

## **The Right Fit in Media**

As an aspiring TV or film talent of some kind, I decided to take Media in the Millennial: Journalism in Action at Miami University to gain a better understanding of media in the world today and to see if media was fit for me. Over the two-week experience I learned a multitude of information about the media industry and how it is rapidly changing and advancing. I now understand that I would like to go into the television/film side of media and be seen by viewers instead of doing behind the scenes work such as writing or editing.

I have always liked to write but I have always loved to talk to people and be around masses of individuals. I like to have my voice heard by speaking and asking questions relatively more than writing. Being in front of a large group is thrilling and I love the feeling of butterflies in my stomach that being in front of large groups tends to give. Through interviewing a wide variety of people from a multitude of different newspapers, magazines, online websites, and TV stations, I found that I really have no desire to actually write for a newspaper or magazine but would love to be on television or in film one day. Being the talent for a TV news station or getting to be the emcee of a TV show is a very high aspiration. The media industry is a tough business. Most people I talk to would love to be on TV; however, there are only limited spots available. The talent is the face of the TV station or show that is being produced, therefore the talent has a lot on his or her plate. I know many say it is impossible and that I'm crazy for even wanting to try, but I believe that when someone has a passion in life they have to follow it otherwise they will regret it. I live by the quote from William Edward Hickson that states "if at first you don't succeed, try and try again." Over the past two weeks we interviewed a couple of people who changed degrees midway through their college experience. This is inspiring to me because even though they thought they had their mind set on what they wanted to do with their life, they listened to their heart and switched majors to pursue their passion. I have learned to not be afraid of change, to not be afraid to put myself out there. I have other interests as well such as behind the scenes work of movies (producing/directing) just in case pursuing my passion for being on screen does not work.

The majority of the people who the class interviewed were from other aspects of media other than TV. Although this type of work does not interest me much, I enjoyed learning about what the people do on a daily basis because it allowed me to gain respect for all the work that goes into making a newspaper, magazine, online journal, and other sources of journalism. I never realized how much work journalists do. They are constantly writing and reading, trying to find that next big news story. Journalists are so passionate about what they do and it was inspiring to see how much love these people have for the work they do.

Throughout my experience in the Media in the Millennial Program I have learned many new tips and gained a lot of advice from professionals in the media industry. Craig Heimbuch, the senior content strategist of Barefoot Proximity, taught me to make an impact on people. To show up every single day to whatever job I have and be consistent. One must be consistent in order to be great. Molly Shanks was an interviewee who really stuck out to me too. She landed a job with Original Productions as an Associate Producer of the television show "Ax Men" straight out of college. Even though Molly was not on television, because producing is a second interest of mine, her landing that big of a job straight out of college gives me hope for my future.

Throughout the two weeks, I recognized that a common theme between all aspects of journalism was the six cardinal questions, “who, what, where, when, why, and how.”. These questions are the rules to journalism as I heard more than half the interviewees mention them at some point in an interview. I also learned to seize every opportunity that comes available in order to gain experience. No one gets better unless they practice so, making the best out of every opportunity is a must. Erin Caproni, from the Cincinnati Business Courier, along with many others mentioned that networking is huge in this industry. The whole industry is all about who knows who. Nicole Theodore, from Playboy Magazine, mentioned to the class to try and learn all aspects of media such as being able to photograph others, take video, and much more. The more a person knows how to do in media, the farther they will go. Along with that, she says to do what you like. Don’t just pursue a career because others, such as parents want you to. Do what you love. Even though the majority of journalists start off making low salaries, if one is passionate about what they do, they will go far and if anything be rich with happiness because of the love for what they do.

***--Taylor Bruck***