Kai Reed

Yea, Team!

Kai Reed interned at CNBC’s London office, which was a challenge, despite Kai’s hands-on experience at KOMU—MU’s NBC-affiliate TV station. Kai worked with business news correspondent Tom Costello and his researchers and writers. Says Kai:

“I have to admit I was in awe of this man. Who would believe that someone could write 30 stories a day, have time to work on future packages and still look flawless on live television every single half hour? Before long I realized that the

In the fall 1998 semester I supervised 12 journalism students who discovered a new "old" world by traveling to London and working as interns in the British media. Overnight, their lives changed. They learned to use a foreign currency, to read the London Underground tube map and to traverse this city by foot, bus and train. They learned not to look directly at people they met in the street, that American openness and friendliness are foreign to most Londoners. They learned how to present themselves professionally in the workplace, to decipher cockney, posh, Scottish, Welsh and Irish accents.

Working through MU's International Center, about 450 students studied abroad last year all over the world. In London, these young journalists worked 30 to 40 hours a week in various media—newspaper, TV, magazine or advertising. Little did these students realize when they left how much they would be changed upon their return. No longer do they believe that a television is a required furnishing, that a car is the only way to go to the shops, that each city has only one daily newspaper. No longer do they think that their U.S. perspective of events is the only interpretation. Here are some of their stories.
Bill Reiter worked for one of the United Kingdom’s largest newspapers, The Express. At 21, Bill is a seasoned reporter—having interned or worked part time for six papers, from Chillicothe to Washington, D.C.—but his internship with the John McEntee page was unlike anything else. He became a mole, a socialite, a collector of information for a daily column on the rich and famous in American politics, based on his enjoyment of each other’s company. He settled in Washington, D.C.—but his internship with the John McEntee page was unlike anything else. He became a mole, a socialite, a collector of information for a daily column on the rich and famous in London.

The highlight of his investigations was a charity fund-raising dinner. His assignment: Get an exclusive (outrageous, if possible) comment by a famous person. Wearing a borrowed tuxedo at the £250 (almost $400) a plate bash, Bill chatted up British talk-show host David Frost. But Frost ditched the cub reporter by introducing him to a woman in a red dress passing by. It just happened to be actress Emma Thompson. Bill’s account:

“Emma took a liking to me. We talked about American politics, based on her experience playing Hillary Clinton in Primary Colors and my experience in Washington, D.C., and we generally enjoyed each other’s company. She said she dreaded such events, that she rode the tube without being noticed and she thought U.S. special prosecutor Kenneth Starr was a villain. I got a bag of juicy quotes, and, moments later, an extra treat.

“As Emma and I chatted, a dozen broad-shouldered men in identical tuxedos entered the room, ushered us against the walls and stood rigidly firm like palace guards. Moments later voices hushed and Prince Charles entered the room. As he marched down the center of the Banqueting House floor, smiling to spectators around him, I got excited at the idea of simply hearing his voice.

‘Have you ever heard his voice or met him?’ I asked Emma as casually as possible.

‘Yes,’ she said. ‘We’re quite good friends.’

‘As if on cue, Charles’ public relations person, glued to his side, saw the actress and gave her an excited wave. Then the prince himself saw her and a moment later he was next to us, kissing Emma Thompson on each cheek as I stood by in disbelief.

‘As Charles and Emma talked, I was the silent third side of our human triangle. Flash bulbs exploded and the voices of reporters, millionaires, models and royalty rose again to a steady hum. It doesn’t get much better than this, I thought. Then I heard my name.

‘Prinz Charles, this is my friend, Bill,’ Emma started.

‘But he was too quick. Leaning forward, the Prince of Wales extended his hand to me and unleashed a voice suave, self-confident and bred for the throne.

‘Prince Charles.

‘Bill Reiter.

‘Nice to meet you, Bill.’”

Tim Giles
Futuristic Finance

Tim Giles, an experienced broadcaster, was capable of a wide range of internships, but when he arrived in London the “sure thing” internship didn’t challenge him. Giles, BJ ’99, was temporarily out of luck. While I hustled to find him a good spot, he was incredibly laid-back, considering the costs of his travel and the uncertainty of how things would work out. His patience was amply rewarded when he landed with international financial news leader Bloomberg, LP. Says Tim:

“Every day I came into contact with people from the Spanish, German, Italian and French teams. I had to get used to not only the British way of doing things, which I was still learning, but I had to do so in a work environment featuring journalists working for a foreign audience.

‘This place is really on the cutting edge of the Information Age. The facilities are fully digital and online. There are a lot of young people working here. Combine that with the interior of the building—which resembles the inside of the Death Star of Star Wars fame—and the place has a real futuristic feel. That’s because at Bloomberg, people are concerned with what’s going on now and what’s going to happen in the future. The market dictates so. You can be paged anywhere in the building, even the bathroom. There are TV monitors everywhere, it seems.

Workers enter and leave the building using magnet keycards, which time to the second the times you enter and leave. By typing in just the first or last name of an employee, one can find details on workers
from any of Bloomberg’s offices and send messages to them. The point is that Bloomberg is all about access, whether it be to people or, especially, to information.

“Bloomberg reaches users on almost every sensory level. And it’s working on touch, and taste! Now that’s the kind of environment I would like to work in someday.”

**Kate Dugan**

**Wedding Bells**

Magazine-design student Kate Dugan aspires to work in general-interest magazines, so her placement at IPC’s *Wedding and Home* was a real plum. She started out at the bottom of this 300,000 circulation publication and found that even—maybe especially—in the big leagues, it’s the small things that count. She helped arrange photo shoots, researched perfumes, talked with recent brides about their weddings, and she picked a contest winner for a honeymoon trip to Jamaica.

Kate says:

“I started early and did even the menial jobs with great care. Shortly after they saw that I could do these little things with a sense of excellence, they trusted me with much more challenging work. Of all my course work in college, this experience of going to work in a magazine environment each day has helped me the most for entry into the working world.”

**Ryan Donnell**

**Expatriate Publishing**

Ryan Donnell got in on the ground floor of *The American*, a struggling young biweekly with an American approach aimed at London’s large U.S. expatriate population. The publication uses the Associated Press style book, American spellings and is maybe a little less flamboyant in its coverage of “sensational” events than other London rags. Midway through the internship Donnell, BJ ‘99, was drafted to move boxes and help set up the new office. In working for Brits who were trying to emulate an American publication, he learned a lot about his range of talents. The photographer wound up being more useful as a copy editor, he says:

“I came on as the paper’s first ‘staff photographer,’ but that quickly changed as money became a problem and as they discovered that I could also copy-edit. My role as a photographer was mostly limited to portraiture, with occasional feature stories. There was also a limited amount of work I could do because of my inability to move around the city easily. As I began to feel more comfortable with the staff, I began making suggestions in the way of grammar and copy style. I typed up an AP-style quick-reference sheet and began copy-editing alongside their regular copy editor. I have also designed letterhead and taken on a role as computer tech.”

**Rick Whitney**

**Promoting an African-European Economic Union**

This was a hard assignment to get a handle on: Work as a go-fer for a man who wants to bring nations and continents together through economic reform. But, you’ll have no office, and you’ll have to help create the mission statement as well as figure out how to pay for it. Rick Whitney scratched his head and wondered what he had gotten himself into.

The African-European Economic Forum was the brainchild of Roger Siblney, and Rick was his personal assistant. Every morning, he went to Siblney’s London home for “coffee with milk and two sugars, please” and got his marching orders—write letters, fax this, copy that, etc. Then Rick headed to the International Systems and Communications Ltd. office where he worked among the salespeople who were pitching Siblney’s conference. Things worked out well for Rick, he says:

“Considering my background in advertising, public relations and marketing, I could not have dreamed of a better opportunity to hone my skills in several fields. The best advice I can give any student following in my footsteps is to develop a good working relationship with all of your coworkers. Not only will a good rapport allow students the opportunity to learn more in their field, it will also allow them to learn more about life in Britain.”