



UNIVERSITY PRESS OF KENTUCKY

INTERNSHIP GUIDELINES

The University Press of Kentucky (UPK) is the scholarly publisher for the Commonwealth of Kentucky. Each year, the Press publishes 50-55 titles in print and electronic forms in various subjects pertaining to the humanities and social sciences.

The University Press of Kentucky offers a number of internship opportunities each year, providing a complete overview of the publishing industry. This includes experience in the acquiring, editorial, and marketing departments. These positions allow students who are interested in a career in publishing to learn about the basics of book publishing, receive on-the-job experience, and polish communication skills. UPK seeks energetic, motivated, detail-oriented, creative students who demonstrate the skills needed to work in the industry.

UPK currently offers three different types of internships year-round:

1. Acquisitions
2. Editorial
3. Marketing

All internships are unpaid. Interns are required to receive academic credit for their time (consult your major department or the Stuckert Career Center for more information).

Please note that internship space fills up quickly, particularly for the fall and spring semesters. Only applicants in consideration for a position will receive an interview.

Application Requirements

Specific information about each type of internship can be found below. Regardless of the program to which a student is applying, *all* applicants must submit the following:

1. Cover letter
 - a. Please specify which position you are interested in applying for. We will consider your top two preferences, but may place you differently based on Press needs.
2. Résumé/CV
3. One writing sample
 - a. Create alternative copy for one of your favorite books, magazine, an article, or even a favorite place (park, restaurant, vacation spot). For example, you might write 300 words promoting the book *Huckleberry Finn* or 300 words to

promote Keeneland. Writing samples submitted should be in the style of marketing copywriting and no more than 300 words long.

Acquisitions Internships

The acquisitions department is the first stop for authors and for titles that will become books at UPK. Acquisitions editors meet with potential authors, consider book manuscripts and proposals that come to them through unsolicited and solicited channels, and oversee the manuscripts' review, revision, and eventual acceptance or rejection. Acquisitions also contracts the book project, verifies that all permissions have been obtained, and prepares manuscripts for the next phase of publishing.

Position Description

Interns will work with editors to solicit and develop manuscripts for publication. This includes frequent communication with UPK staff to coordinate current and future projects. Additionally, interns will help write staff commentaries and other copy for distribution and in-house use. These descriptions help inform staff and board members about projects in progress. Over the course of this internship, each student will learn how a book becomes more than just an idea, and this is an excellent opportunity to learn about scholarly publishing in a collaborative environment. The following list of tasks provides a general overview of the different responsibilities but does not strictly define all an intern will do during their time with UPK.

Acquisitions Intern Tasks

Writing: Draft staff commentaries, author biographies, and pitch letters. Editing and feedback will be given to help improve students writing skills.

Research: Tasks can range from finding contact information and prospective peer reviewers to market and sales information and permissions information.

Review Processing: Includes recording and filing reviews and preparing review copies for shipment.

Mailing: Preparation of materials to reviewers and authors. Preparation of board packets. Returning rejected manuscripts.

Manuscripts: Assists with the formatting of manuscripts for transmittal, compiling artwork and permission, and various other tasks.

Email: Assist with emailing reviewers and authors.

Data Management: Assist with maintaining UPK's database.

Office Work: Filing, copying, scanning, and other clerical tasks as needed.

Required Skills

- An interest in reading
- Excellent knowledge of spelling, grammar, and punctuation

- Reliability and punctuality
- Ability to work in a deadline-driven environment
- Ability to work independently
- Internet research skills
- Strong organizational and interpersonal skills
- Flexibility and ability to perform overlapping tasks
- Detail-oriented, self-motivated, and team-oriented

Editorial Internships

The editorial department (formerly known as the editing, design, and production [EDP] department) is responsible for ensuring that books are published on time and error-free. Editorial staff work with freelance copyeditors, proofreaders, indexers, and designers to create polished and attractive books for UPK's frontlist. Working in this department requires interns to be detail-oriented and have a love of words.

Position Description

Editorial interns will assist full-time staff with various tasks required to transform manuscripts into published books. This semester-long internship offers an overview of the operations in an academic publishing house and an opportunity to participate in key stages of the editing and production processes.

Editorial Intern Tasks

Editing: Check page proofs. Copyedit indexes. Proofread jacket and cover copy. Proofread electronic editions of books and content in electronic repositories.

Production: Code and format book-length manuscripts in preparation for copyediting. Prepare manuscripts for typesetting.

Research: Assist with routine fact checking.

Office Work: Perform any clerical or additional tasks as needed.

Required Skills

- Excellent knowledge of spelling, grammar, and punctuation
- Reliability and punctuality
- Ability to work in a deadline-driven environment
- Ability to work independently
- Strong organizational and interpersonal skills
- Flexibility and ability to perform overlapping tasks
- Ability to work collaboratively with a team

Preferred Skills

- Familiarity with *The Chicago Manual of Style*
- Strong written communication skills

Marketing Internships

The marketing department is responsible for the promotion and sales of all titles. To promote UPK books, they use the same efforts as commercial publishers: publicity, social media, direct mail, exhibits, electronic marketing, electronic sales, and advertising. Marketing works with reviewers on a national and regional scale, as well as with authors and acquisitions editors, to craft engaging and rewarding marketing campaigns.

Position Description

Interns will work with marketing staff to promote books, events, and authors. This includes writing press releases to accompany review copies of new Press books, sending review copies, and running social media campaigns. Over the course of this internship, each student will learn how to successfully market a book and hone writing skills. The following list of tasks provides a general overview of the different responsibilities but does not strictly define all an intern will do during their time with UPK.

Marketing Intern Tasks

Writing: Write press releases, blogs, and various other marketing content for the promotion of Press books, both old and new.

Research: Tasks can range from finding and organizing contact information to investigating book awards or other publicity outlets.

Design: Creating material such as bookmarks, flyers, and postcards for books and events.

Mailing: Preparation of materials, such as books and press kits to reviewers and authors.

Email: Assist with emailing reviewers and authors. Assist in the preparation of newsletter and email blasts.

Office Work: Filing, copying, scanning, as well as assisting with the coordination of exhibit material and organization of contact lists. Other clerical tasks as needed.

Required Skills

- Excellent knowledge of spelling, grammar, and punctuation
- Strong knowledge of social media platforms
- Basic knowledge of Photoshop or InDesign is a plus
- Reliability and punctuality
- Ability to work in a deadline-driven environment
- Ability to work independently

- Internet research skills
- Strong organizational and interpersonal skills
- Flexibility and ability to perform overlapping tasks
- Detail-oriented, self-motivated, and team-oriented

While these are the three main internships always available, we may also offer other internships that are more project specific. For more information, please contact Katie Cross Gibson at krcr222@uky.edu or Tasha Huber at tasha.huber@uky.edu.

Basic Internship Information

- As mentioned above, all internships are unpaid. We do not accept volunteers, as the restrictions the larger University system has placed on volunteering are too great to make the experience worthwhile. Therefore, our internships must be completed for academic credit. If you have questions or concerns about this requirement, please let us know.
- Interns are expected to work 10 hours a week for 15 weeks during business hours (9am-5pm). Your schedule is completely up to you and will be agreed upon and finalized prior to start date. If changes need to be made to accommodate homework, classes, and other jobs, we are willing to be flexible.
- There will be a midterm evaluation and a final evaluation. Evaluations will be completed by the intern and their direct supervisors to assess progress throughout the semester. Direct supervisors will report to faculty supervisors and determine whether requirements for course credit are fulfilled.
- Interns will be expected to complete one semester-long project as well as other shorter projects as they come along.
- Internships are not limited to any particular major. We encourage all interested students to apply!

Submission Guidelines

To be considered for an internship, send a cover letter, résumé/CV, and writing sample to:

Marketing & Ed Katie Cross Gibson
 Direct Promotions & Exhibits Manager
 University Press of Kentucky
 663 South Limestone, Lexington, KY 40508
 krcr222@uky.edu

Acquisitions

Tasha Huber
Assistant to the Director
University Press of Kentucky
663 South Limestone, Lexington, KY 40508
tasha.huber@uky.edu

Deadlines for submissions are as follows:

Fall Internship— April 15, 2019

Spring Internship—November 16, 2018

Summer Internship— April 15, 2019

Copywriting Sample #1

Tales from Kentucky Sheriffs

William Lynwood Montell

Following the success of his collections of stories from funeral directors, schoolteachers, doctors, and lawyers, folklorist William Lynwood Montell presents a volume of tales from current and former Kentucky sheriffs. With stories about elections, criminal behavior, sheriffs' mistakes in the field, and much more, *Tales from Kentucky Sheriffs* offers an entertaining assortment of narratives from all over the Bluegrass State.

Considered the arm of the county court, sheriffs in urban areas may be restricted to court duties, such as county jail administration, courtroom security, prisoner transport, warrant service, or police administration. In many rural areas, however, sheriffs and their deputies are the principal form of law enforcement. Patrolling a state with both urban and rural communities, Kentucky sheriffs have accumulated a diverse array of stories from the field, ranging from the humorous and ridiculous to the frightening.

Tales from Kentucky Sheriffs includes accounts of a drunk driver who thought he was in a different state, a sheriff running a sting operation with the U.S. Marshals, and a woman who called the police to report a tomato thief in her garden. Other accounts involve procedural errors with serious consequences, such as the tale of a sheriff who mistakenly informed a man that his son had committed suicide.

By turns funny, heartrending, and cringe inducing, Montell's latest collection of stories is full of insights and offers a glimpse of the past and present of law enforcement in Kentucky. *Tales from Kentucky Sheriffs* represents the diverse experiences of citizens from all areas of the state and preserves an important aspect of Kentucky culture and history not likely to be recorded elsewhere.

Copywriting Sample #2

A Voice in the Box: My Life in Radio

Bob Edwards

The host of *The Bob Edwards Show* and *Bob Edwards Weekend* on Sirius XM Radio, Bob Edwards became the first radio personality with a large national audience to take his chances in the new field of satellite radio. The programs' mix of long-form interviews and news documentaries has won many prestigious awards.

For thirty years, Louisville native Edwards was the voice of National Public Radio's daily newsmagazine programs, co-hosting *All Things Considered* before launching *Morning Edition* in 1979. These programs built NPR's national audience while also bringing Edwards to national prominence. In 2004, however, NPR announced that it would be finding a replacement for Edwards, inciting protests from tens of thousands of his fans and controversy among his listeners and fellow broadcasters. Today, Edwards continues to inform the American public with a voice known for its sincerity, intelligence, and wit.

In *A Voice in the Box: My Life in Radio*, Edwards recounts his career as one of the most important figures in modern broadcasting. He describes his road to success on the radio waves, from his early days knocking on station doors during college and working for American Forces Korea Network to his work at NPR and induction into the National Radio Hall of Fame in 2004. Edwards tells the story of his exit from NPR and the launch of his new radio ventures on the XM Satellite Radio network. Throughout the book, his sharp observations about the people he interviewed and covered and the colleagues with whom he worked offer a window on forty years of American news and on the evolution of public journalism.

A Voice in the Box is an insider's account of the world of American media and a fascinating, personal narrative from one of the most iconic personalities in radio history.