

Arnau Erta Majó

Professor Lori Westermann

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Internship Overview

I am Arnau Erta Majo and I have done my internship in the broadcasting company Replay Televisió i Imatge SL based in Lleida, a city in the Northeast of Spain. Replay is responsible for the broadcasting image of different institutions of its area. As way of illustration, some athletics federations of its state such as, Catalan federations of Soccer, Basketball, and Tennis. In addition Replay is the owner of Balaguer TV and Mollerusa TV. Furthermore, Replay also makes video or audio projects for different individual clients.

At the beginning of my internship Jointly with y supervisor, who was Toni Simó, the Co-General Manager of the company, we settled some goals to accomplish along of the experience. Firstly, my biggest objective for this internship was to learn how to deal with difficult people, whether if these people are clients or interviewees. Secondly, I also pose the goal of obtaining a better understanding and skill when working with athletic or sport video since it was the area in which I had less working experience.

Currently, after finishing my ten weeks of internship I can affirm with rotundity that my goals have been accomplished. The second objective, which is more tangible and easy to evaluate has been accomplished due to the continuous learning and practicing during the whole length of the internship. As you have read the company Replay is mainly focus in athletic events and purposes (this is a reason why I chose it, since I love sports but I hadnot any type of experience in broadcasting them). Therefore from the first day I had to deal with

a new type of job in which I never had had experience. During the first part of the internship I have the support and corrections of my supervisor. This teaching was both in the studio editing when post-producing material and in the field during the shooting. However, once I started to get some skills on it my supervisor let me more freedom and he just correct my work once finished. And the last step in this trip was giving me more freedom to develop a personal style when editing and shooting. Thus, in my opinion, I learned in the way I should have done it. Firstly, I learnt the academic rules for later break them, but always with a reason behind it.

Furthermore, my first goal about learning how to deal with difficult people in the workplace is a more intangible value. As I see it, I learned a lot also in this aspect but I do not know if it will be sufficient for when I will get a job. The most valuable skill I learnt is to appreciate the job we do as mass communication professionals and consider that an interviewee is not doing as a favor when coinciding an interview quite the contrary since we are a kind of speaker to the population. However, it is different when treating with clients. I have not had real experience regarding direct dealing with difficult clients yet my supervisor has talked a lot about this issue, so I consider that I least I have some background yet it is not real experience. To summarize, regarding this second goal I have achieve it partially since would had prefer some real experience but my position in the internship did not required it at all.

Furthermore, when valuing my internship as a whole I consider other useful experiences. I am from Lleida and I considered a great point making networking in the mass communication industry of the area since it is one of the markets that I will consider for searching a job once I finish my college education. I am not refereeing only to meet the professionals of the industry of that area, but also meet some athletes and athletic managers and executives. In a nutshell create the network of contacts that a mas communication

professional need not only to get a job but also to properly carry out his job when looking for new and/or gathering information for these news.

In addition to the experience gained thanks to the internship, I also appreciate the opportunity to produce by myself some projects and videos. Since the journalism seems to be going to a more individual, freelance, and self-made system I appreciate the opportunity to practice this variant. Moreover, I think the final products of these 2 projects have enough quality to be compared with works of mass communication professionals. What is more, this internship have given me the opportunity to be part of complex projects, which otherwise I would have never been part during college. Some kind of complicated projects never are demanded in classes.

The only negative aspect I found to this internship was the little acquaintance of the company I chose. Replay Televisió I Imatge SL has a few acquaintance people out of the communication industry have. People are more aware of other companies yet they level is not as high as Replay. However, I assume this inconvenience in favor of all the other positive facts.

To summarize, the whole experience has been very positive and profitable. I faced the internship as a process of learning and an opportunity to networking and starting to make some good reputation. Some goals and purposes have been better realized than others but in general all the goals settled before the start and all the opportunities that appeared during the experience have been reached and enjoyed. Furthermore, after reading the letter of recommendation of my supervisor I find out that the other part, the company, also finished very satisfied with me and my job. This outcome shows me that is not only my perception but a reality that this internship has been very profitable and give me a great basis for my future in the mass communication world.