



A successful internship initiative in the media sector

Written by Thekla Haupt, Head of Human Resources, UFA

Along with Axel Springer AG, ProSiebenSat.1 Media AG and Universal Music, UFA is participating in an internship initiative. **Join Media** was launched on May 15, 2006 in Berlin und Potsdam. **Join Media** is 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.

These internship program helps 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.