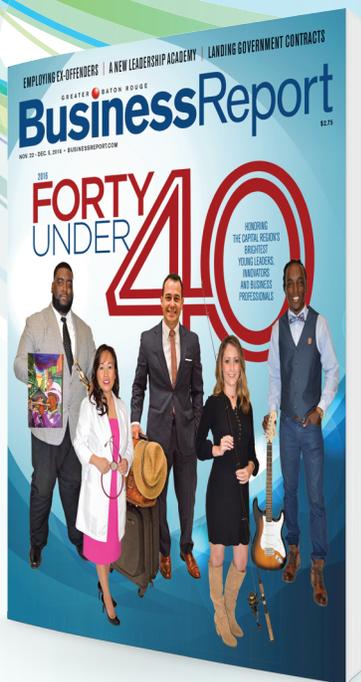


HAVE FUN. Get published.

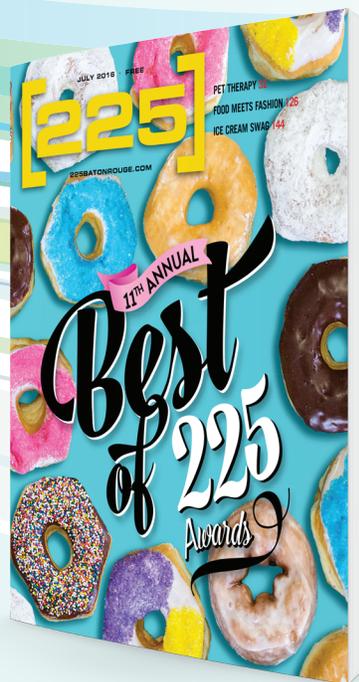
Take home a PAYCHECK.

Jumpstart your future in journalism as an intern at Baton Rouge's most innovative and influential media publishing company. LBI is looking for the fearless and the creative—writers and photographers who are ready to experience the real world of day-to-day magazine publishing, crafting stories and photographs with a real community impact.



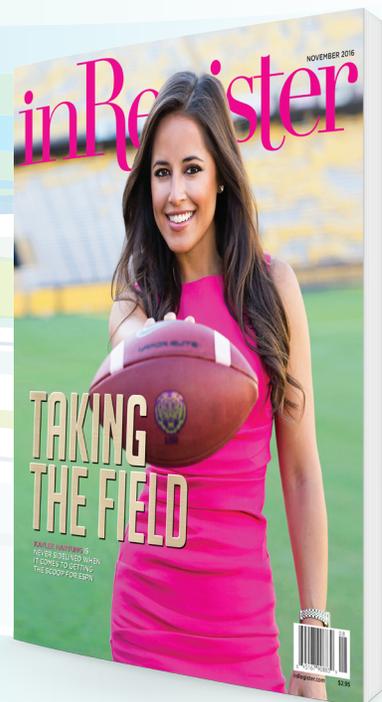
Business Report

Entrepreneurs. Politics. Big business. Real estate. Government. Baton Rouge's biweekly magazine delivers accurate, honest and in-depth coverage of all that and more.



225

Interview inspiring Baton Rougeans and earn bylines covering topics as varied as food, arts, entertainment and style.



inRegister

Cover the people, places, style and entertainment that make the Capital Region an extraordinary place to live. From philanthropic parties to features on fabulous homes, *inRegister* brings readers an insiders' view of the very best of Baton Rouge.

Meet the **interns**

GREATER BATON ROUGE
**Business
Report**



Annie OURSO

Class of 2016

INTERNSHIP: Summer of 2015

AREA OF STUDY: Mass Communication - print journalism

CAREER PLANS: Continue working as a journalist when I graduate, whether it be reporting for a newspaper or writing for a magazine or other media, or pursue political communication

Catching up: Annie is now working full-time as *Business Report's* staff writer.

Why Business Report? I wanted to explore options for journalists in Baton Rouge. I had experience in newspapers, but not other types of publications. Two faculty members at LSU recommended the *Business Report* to me, so I did some research and liked what I found. As a news magazine, *Business Report* differs from traditional newspapers but is still widely regarded as a trusted news source in Baton Rouge. I was intrigued by its focused approach on business and by the magazine format, which offers more stylistic freedom in its writing.

Most impressive internship project? I'm proud of the stories I wrote that weren't your typical news pieces, like my "They weren't born here" story, which featured community leaders who aren't from Louisiana with quotes on why they came here. It also addressed issues with the state's high native-born population and what can be done to bring in outside talent. I'm also proud of the articles I wrote using public records. I had never done a records request before so I learned how at *Business Report*. My favorite was when I used public records to fact check former Gov. Bobby Jindal's claim that he cut the state payroll by 30,000 employees and the budget by 26%—which turned out to be a bit inflated.

How did your internship help you grow as a journalist? It broadened my writing skills by pushing me to be more innovative and to work outside of traditional news writing. It also gave me experience in writing for specific beats—business and politics—and provided the opportunity to work with talented journalists and editors.

AM
**DAILY
REPORT**



Deanna NARVESON

Class of 2016

INTERNSHIP: Summer of 2015

AREA OF STUDY: Mass Communication, journalism

CAREER PLANS: Reporter or digital producer for a newspaper or radio station

Catching up: Deanna is now a news reporter at *Mankato Free Press* in Minnesota.

Why Business Report/Daily Report? I wanted the experience of working at a daily publication. My past two internship experiences were not in journalism, and I knew I needed to get my feet wet and practice writing news on deadline.

Most impressive internship project? I created a data interactive for the *Daily Report* that showed how much East Baton Rouge parish spends on insurance payouts for car accidents.

How did your internship help you grow as a journalist? I learned how to better balance time between working on more long term projects and short term stories. My interviewing and writing skills greatly improved. I learned new ways to look for story ideas and how important persistence is in chasing down information. Every time one of the editors or other writers at *Daily Report* gave me a piece of advice on reporting/writing or I made a mistake and was corrected I wrote it on a Post-it Note and stuck it where I could see it while I was working. By the end of the summer I had about 50 notes that I now share with my staff in student media at LSU.

Key takeaways? Take every experience as a chance to learn and do better. Just start somewhere when you feel stuck. Always ask sources for more specific information. Keep trying no matter what, and always be on the lookout for story ideas.



Kayla RANDALL

Class of 2016

INTERNSHIP: Spring, Summer and Fall of 2016

AREA OF STUDY: Mass Communication-Journalism

CAREER PLANS: Magazine journalism

Catching up: Kayla now has a fellowship at *Washingtonian* in Washington, D.C.

Why 225? As an LSU student, I would always grab 225 magazines from places around campus. Every time I opened one, I was so in love with the writing and photography, and impressed with each story's unique angle. I knew it was the magazine I wanted to work for.

Most impressive internship project? I had the privilege of having my story on the cover of 225's May 2016 issue. It was a big feature story that I pitched with a lot of complex moving parts. But my editor and managing editor had enough faith in me to write the story and put it on the cover of the magazine in just my fourth month of working. I love that story dearly, and it represents my proudest moment as a writer.

Best takeaway? I'm not sure I can put into words how much I've learned at this internship. I've discovered things not only about the magazine world, but also about myself. I would say my best takeaway is that thanks to this wonderful internship experience, I know for sure now that working in the magazine industry is what I want to do.



Allie APPEL

Class of 2016

INTERNSHIP: Summer of 2015

AREA OF STUDY: Photography

CAREER PLANS: Editorial photography

Catching up: Allie founded Allie Appel Photography, a lifestyle and editorial photography studio. She is a regular contributing photographer to 225 and *Business Report*.

Why 225? 225 exudes the professionalism that matches the caliber of any other acclaimed magazine out of much larger cities. It was an awesome opportunity to step into editorial photography right in my own backyard working for a magazine with such high standards. Everyone on the staff works very hard to produce the best of the best material for our readership. It was a great experience working for such a dedicated publication.

Most impressive internship project? My favorite assignment during my internship was a fashion shoot called "Street Style in Baton Rouge." I feel that it really utilized my strengths and was a great moment for me to bring to it everything I had learned up to that point. I was extremely pleased with the final results.

Best takeaway? You can learn to do anything if you give yourself the time and have the drive to do so. I was introduced to new challenges with every assignment and encountered shoots that I had never practiced before. Sometimes the images were stellar and sometimes they weren't good at all, but allowing myself to make mistakes and keep striving to do the best I could with every shoot was the best takeaway from the internship.



Christina LEO

Class of 2015

INTERNSHIP: Fall 2015

AREAS OF STUDY: English and Mass Communication

CAREER PLANS: Continuing to work in the publishing industry as a writer and/or editor.

Catching up Christina is now working full-time as *inRegister's* community writer.

Why inRegister? I wanted to experience writing and editing for a publication that encompassed several categories, and with more creative freedom than a newspaper might allow.

Most impressive internship project? Writing book reviews for titles like Laura H. Choate's *Swimming Upstream*.

Best takeaway? Accumulating published pieces to add to my portfolio, all while learning how different departments work together to produce a magazine every month.



Questions? We have answers.

What is LBI?

Louisiana Business Inc. is a creative, innovative company that publishes *225 Magazine*, *inRegister*, *Greater Baton Rouge Business Report*, *10/12 Industry Report*, *Next* and a host of other specialty publications, websites and e-newsletters.

How many editorial interns are there?

We love interns. We can generally accommodate between three and five of them per semester.

How long do internships last?

Typically, internships run on a trimester schedule, lasting roughly the duration of a school semester. Fall/Winter internships run from September to December; Winter/Spring, January to April; Summer, May to August. However, we can make other arrangements when it is beneficial to both the intern and us.

How many hours do interns work?

We generally ask interns to work 12 to 20 hours a week. Scheduling is flexible. Your editor will work with you to set the beginning and end dates for your internship, as well as your weekly schedule.

What about college credit?

If you're enrolled in a university internship program, we are happy to help you earn credit for your experience here. Contact your school's internship coordinator or supervisor for more details.

Can we talk money?

These are paid internships. The editor of the publication for which you are interning will set your pay rate.

What can I expect to learn?

That's up to you. We're a working publishing company, and we expect interns to be self-motivated and productive during their time here. This is not a "grunt work" kind of internship; all of our interns prepare actual news content that will be published. The scope and challenge of your assignments will be based on your skills and initiative. Many of our interns leave with an impressive portfolio of bylined work.

What kind of computers do you have and what apps do you use?

Our editorial and production divisions work entirely on Macs. A workstation that includes a desktop computer will be provided for you, but you are free to bring your own laptop or tablet if you prefer. We use a variety of apps, including Microsoft Word, WordPress and Google Docs. If you are familiar with visualization apps such as Tableau or ThingLink, or if you have other digital content skills, that's a plus.

How do I apply?

Please send us a cover letter stating your interest in an editorial internship, along with a copy of your résumé and three samples of your writing or photography. For writers, we'd prefer at least a few samples of journalistic writing that prove you can write in a crisp, readable, newsy style. These needn't have been published. Your résumé must include at least three references. We'll contact you if we'd like to invite you to interview. You can apply directly to the editor of the publication that interests you. **Application deadline for summer internships is April 1.**



Now taking applications



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