



Fall 2014

Internship Newsletter

During Fall 2014, over 110 Robertson School students obtained internships for credit. This newsletter provides some internship highlights from throughout the semester. Find a complete listing of Fall 2014 internship sites below.

Teresa Galasso

isportsweb.com

by Marhesha Maldonado

Being a sportscaster is Teresa Galasso's main goal after she graduates, and with the help of her internship at isportsweb.com as a New York Yankees Correspondent, she is gaining the skills needed to pursue it.

"I've learned a lot more about my writing style and ability. My internship with isportsweb.com has helped me to build a writing portfolio specifically in the field that I hope to be in one day soon," said Galasso.

Being in this position not only has taught Galasso the need for discipline when working, but also the value of work.

"I've seen my articles shared by people I don't even know and on the Fox Sports

JuVaughan Jones

iHeartMedia Inc.



by Marhesha Maldonado

During an internship, students should be willing to provide ideas and contribute. Juvaughan Jones found himself contributing, as a Radio Personality through iHeartMedia Inc., within the first couple weeks of his internship.

"In the beginning of the internship, I was put on the spot. A singer was coming to

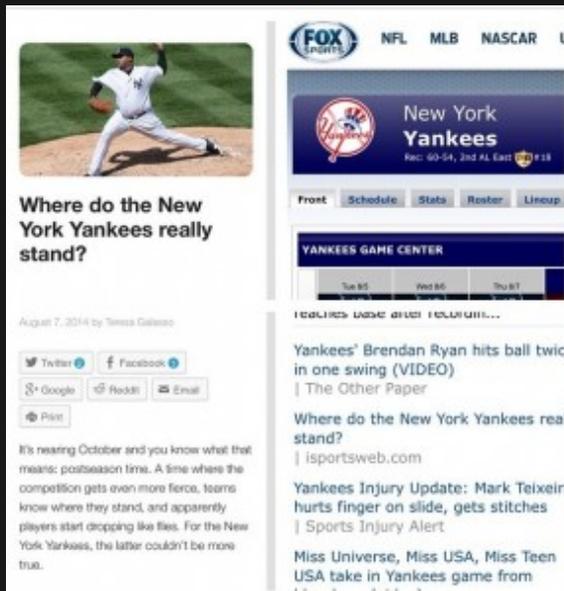
website,” said Galasso.

While completing her internship, Galasso made it a goal to have at least one article published on Fox Sports. After several articles and progressing her writing skills, that goal was achieved.

“I was extremely excited, and it was such a rewarding moment,” she said about seeing her article published on the Fox Sports website.

She reminds students looking to get an internship to not get discouraged by criticism.

“Take feedback and criticism and use it to your advantage. Don't get discouraged by others, motivate yourself to write and do what you're passionate about,” said Galasso.



John Le Genworth Financial

by Marhesha Maldonado

Richmond in less than a week, and they wanted something for her to do,” said Jones. “I suggested her interaction with VCU Fall Block (the weeks correlated) and my employer thought it was a great idea.”

Not only does Jones’ internship offer the perks of meeting and socializing with famous artists, in addition to up-and-coming artists, he also has great networking opportunities for the future.

“I have starting networking with the right people for my future career path. Aside from that, I am learning basic level requirements for a radio/television personality,” he said.

He offers some great advice for students who are considering their future careers and the opportunities along the way.

“Don’t do it because it’s what the world or your parents want you to do. You have to work whatever career path you choose for the rest of your life. If your job is fun, you’re literally getting paid to have a good time,” said Jones.

Michelle Davis Conch Republic

by Marhesha Maldonado

During her internship, Michelle Davis has been able to put the knowledge gained within the classroom into use in the real world. Davis is a social media intern at the restaurant, Conch Republic at Rockett’s Landing.

Throughout an internship experience, students strive to leave a lasting impression on their internship supervisor and co-workers. John Le has accomplished this feat during his time as an Employment Brand Intern at Genworth Financial.

"My biggest accomplishment at my internship has been to create and publish a series of 'Genworth Experience' videos on our corporate YouTube page," said Le.

He also suggests that students should not limit their internships opportunities when searching and applying.

"Right now I'm on the Public Relations track and working for Genworth has shown me that I don't need to work in a specific Public Relations department to do PR related work. I've worked on PR and Branding under our Human Resources team, which has been one of the best experiences I've ever had. I definitely want to stay in a corporate environment," said Le.

Being a team player is also an important skill to have, according to Le. Genworth focuses on contributing to the community, which has allowed Le to have opportunities to volunteer, as well as work together with other departments.

"I've been fortunate enough to meet with and work directly under several of our departments including PR, HR, Brand, Community Relations, Marketing and Legal & Compliance. It has broadened my perception of working in a corporate setting and showed me how different teams have to work together cross functionally to achieve certain goals and

"The internship has allowed me to use some of the information I've learned from class and apply it directly," said Davis. "It's my responsibility to update and maintain communication with the public. I have learned how to advertise for and create a buzz about events or the company. Both have and will benefit me to expand my communication, marketing, and social skills."

Not only are internships beneficial for learning skills in your desired field, but students also get to meet new people, which is Davis' favorite aspect of the job.

"Getting to meet people, and gain new connections to possibly use in the future," is one of the benefits, she said.

As she works on an event for the Leukemia and Lymphoma Society, she is confident that it will be a success and is looking forward to gaining not only experience, but also contacts. She continues to juggle school, work and an internship, and provides the following advice to other students.

"Don't be afraid to approach a business or company you are interested in. You'd be surprised that even though they may have never hosted an intern or any type of position like that, that they are open to it," said Davis. "Also, make sure you manage your schedule, it can get really difficult at times going to school, working, and doing an internship. The key is to make sure you are committed, but not over doing it."

projects," said Le.

He also encourages students to stay positive during the internship search. If students are looking for internships, don't let rejection letters be discouraging. Also, it is important to be open to numerous positions.

"Apply to everything, you never know who's going to call you back or what kind of experience you can gain. Once you're at your new internship or job, get to know everyone and sign up for as many things as you can because you want to leave a lasting impression on the company," said Le.



John Le and Genworth employees at the Genworth sponsored VA 10 Miler in Lynchburg, VA.

Blake Mirzayan

The Hodges Partnership

by Marhesha Maldonado

Blake Mirzayan is getting some real world experience at his internship at The Hodge Partnership.

"I've learned more about practicing public

Monica Hunsaker

The Mechanicsville Local



Monica Hunsaker at Richmond International Raceway.

by Marhesha Maldonado

When completing a journalism internship, front page articles are not something most interns expect to see. Monica Hunsaker, who is a freelance sports reporter for The Mechanicsville Local, found herself in that unexpected situation, and she thinks of it as her biggest success thus far.

"During my coverage of NASCAR, an article I wrote on the event's economic impact on Richmond was put on the paper's front page. It was a very exciting moment that surprised me and boosted my confidence and motivation greatly," said Hunsaker.

Covering topics like NASCAR has made Hunsaker not only excited about her internship, but has also helped her to choose a direction for her future.

"I have found my passion in sports reporting and have realized that it is what I want to pursue in my career. This internship has solidified my plans for the

relations at THP than I have in the entirety of my course work combined,” said Mirzayan. “Sure, my internship would not be as meaningful if I never learned the theory behind it in classes, but it's so helpful to have the opportunity to do PR in the real world. Furthermore, not receiving a grade on assignments really pushes me to do the best work I possibly can.”

One of Mirzayan's favorite aspects of his internship is that he is not just treated like an intern.

“The fact that I'm treated like a staff member, not an intern. Everyone is willing to help me out by offering advice, answering questions, critiquing my work,” he said.

While he has experienced a little of everything within the field of Public Relations, Blake has made a good impression of himself, and also VCU.

“Blake's passion for learning and enthusiasm can't be missed. He's become a huge asset to the Hodges team, from smart ideas at meetings to impressive media relations skills. We're grateful to VCU for sending him our way this semester,” said supervisor Cameron McPherson.



future concerning graduate school and my career. I am incredibly excited about this,” said Hunsaker.

Hunsaker has encountered the stress of meeting deadlines as if she were already on the job full-time, but it is also one of her favorite aspects of the job.

“My favorite aspect of my internship is the thrill of attending and writing about football. It can be stressful, and there is a lot to keep up with at once, but I find it to be exciting. Also, having the opportunity to meet athletes and interview them is a really fun perk of my job. I worked on coverage of the NASCAR Chase for the Sprint Cup race within my first couple weeks with the Mechanicsville Local and being at the press conferences with some of the biggest names in NASCAR was an awesome experience. I also interviewed my first NFL player recently, and it has been one of my favorite experiences in the field so far.”

When asked about advice for students looking for internships, she suggests for students to be confident and to pursue a preferred opportunity while being persistent.

“Be committed to believing in your own abilities and be willing to work hard and sacrifice time in order to improve these abilities. These things have proven to be necessary for me to succeed in the field.”

Fall 2014 Internship Sites

54 Dates To A Mate
Action Alliance
American Heart Association
Anime News Network
Arrington Performance
The Artisan Café
Big River Agency
The Broadberry
Cape Fear
CarMax
CBS 6
CBS Sports
Centreville Baptist Church
CIEE
Circle Theatre Project
Clear Channel
Comfort Zone Camp
Community Housing Partners
Conch Republic Rocketts
CreateAthon
Crossroads Realtors
Dogtown Dance Theatre
Empower News Magazine
Evoke Smoke
Gallery 5 Arts
Genworth Financial
Hill City Church
Historic Mankin Mansion
The Hodges Partnership
Homeward
ICL GROUP
Inkandescent Public Relations
isportsweb. com
Keep Virginia Beautiful
Kip Dawkins Photography
Local Voice Media
Madison Square Garden
Company
Madison+Main
Massage Envy Spa
The Mechanicsville Local and The
King William Local
The Metropolitan Business
League

MGFK
Middle Sex Museum
Midlothian Mustangs
NBC 12
Neathawk Dubuque and Packett
Need Supply Co.
OFD Consulting
Party RVA
Posh PR Agency
Positive Hits Radio
Radio-One
Red Eye Cookie Company
Renew Richmond
Richmond Ballet
Richmond Magazine
Richmond Public Radio
Richmond Region Tourism
Robins Foundation
Shaka Smart Basketball Camps LLC
Sierra Club
St. John's Church Foundation
'stachemedia
StyleCable
United Way
VCU School of the Arts
VCU Athletics
VCU Global Education Office
VCU Office of Conference and
Scheduling Services
VCU Robertson School of Media
and Culture
VA Asian Chamber of Commerce
VA Dept. of Health Professions
Virginia Free Citizen
Virginia Opera
Virginia Outdoors Foundation
VMFA
Washington Redskins
Wavy Kickz
WCVE-TV
Weinstein JCC
WolfTrap
Women Empowering Women
WRIC 8 News
WRIR