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"A DJ's Internship"

In 1986, Emmis purchased WQHT (known as Hot 97). In 1994 they also purchased 98.7 Kiss FM. This allowed Hot 97 to win over the younger audience, while Kiss would cater to adults through old school R&B. In 2012, after a 30-year rivalry, WBLS (107.5 FM) and WRKS (98.7 FM, Kiss FM) became one. Under the WBLS call letters at 107.5 FM. This Spring semester, I had the unique opportunity to partake in an internship program for Emmis, located in lower Manhattan. To me, every day was like an adventure. Going out of my comfort zone to open myself up to new experiences. Not knowing what I will be learning, or who I will be meeting at the station. With every new task given, I felt challenged. Whether it was looking for information, or writing articles, I always did the best I can do while learning at the same time. During my two weeks in each department, I've learned about my strengths and weaknesses in the communications world.

All my strengths came from either my studies at SUNY OCC or my experience as a DJ. First, I am resourceful because in college sometimes you have to be. Don't rely on others for help all the time but use the tools around you. For example, some call back sheets did not have information about the concert or event. Instead of asking Sean, I would google the information and confirm before calling the listeners, so if the listeners asked about the event, they won tickets to, I had the information at hand. Second, I can relate to other DJs and some engineers in the building. For example, I had great conversations with Steven, from the engineering department, Mitch & Sean, from promotions, and Jay Dixon about different equipment and past experiences we each had while setting up the sound for different events and venues. If I had to work alongside them, I believe we could work as a team and understand each other on a professional level. Third, searching for potential prospects. I have good ideas where to look for potential sponsorships. This experience comes from DJ'ing and being part of committees that plan community events, such as First Friday Poughkeepsie, a community festival to support local business. These strengths come from my studies and DJ'ing experience without them I wouldn't be able to do them.

All my weakness come from lack of experience. First, writing sponsorship letters to potential sponsors. Though I could research them, I need improvement in writing to them. During my time in sales, Melinda and Kristie helped me to be more persuasive in my letters by adding more beneficial information. For example, what makes Emmis so great. They both work fast and know how to word sentences in a professional manner, not like me. Second, in digital I had a hard time writing short quick articles about someone and current topics. When writing an article, I'm used to being very specific and detailed, which isn't the case here. With the help of other interns, such as Ariel, Fabrizio, and Brittany I felt more confident on how to write these articles. I also got some great advice from Vern and Miabelle on how to write better. They also,

along with Jen “from the BK”, are fast writers, and editors. I was very impressed. Third, in programing, I’m not used to speaking on the radio. I’m a great mixer and can make announcements at events but speaking on the radio is another technique on its own. Which I lack guidance and experience in. I know I can master this in time. Shaila, Ann Trip, Deja, and other on-air personalities make it look easy. With this internship experience and a few more classes, I can improve on these weaknesses.

In conclusion, through the combination of office work and job shadowing in all four departments, I’ve learned about my own strengths and weakness. Overall, this was a great experience that I could never have gotten from sitting in a classroom or reading a book. Currently I know I can be a great asset to the street team once given the chance. Ultimately, I’ve received great advice from Shaila, Sean, Pio, Euff, Ms. Pat and others that will help prepare me for work in this field, once I graduate, and for that I’m forever grateful.