

Hay & Forage Grower Internship Summer 2017

Background information:

Hay & Forage Grower magazine is published by W.D. Hoard & Sons Co., which also publishes *Hoard's Dairyman*. The company has been in business for over 130 years with offices located in Fort Atkinson, Wis. The family-owned company also publishes a number of community-based newspapers and operates a dairy farm just outside of the city.

Hay & Forage Grower publishes six times per year and maintains an electronic presence in the form of a web site (hayandforage.com), Facebook (HayandForageGrower), Twitter (@hayandforage), and a weekly email newsletter (*eHay Weekly*). Magazine and newsletter content covers the United States with a mix of research-based forage topics, news, and farm features. The audience includes livestock producers (dairy, beef, sheep, and horse), commercial hay producers, custom forage harvesters, and forage industry professionals.

The intern experience:

The *Hay & Forage Grower* summer intern will have the opportunity to learn and hone many communication skills as he/she works closely with the editorial staff. These include:

- **Writing:** The intern will write content for the both *eHay Weekly* and *Hay & Forage Grower*. This will include a mix of both short, information-based articles and longer feature stories.
- **Social media:** The intern will make regular Facebook page and Twitter feed contributions.
- **Layout:** The intern will assist in the layout of *eHay Weekly* and post articles to the web site.
- **Copy editing:** The intern will assist in copy editing content for both *Hay & Forage Grower* and *Hoard's Dairyman* magazines.
- **Photography:** The intern will contribute to the company's photo bank and learn new photography skills.
- **Travel:** The intern will make several trips during the summer to cover forage events and visit farms for feature articles.

Intern qualifications:

The editorial intern will be a self-motivated individual exhibiting a passion for the livestock and forage industries. He/she must have good writing skills and the desire to become a better communicator. The preferred successful candidate will have farm experience and be entering their Junior or Senior year of college. This is a paid internship.

Length of internship:

May to August 2017 with an exact timeline determined by the student's school schedule.

Location:

The intern will work out of the *Hay & Forage Grower* office in Fort Atkinson, Wis.

To apply:

Submit a cover letter, resume, college grade transcripts, and two letters of recommendation to Mike Rankin, Managing Editor, 28 Milwaukee Ave. W., Fort Atkinson, WI 53538.

Deadline:

The application deadline is November 30, 2016.

Questions:

Contact Mike Rankin at 920-563-5551 or mrankin@hayandforage.com.