



Two successful internship initiatives in the media sector

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November 2008. For three and a half years now UFA has been part of the **Creative Village** internship initiative, which is now in its twentieth semester. Through this program, nine talented young people from the media sector spend two months interning with each of the following: the advertising agency Scholz & Friends, the Berlin newspaper taz, and UFA Film & TV Production.

Creative Village is designed for students in creative fields ranging from graphic design to journalism. This internship program is unique in that it allows these young people, within a two months period of time, to be actively involved in three top-level media companies located in Berlin and Potsdam, Germany's capital region. They work together on projects involving all three companies. In addition **Creative Village** participants have the opportunity to take courses at Klara School of Journalism and the Grimme Institute as well as to attend an advertising convention. They may participate in monthly meetings held on a rotating basis at the three companies, and have access to the network of all former participants from the past twenty semesters as well as to a variety of other events.

Along with Axel Springer AG, ProSiebenSat.1 Media AG and Universal Music, UFA is also participating in another internship initiative. **Join Media** was launched on May 15, 2006 in Berlin und Potsdam. **Join Media** is more focused on business aspects: students majoring in media studies, communications or business spend six months experiencing the practical side of their fields. Eight interns are accepted into the program each semester. While working in these companies, they also get a taste of life in Germany's capital as they attend trade fairs, concerts and other events. An alumni network has been established to facilitate contacts in the years to come.

Both of these internship programs help UFA to get to know the top creative talent in a variety of media fields and possibly to establish long-term relationships. But in the view of the company it is at least as important for these highly talented individuals to become acquainted with UFA. Some of them will undoubtedly cross paths with UFA later on in their careers and therefore it is a major advantage for both sides if they are already familiar with the company.

Another benefit should be mentioned: During their brief – two- or three-month – internships with UFA, these promising and motivated young people bring a breath of fresh air into their host departments. Some of the most talented **Creative Village** interns have subsequently launched their careers at UFA.

creativevillage

join media
das medienpraktikum in berlin brandenburg

<http://www.ufa.de/>
<http://www.creativevillage.de/>
<http://www.joinmedia.eu/>