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INBU 368

09/06/02022

Position Information

Intern Position: Talent Management

Company: Studio Center

Studio Center is the largest, fastest-growing production company in the United States. Founded in 1967, Studio Center was one of the first production studios to specialize in the production of broadcast advertising including the creation, distribution, and measurement of media. Well now, Studio Center has clients in all 50 states and 23 countries around the world with U.S locations in Virginia Beach, Washington DC, Richmond, and New York. They produce more than 15,000 projects for their clients every year, many of them award-winning. Their vision: “Strive for Perfection, Settle for Excellence.”

Studio Center has a flat organizational structure. The organizational structure goes as follows; With top management, there's a CEO, under the CEO we have the product and engineering department, finance department, Human resource department, marketing department, operations management department, and sales department. I was assigned to the Human Resource department. The Chief officer of that department is and my immediate supervisor was Samantha Alonso

Nature of Work Setting

As an intern in the Talent department, I worked closely with Studio Center's talent roster for voice-over and on-camera projects. From finding new talent (lead development) to record management and scheduling auditions, I saw all of the ins and outs of Talent Management and learned from experienced talent managers. As an intern, I got prepared to manage availability schedules, navigate casting networks, and even record/direct/edit on-camera auditions. Furthermore, I got a behind-the-scenes view of video and audio sessions once the talent was booked.

This position exists to help the company attract, recruit, retain, train, and develop the talents/individuals that will be valuable to the organization. foster the relationships of (future) clients with a company. It prepares you to define the skillsets that will be required to achieve the business goals and objectives. My supervisor helped me understand the purpose of my position. Seeing her do her everyday work and teaching me how to do what she does helped me understand the position better. On the first, day I was given an orientation of the entire building where I met with the different staff. My supervisor gave me an online orientation of the company's website and an overview of the work I will be doing.

Interning in talent management at Studio Center I did not know what to expect but from stereotypes, I thought I would have been in a cubicle doing random tasks assigned to me daily. However, this was not the case. I had an office directly facing that of my supervisor and the work I was given was directly related to what my intern position duties stated.

Duties and Responsibilities

The main thing I learned how to do in my first week of internship was how to catalog On-Camera-talent in Studio Center's system. My supervisor showed me how to do that and created an excel sheet with detailed information on how to catalog new on-camera talent to help me stay on track. This process included adding them to the right location/state, adding them to the salesforce page, creating their talent page, and resizing their headshots to upload them into the system.

My supervisor showed me how to create auditions for clients (job description format) and post them on different platforms for their talents. These auditions/ job opportunities were sent out to the talents on the roster via email with particular attention to their locations (distance from the place of the shoot). We also used different platforms such as Facebook and Backstage. Once, these auditions were sent out and we had feedback from the talents that were willing to apply, I helped create a talent deck for these different castings for the clients. I screened the candidate's CV and made sure to include any restrictions that the candidate had concerning the job and it was for the client to decide if it was the right fit for them or not. My main takeaway from these was that both the client and the talents have to be satisfied with the level of work they are requesting/required to do. Considering both parties' do's/limitations are key to creating and fostering strong ties and relationships.

Furthermore, I was present on a shoot for a training video for a company. On set, I had the opportunity to do the slates and film using the go-pro camera. While on set, the representatives of the company were present. Though there was a script, modifications were made along the way, everyone was open to recommendations, and there was real teamwork. One interesting thing that I also learned was adapting quickly to situations. For example, we had a client that wanted to shoot

a week from the day he reached out to the company. My supervisor immediately started working on it and explained to me that it was common that a client will give them a short time frame for their projects then she included me in the project.

To continue, I assisted in different voice-over sessions and meetings simultaneously going on during these sessions. The meetings were lengthy or short depending on how satisfied the clients were with the recordings. I conducted research on advertising and production companies in different states.

Every client/ talent information was both kept in the system and in paper format in drawers. After creating On-Camera and Voice-over talents, I will classify the files in separate drawers in alphabetical order.

Over the weeks, I became more responsible. My supervisor allowed me to send out auditions to the talents on the roaster and Backstage. I had the responsibility of creating excel sheets for the different projects that I was working on (for example my research) and creating talent decks on my own for the different auditions. She would review and approve each time.

In addition, I also had the opportunity to explore other areas of the industry. I had a fun project with my co-intern, and we had to come up with a story, write a script about it, create a budget for it, and present it to our supervisor. Having to create a budget gave me more insight into the financial aspect of the business. The company had a book for the standard company rates, but they could be flexible depending on the client and project.

Towards the end of my internship, Studio Center was transitioning to a new website, and I could help during this process. I was responsible for creating different folders for each talent and uploading their information from the old to the new website. I worked on two upcoming castings,

where I created job listings for both of them and created a talent deck for each casting. I updated headshots for some talents on the website and rounded up some voice-over auditions.

Evaluation

I was guided a lot during my first two weeks, and progressively I could do most of the work by myself but always made sure to check with my supervisor to make sure that everything was how it was supposed to be. With the permission of my supervisor, I had the chance to explore the various departments and have a sneak peek at how they functioned. Everyone in those various departments me/taught me something about their job that I did not know.

Cooperation, Coordination, and Supervision

Description

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I had a good supervisor. She communicated clearly what were her expectations for me. Every morning when I got to work, the first thing will be to walk into her office, and she would go into detail about my tasks for the day. Each time she had a new task for me, she will show me how to do it, then, write/type instructions down for me depending on the task. Our workspaces were facing each other which made it easier for us to communicate. She was very approachable, understanding, and flexible. If I could not make it to work on a particular day, she would allow me to catch up another day. Any questions I had concerning work, school, future career, or just social life in general she was always very open with her answers.

Cookies were baked every morning for the employees/ customers (everyone really) and snacks were everywhere (even dog treats). Every Tuesday, the employees played bingo at a specific time. Everyone was so invested (even the CEO though he did not play) because there was a prize to win after each round. This was interesting for me because I had never seen that. I believe it helped foster relationships between employees and their employers. I learned that a work environment does not have to be stressful because you can always get the job done whilst having fun. Though this was just a little game this is a real demonstration of "human" in human relations.

I had to work on two projects with my co-intern during this internship. One was writing a script for a video I had to brainstorm and then create a budget for it and the other one was filming an internal video based on current trends. Teamwork was very important during this process. Each member put in the same amount of effort which made the work easier. Everyone was sociable and approachable which made work be conducted in a fun environment than in a tense one. This video filming and editing were completed on my last day of internship.

Academic Relevance to Course Objectives

My department supervisor allowed me to choose what I wanted to do for my internship. During my internship, I developed newfound knowledge and skills that I did not have before. This includes consistency, time management, teamwork, relationship management, research, information processing, and adaptability.

The main course that helped me during this internship was organizational management

This internship gave me an idea of what a full-time job environment looks like. In the future, I am looking forward to finding jobs in International Human resources, Strategic management, Consulting, and maybe international sales.

Conclusion.

Based on everything discussed above, my internship experience was good overall. In my opinion, to be able to learn quickly in an unknown environment you need good mentors. I was able to learn, make mistakes, and ask questions about the job and I never felt like I was a burden. Also, the company culture at Studio Center is so welcoming which is one of the reasons why my adaptation was easy. I will recommend the different internships that they offer to anyone.