Erin Rankin  
Business & Economics Internship Fund  
Executive Summary  
Chattanooga Times Free Press       June 2010

The Business & Economics fund enabled me to learn essential keys for success in the newspaper business by facilitating my internship at the Chattanooga Times Free Press. The newspaper industry demands a combination of versatility and meticulous professionalism. Interning at the Times Free Press helped me to develop those indispensable business skills. I gained crucial exposure to the ever-changing technology, sales, and overall business strategies that are intrinsic in a journalistic career.

Interning as a general assignments reporter at the Times Free Press meant that every day was different. I quickly learned that being a reporter fosters expertise in many fields. At times my experience would be focused on producing copy, using editing software, or generating multimedia content for the web. Other times I worked in the field doing research for articles, or collecting information via interviews. From compiling quotations and data, to attending editorial business meetings, my internship at the Times Free Press acquainted me with both the breadth and the depth of the journalism industry.

By the end of my four-week internship at the Times Free Press I had produced a substantial body of journalistic work, including over ten different stories which were published in the newspaper. But even more valuable than the published portfolio I was able to create was the business knowledge that this experience yielded. During my time at the newspaper I began to develop an understanding of what customers want from a journalistic publication. I learned that there is a pivotal balance between maintaining high standards of quality while also keeping up with news and deadlines. I learned the office protocol expected in a newsroom. My experience also taught me the importance of cooperation between reporters, editors, photographers, and other professional team members in order to produce a quality product.

There are numerous dimensions to the journalism industry which my internship at the Times Free Press exposed me to. Through its multifaceted nature, an internship at the newspaper not only taught me how to work as a reporter, but also showed me the techniques and savvy that are necessary for attaining success in the journalism business today.