribute. Further, journalism, arts, and media are all interconnected. Studying the current landscape helps both to understand your industry area in specific, as well as the ways these industries are interrelated in general. To that end, websites such as the following can help you build a sense of current trends in your field.

- [The Columbia Journalism Review](#)
- [Art Forum International](#)
- [Variety](#)
- [Film Independent](#)
- [Hollywood Reporter](#)
- [Music Trades](#)
- [Publisher's Lunch](#)
- [AdWeek](#)

Important podcasts to follow in these fields include:

- [Momus Podcast](#) (Art)
- [Talking Points Memo](#) (Journalism)
- [On The Media](#) (Media)
- [The A24 Podcast](#) (Film)

### **CREATE A PERSONALIZED INDUSTRY MAP (5-10 hours a week)**

It's likely you have a list of favorite writers, movies, artists, media programs, etc. Create a map that includes these favorites, but also lists the editors, literary agents, and publishing houses that work with the writers; the producers, agents, writers and directors who made the films; the gallerists and museums and curators who show the artists, and so on...

Why? The wider the target, the easier it is to hit! By composing a map of your favorite work that includes those who helped bring it to fruition, you naturally expand the number of institutions and people you might reach out to, and contribute to, from having a conversation on what it's like to work in the industry to an internship, and finally opportunities for full-time work.

### **SEARCH FOR UCHICAGO CONNECTIONS**

In addition to your industry map, LinkedIn and Alumniandfriends.uchicago.edu can be very effective in helping identify UChicago connections that can help you get your foot in the door!! Industry insiders may now have more time on their hands: Feel free to reach out to see whether

they might be available for a phone or zoom conversation! We are here to help you craft that outreach.

### **JOIN SOCIAL MEDIA GROUPS DEDICATED TO YOUR INTEREST AREA**

Roles in your field also come by word of mouth before ever appearing on job boards. Search for alumni affinity groups in your area. For example, the Facebook group “UChicago alumni in tv/film - los angeles” is one such group that regularly posts job and career opportunities.

### **EXPAND YOUR ONLINE PRESENCE (5-10 hours a week)**

Once you’ve cultivated a deeper sense of your industry through reading, research, mapping, and outreach, you’ll need to develop an online presence you can use as a platform to join that wider conversation, whether as a voice on Twitter, with your own website, blog, posting your music to Bandcamp, your reel to Vimeo, and more.

- 1) You need to be visible so that audiences and employers can find you.
- 2) You need to establish yourself as a voice within the greater conversations that take place in your industry: ***Establish a digital home-base for your area of expertise!!***

- [Personal Branding for Journalists](#)
- [Personal Branding for Artists](#)
- [Personal Branding for Musicians](#)

You can also take a [WordPress class on LinkedIn Learning](#), free to UChicago students!

### **CONTINUE TO CHECK JOB BOARDS (2-5 hours a week):**

Roles in journalism arts and media follow no predictable “recruiting cycle” as in other fields.

You must be vigilant and seize opportunities as they come up year-round. That means bookmarking job pages on institutional websites you follow and checking them daily. Idealist, Indeed, and LinkedIn are all useful tools to bookmark and research jobs. Also, search sites that focus on specific fields in targeted areas such as the New York Foundation for the Arts, The Chicago Artist Coalition, etc.

Further, we encourage you to build an excel spreadsheet composed of your dream job institutions, with links to their HR and Jobs page. If there’s no role currently available, reach out to HR to see if you might be able to secure an informational interview.

Use:

- [Idealist](#)
- [Indeed](#)
- [Publisher’s Lunch](#)
- [Chicago Artists Coalition](#)
- [NYFA](#)

### **CONTINUE TO DEVELOP SKILLS AND PRODUCE CONTENT (10-15 hours a week)**

This is a great time to develop work in your field that can set you up for success once the current situation has receded. It’s also an opportune time to expand your skill-set, utilizing sites like [LinkedIn Learning](#) that offer wide-ranging video tutorials.

Other useful sites are:

- [Skillshare](#)
- [Filmmaking Online](#)

- [Youtube](#)

**STAY IN TOUCH WITH CAREER ADVANCEMENT**

We are here to support you whether you're a returning student or have graduated! Please feel free to make a Handshake appointment or email [waltzer@uchicago.edu](mailto:waltzer@uchicago.edu) or [nrentas@uchicago.edu](mailto:nrentas@uchicago.edu) to set up a time to talk about an industry in general, or ask specific questions about the next steps you might consider taking!!