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Journal #1

This week was my first day as an intern in the WMCA radio station, and it already started great. At first, I had a meeting with Mr. Sambolin about all the duties that I am going to be executing. During this meeting I noticed how WMCA radio is an environment where they encourage you to work not only on your strengths but also in the area that you feel most attract to work with. During the first day I got to know more about the structure of the company and how it operates. I did a quick tour through two different departments, the production with Alex and the control room with Tom and Trevor.

During my time with Alex, I already notice how many new skills of audio editing, scripting, storytelling, and research are going to be added to my set of skills. During the first two hours Alex introduced me to the whole process of how they edit the shows that are send to them and organize the schedule of advertisements and shows that are going to be aired. It is truly a meticulous job where you need to care about the smallest things that will make the show be more fluid and have a good pace because specially for a show that is only audio, the quality of the pace and we could say cleanness is really important.

In the control room is where most of the quality control is made by Trevor and Tom. That is the part where they review the schedule of the programs and take care that it airs with no problem. The control room is an area that software analysis will be developed a lot and also awareness management. During this time, I had the opportunity to talk to Tom that is working there for approximately a year and get to know more about how the dynamic in that work environment functions.

Later in that day I had the opportunity to meet with the Vice-president and general manager of WMCA, Mr. Jerry Crowley, who was really charismatic and perceptive about people's strengths. When I was meeting with him, I already learned a lot about how to communicate in a professional environment and how-to bring people together to follow your leadership. Mr. Crowley also showed me how in a business-like radio and entertainment you need to be ready to believe in people's potential when you recognize one. I am absolutely sure that my teamwork and interpersonal communication skills are going to improve a lot during this time in the internship. Another skill set that I'm sure that I will be able to develop in of multitasking because I noticed how the departments have to communicate with each other most of the time.

Some that I was curious to learn and Mr. Sambolin explained to me, was how the Radio is innovating their services in order to keep their income. I learned that they are now starting a digital marketing department that will work together with the broadcasting to be able to bring in clients that want their service or product announced and at the same time have the assurance that the marketing of their businesses is being handle by true professionals. I truly think this is. Great strategy because nowadays in the digital marketing area you don't have a lot of assurance that the service that you hired will bring good results, when in a radio station you have certified professionals that are already used to the task of advertising and producing content, which I am sure is very assuring.

In conclusion, the first day of my internship in WMCA was a great sample of what is coming in the next weeks. The environment is going. To be really good for my professional development. There are lots of opportunities to improve various abilities and I am more than excited to learn from these professionals and help them I everything that they need me to.