



Lesson Plan

“You are Your Best Advocate”: A Lesson in Internships from Christina Schoellkopf

Project Summary

After an inspiring *Inside the Industry* with Assistant Editor Christina Schoellkopf (Entertainment Assistant Editor for *Los Angeles Times*), let's talk about internships. This lesson is to encourage students to advocate for themselves in the industry that interests them the most.

Performance Objectives

PRE-PRODUCTION GOALS

1. Watch the In the Industry with Assistant Editor, Christina Schoellkopf.
 - a. Link (<https://www.studenttelevision.com/inside-the-industry>)
2. Listen to her stories about applying for internships out of high school.
3. Answer this question:
 - a. “If you could get a taste for any job in the media industry, which would you pick?”

PRODUCTION GOALS

1. Students will create a list of internships that they can apply for in the coming year.

POST-PRODUCTION GOALS

1. Students will look over the list and reflect on the opportunities available to them.
2. Have students write about which internship that they would love to do and why.
3. Optional: Have students apply to an internship.

Resources & Equipment

1. Pen/Pencil
2. Paper
3. Access to Internet
4. Computer



Industry Testimony

"Be vocal about the things that you want to work on."

"Have the quality of not being afraid; every day I have to practice that."

"I am a big believer in applying anyway and if you like that job, find people who work there...send them a message and connect: tell them you want that job! Even if you don't get that job, you've started the conversation...to learn."

- Christina Schoellkopf, Los Angeles Times

Assessment

1. Begin by watching the *In the Industry* with Christina Schoellkopf.
 - a. What stood out to you?
 - b. What inspired you?
 - c. What advice stuck with you the most?
2. Now, it is your turn:
 - a. Decide what industry within media production excites you the most:
 - i. Film Production
 - ii. Entertainment
 - iii. Journalism
 - iv. Commercial Media Production
 - v. Podcasting/Radio
3. Make a list of "dream companies" that you want to work with.
4. Look up those companies and check to see if they offer internships.
 - a. Some companies that offer internships are:
 - i. A24 (<https://a24films.com/jobs>)
 - ii. Paramount Pictures (<https://www.paramount.com/internships>)
 - iii. NPR (<https://www.npr.org/about-npr/181881227/want-to-be-an-npr-intern>)
 - iv. NBC (<https://www.nbcunicareers.com/internships>)
 - v. Vice (<https://www.vice.com/en/topic/interns>)
 - vi. CBS (<https://www.cbsnews.com/news/cbs-news-internship-program/>)
5. Create a log sheet for these internships with contact information and due dates.
 - a. Here is a Log Sheet template (Adjust as needed):
 - i. https://docs.google.com/document/d/17a3FnhF0mCLadD1ZjxqNNxH_r1-w0E74RADUAC94AqY/edit?usp=sharing
6. Share these internships with your peers and talk about which one you would love and why.



7. Have a classroom discussion about how these internships could create opportunities for the students in the future.
8. Optional: Have the students apply for an internship and share their experiences with the class.

*Modifications for Virtual Teaching

If your students are working from home in isolation, share your introductory materials with them virtually. Then, have the students complete the list from home. Have the students collaborate over their lists via video-streaming (Zoom, Facetime, Google Meet, etc). All of this assignment can be done virtually with students working with a phone and laptop.

Contact

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