

Dana Hill

B.A. in Communication

Graduate: May 2013

Internship with Sigma Sound Entertainment during the Summer 2011.

Why did you choose to do this experience?

This studio has been a leader in the Philadelphia music community for over 40 years. I chose to participate in this internship because the one thing in life that really interests and motivates me is music. And because this internship was a public relations (PR) internship I thought it would be a good idea to get some experience outside the classroom since I was taking some PR courses. I also knew I would enjoy being in the studio/recording environment.

What are the benefits of doing this experience?

I got a lot of experience in the studio and planning events. I also got to meet not only famous artists and DJ's, but a lot of people who worked at the studio who were helpful and eager to teach me many new things.

How has this experience enhanced your academic experience or shaped your career goals?

I got to see if this is what I really want do for a career. The music industry is different than most fields. It's not as uptight and serious (all the time) like some other careers, and that's what I feel more comfortable in.

Describe any exciting project or responsibility you've worked on during your experience?

I helped plan the open house for the studio. This open house was a party at the new studio that Sigma just redid. We invited local artists, schools, bands, and caterers to check out the space to see if they would ever want to host an event there. This was exciting because I met many people at this event that could possibly help me out with a career after I graduate.

Was there anything unique about your experience that you can share with us?

It was so laid back but I did get a lot out of it. I do think that education is an essential part in every person's life but I can honestly say that I learned more during this internship than I probably will ever learn in any class I take in my life.

What advice would you give to other students who may be considering a similar experience?

Just act yourself and be original. Don't try to act like you know more than you do because people are eager to teach you new things. Even though it might seem like a laid back environment you have to take it seriously and act professional so they take you seriously.

Is there anything else you would like to share?

For the students that don't really know what career they want or they're scared to actually pursue their dream job, you should pick a career that not only inspires you but something that you love doing because you're going to be doing it for the rest of your life.