



Katie Ledford

English major, Class of '08
Internship with **TV Guide Magazine**

How did you find your internship?

Direct contact with the employer.

What were some of your internship responsibilities? What was a typical day like for you?

I worked in the licensing department for TV Guide Magazine. I got to work on books, new projects and sales presentations. They are in the process of changing the brand of the company, so I got to see the transition and how it applied throughout the company, especially in the licensing market.

What aspect(s) of your internship did you find the most rewarding?

My boss was more of a mentor. She helped me learn about the business and the process of getting products off the ground. She has helped me start a portfolio and work on my resume. I didn't run coffee or file things for higher-up people, but I got real projects of my own to work on and really got to be a part of projects.

What aspect(s) of your internship did you find the most challenging?

I was thrown into an environment I hadn't been in before, and my mentor's outlook was that you learn best by just doing. So, I learned as I went along, but I think I learned more that way.

How did your internship contribute to your professional development?

It showed me a new field I hadn't seen before, and it taught me how to better interact with people in a professional setting.

What advice would you offer to SJU students about finding an internship and/or being a successful intern?

Just send out your resume wherever you think you might want to intern at. The more you send out, the more you are likely to hear back from. And keep contacts even if you don't intern at a particular place. They can be great references for contacts and advice later on.