

Sarah Cardwell
Tonya Business and Economics Internship Fund
Executive Summary—August 2009

Thanks to the support of the Tonya Foundation, I spent the summer as an intern with Newsweek Magazine in New York City. I worked primarily with the foreign desk of the domestic version of the magazine, but was given tasks by editors and reporters from other sections of the magazine. As a business, Newsweek has a print and a digital side of their brand to distribute information to readers. This summer presented a unique opportunity to see a business in a period of transition as the print magazine underwent a complete redesign of the magazine just three weeks before we arrived as interns. Newsweek's parent company, The Washington Post Company, took a risk in changing the design of the seventy-five year old magazine. As part of a group of close to seventeen other interns who worked in various sections of the magazine and for Newsweek.com, we had the opportunity to see first hand how a business changed its product after recognizing the market had shifted. Newsweek sells its consumers information, and in the age of instant news, print media is rarely the first source turned to when trying to get breaking news. Rather, Newsweek has taken the approach that they are now marketing themselves as the "first source for the last word," on issues going on in the U.S. and the world. As an intern I had the opportunity to work on projects that involved both the print and digital side of the magazine, and worked with reporters, editors, and designers to make their new product as successful as possible.

I worked with the Director of Editorial Development, NisidHajari, who was also the primary editor for all articles on foreign subjects, as my primary supervisor. I also worked with Karen Fragala-Smith who is an Associate Editor, and members of the web team to create projects such as a timeline of events tracking the Iranian presidential election and the subsequent protests. The timeline that I created after researching and reporting was put up on the web site along with other articles that covered the election. The other two major editorial tasks that I reported included a table that traced our nation's best and worst attorneys general that ran alongside the cover story of the July 20th issue of the magazine. The other was a Back Story on global fertility rates and population shifts, which is set to run in one of the upcoming issues of the magazine. Another project that I was involved with near the close of my time at Newsweek was editing and fact-checking a petition for detained Newsweek journalist MaziarBahari who was arrested following the Iranian presidential election. I also helped reporters and senior magazine contributors such as FareedZakaria fact-check and research their articles. The Newsweek internship program also had us attend many of the weekly meetings where magazine content and layout were finalized for the current issue and discussed for the next week's issue. We also had luncheons and presentations that were held weekly and gave us the opportunity to meet with, hear stories from, and ask questions of senior staff members such as the magazine's Editor Jon Meacham and Managing Director of Newsweek, Inc. Ann McDaniel. Having access to these resources and being able to work on projects with Newsweek staff helped me to learn more about the business side of journalism, as well as the process a story goes through as it makes its way to the printed page or website. The skills in reporting, editing, research, and the insights gained from the economic side of news magazines in the digital age will help me as I pursue a vocation in international and global studies.