

Internship Report:

21.04.2025-31.07.2025 at The Unseen Magazine

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1. Introduction

As a German magazine published fully in English, *The Unseen Magazine* presented itself as the perfect Internship opportunity for me and my studies. I was encouraged to apply by a friend of mine who occasionally wrote articles for them and thought I would enjoy writing for them as well. The application process was straightforward: I sent an email in December of 2024 inquiring whether the option for Internships with them existed, and after a bit of back and forth, we agreed to have me start with them from April 2025 on. When the time came, my start date was moved back a bit due to internal scheduling issues, and I officially started on April 21st, 2025.

2. Company Overview

The Unseen Magazine was, at the start of the Internship, a fully digital, lifestyle and music magazine that has since expanded to print media, as their first issue was released at the start of October 2025. They operate in English, though the two founders, Maxine Julie Wildenstein and Fernanda da Silva Augel, are German and started the magazine in Heidelberg, Germany. It is a relatively young company that has only been around for a little over a year, but the team is continuously growing, and while most members are based in Germany, some are working all the way from the US and Canada, the UK, or other European countries. To allow for this collaboration across countries, the magazine uses Discord as its main communication tool, as it allows for separate channels for the teams and has an integrated meeting function. Their broad approach to the content sourcing of the magazine helps make it internationally relevant and distributable. While officially a music *and* lifestyle magazine, The Unseen focuses heavily on concert and album reviews, festival recaps, and interviews with musicians, likely reflecting the ever-changing tastes

of online audiences, and is done in an effort to stay culturally relevant. In contrast, the magazines' print issue has a theme (this time around it is “belonging”) which strays from that concert-heavy content and instead urged their writers and photographers to explore a different side of the industry.

3. Components of the Job

To best explain the activities and tasks fulfilled during the internship, it is easiest to describe the various teams The Unseen Magazine is divided into, each of which I was able to be a part of over the course of the three months spent with the magazine.

3.1 Social Media

For the most part, the social media team at The Unseen Magazine is the only group that actually works as a team in the traditional sense. When I started with them in late April, the team consisted of the two founders, another member, and me. Since then, three new members have joined, and the team's overall structure has been solidified. My initial tasks included social media research and managing the magazine's monthly planner. This meant that I had to keep track of the events we were invited to, when the corresponding article was due, and what type of social media post would follow. While the act of posting in general was decided on the availability of the team members, there were also two recurring posts for which I held primary responsibility: *The Unseen's Monthly Playlist* and *Fresh Finds Friday by Kira*. Social Media research was mainly focused on finding ongoing trends and sounds that fit with the style of the magazine, as well as occasionally editing and working with the design team on posts. As the social media team grew, roles within the team became more clearly defined, my official position becoming *Social Media Planner*.

3.2 Writing

The general rule for writers at the magazine is to write one article per month. In the case of concert or music-related articles, writers and photographers alike are required to send their requests to a designated Discord channel and wait for the official request to be made by one of the founders. In the case of lifestyle articles, writers have a lot of freedom with their topics of choice. While they are asked to send their monthly article idea in at the beginning of the month, in general, it doesn't need approval, unless a member of the team sees a problem with the subject. Within my first week at the magazine, I was asked to check if I'd be interested in writing reviews on any of the music shows they had already requested for their photographers. These shows present an opportunity for writers and photographers to meet in person and allow for discussion as to what photos might work for the article. Other than that, collaboration is kept to a minimum; feedback might be given by a member of the editing team, but for the most part, articles are looked over and published as they are (unless something is *really* wrong with them).

My first press pass was for a concert in Berlin, for a band I hadn't heard of before. Initially, I felt somewhat apprehensive about attending, especially since I hadn't been given a rundown of how things happen in the industry or what I should look out for; however, I was fortunate to be joined by a supportive photographer. I did some research on the band beforehand and tried my best to know which songs would be played, but mostly I just wrote down buzzwords at the show and then proceeded to write the article as soon as I got home. I had to change this approach for a festival I went to, since there were so many artists, most of my preparation was on who would be the best choice for our readers. I had to research fanbases and see who would be the most likely to read an article about a festival performance, which artist had an active Instagram following, and if there

are any artists we already have an established relationship with, because those have priority in our articles.

I wrote six articles in total for the magazine: two concert reviews, one festival review, one album review, one pre-show article, and one lifestyle piece on belonging, which has been published in the magazine's print release. I also helped prepare the questions for three interviews, one of which I ended up conducting. For my interview with the Irish band *Kingfishr*, I only got the message that the interview was happening a day in advance. I ended up not even having 24 hours to prepare my questions, and unfortunately, I did not receive any feedback, since no experienced interviewers were available at the time. Despite that, the interview process went smoothly, and the band did their best to make it easy for me, as they had been told beforehand that it would be my first interview. I made sure to look at older interviews with them, so I wouldn't ask too many questions that they had already answered for other interviews. Part of interviewing is transcription, something they usually use online tools for at *The Unseen*; however, the audio recording I made on the day wasn't as great as it would have needed to be, and the band's Irish accent was a little too thick, so I ended up having to transcribe without any tools. This was a challenging task, but it was also something I had done before for a sociology class, so I got it done within a day.

3.3 Editing/Proofreading

The editing team, as such, doesn't really exist. There is a Head of Editing, and, officially, at least two or more members who carry the editor role. The editing process suffers from the same fate as all the other teams do: there's a lack of organization. Instead of deciding who edits what article, or who designs which post at the beginning of the month, i.e., through a monthly meeting, writers

simply send a message to the editing team when they are done with their article. This has, on multiple occasions, had the consequence that articles have been published late or with mistakes. As I mentioned in the writing section, usually, the Head of Editing just looks over the article, fixes mistakes, and then publishes it. They can do this because they have access to edit the text block on our online dashboard. I, however, never received that access, which I assume may have been due to miscommunication or an overlooked request on the Discord. Because of this, the few times I did edit an article, the process was quite a bit more complicated. Since I couldn't edit the article where it was written, I resorted to copying it into a Word document and making comments on there, sending that back to the author, and telling them to please make the changes in the official text by themselves. This worked very well on an article I edited called "*What Andor teaches us about Fascism, the Monopoly of Violence and Western Imperialism.*" Me and the writer, Lars, were able to discuss certain phrasings and come to a consensus as writer and editor. There was another occasion, however, on which this process proved too difficult for the situation. I had been put in charge of editing an article called "*Calum Hood Listening Party in Berlin - Insight into his debut album ORDER chaos ORDER.*" Editing the article was a challenge, partially because the writer was one of our photographers, whose English proficiency was limited compared to what is typically expected for writing roles.

This wouldn't have been an issue had the sheet of corrections I had given been acknowledged; however, be it because of the deadline or because conversations on a Discord channel with over 30 members get confusing, after she applied some of the corrections, she published the article, and it is still up in that exact form. I edited a total of three online articles, as well as two others that have been printed.

3.4 Design

I designed three Instagram posts as part of the design team, as well as a few Instagram stories. *The Unseen* works with Canva, a design tool I had no experience with beforehand. Members of the design team are left to their own devices, usually not even consulting anyone else, and instead just telling the social media team when their posts are finished. In my case, I had been given the design job only in the weeks when the actual designers were busy, which also meant they didn't have the time to help. As was the case with my interview preparation, the types of posts I had to design had already been developed by a more experienced designer, so I was able to use those posts as a frame of reference. One of the founders was able to look over each one, and after applying her directions, all of them were uploaded to our Instagram.

3.5 Print Issue

The release of the print issue was originally the main objective of my internship, though, as the launch ended up being moved at least twice, the main preparations ended up coinciding with my exam season, and I wasn't able to participate and observe to the extent that I had hoped. Before the team was officially split into groups for the print issue, I had been put in charge of doing some research about printing prices and selling options, as well as looking into advertising. I looked into other indie magazines on TikTok that have already gone through the process of printing and found that a lot of them make "step-by-step" videos, explaining how they themselves went about it, so I was able to use that information for my pricing tables.

Eventually, when the teams were established, I joined the planning team, meaning I helped decide which article ideas we would pursue, what the timeline of the release could look like, and planned

and organized the cover shoot. I was also part of the writing and editing team for the issue. I wrote my own piece on the topic of belonging called “*Where do I belong if I don’t want to belong anywhere?*” and edited two of the shorter articles written by other team members. The process of editing for the issue was the same as my personal process for editing the online articles; however, the feedback and conversation were a lot more open within the print issue team.

Due to there not being a lot of members that the founders deemed “fully trustworthy,” I was put in charge of the selling team. The founders had the idea that they wanted to sell the magazine in some stores that specifically support indie artists and indie magazines, so I had the members of the selling team look up those stores and search for contact information. My job was sending collaboration requests to stores and advertisers. I sent around 35 emails to international potential collaborators and received around ten responses. We ended up not going through with that idea, since our funds were extremely limited, and not as many stores as we had hoped replied.

Throughout some of the team meetings I led with the selling team, we came up with other advertising ideas, like posters and stickers, but every time I tried contacting the design team for help, they wouldn’t get back to me. All of the work done within the selling team was ultimately scrapped.

4. Reflection

I had a bit of an issue with the organization (or the lack thereof) at *The Unseen*. I’m well aware that the circumstances make it incredibly difficult to keep track of things, and the magazine is so young that it might as well just be the case of routine not being established *yet*. Still, in my personal experience, I felt that those who could change things don’t want to (after all, it’s a lot easier to

work by yourself), and those who need things to change (like a social media planner or a founder) don't know how to do that in a digital space. While that specific part of the internship left me feeling somewhat underprepared for future remote work environments, I do have to admit that everything else made me feel quite excited to pursue a job in writing. I was able to use my knowledge of the English language multiple times, not only in the way I wrote my own articles or helped with those of others, but also as the go-to person when it came to grammatical rules or transcription (or anything else my co-workers think I would have learned at Uni), as I'm currently the only member pursuing a language degree. I knew that having a good grasp of the English language would come in handy, but there were also a few other instances where I was pleasantly surprised to actually be able to use insights from my studies in a professional environment. For example, when I was asked to interview the band from Ireland, I was able to implement those cultural aspects I had learned about in my Irish Culture and History course into my questions. I had some prior knowledge of the publishing process through my SSU Foundations of the Publishing Industry, which I was able to use to help out with the release, print, and marketing of the physical magazine. I also found that while I was still nervous in preparation for my interview with *Kingfishr*, the oral practice courses and culture presentations I completed at university have helped in making me a more confident speaker. I realized that group presentations or group projects at Uni did not fully prepare me for working professionally in a team. The context of being at Uni and, in a way, being forced to do a project together will always loom over a group's head, and I think it completely changes the approach you take. While a lot of the people at *The Unseen* are close to my age, I never really knew how to speak to them in the context of work, or even more so, when I was put in charge of people. This, added to the fact that I am a literature student and not a finance one, made being the head of the selling team really difficult for me. This was also

worsened by the fact that multiple times throughout the internship, I wasn't actually sure what I was supposed to do, or what exactly the expected outcome of my tasks was. For example, since week 1, one of my tasks was always "social media research," and while I figured out over time what that meant and in what capacity they wanted me to "research social media," it probably would have saved them and me a lot of time had there been a clearer idea as to what I should do.

Fernanda and Maxine, the founders of the magazine, have asked me to stay with them as a writer and social media planner after the internship concludes, and I did decide to take them up on the opportunity.

5. Conclusion

Altogether, the four months spent with the magazine were a good and rewarding learning experience for me. Not only has my writing been published on the website, but also been printed in an actual magazine. Moreover, I feel that the real-life application of the skills I've learned throughout university has helped solidify them in a way more theory wouldn't have. I'm quite confident and excited to pursue this field further and to try my hand at writing about more and different topics if the opportunities present themselves. I have also come to value direct, personal communication, which is why I intend to seek opportunities that are not entirely remote after completing my degree.