

Journalism Practicum Diary

Directions: Retype or duplicate this diary template. Write one detailed paragraph for each question. Number and date each diary.

Journalism Practicum Diary # _____1_____

Student's name: _____ Nyah Marshall _____

Week of: _____ 1/24-1/30 _____

Supervisor's name: _____ Alyson Turner _____

Agency/Station/Company Office _____ Simply Magazine _____

My two main objectives for this week were:

- Conduct research on the areas Bowie, MD, and Alexandria, VA, in order gain insight into the type of audience that will potentially be reading my articles

- Research and call well-known, local stores in Bowie and Alexandria to see if they have any products that could be featured in the "Luxury Housewarming Gift" article

I achieved these objectives: yes ___x___ no _____ partially _____

Explain how you achieved or why you did not achieve your goals. Be specific.

-I achieved these goals and was able to learn a lot of substantial information about the areas that the magazine will be distributed at. For instance, Bowie has a large Black/African-American population—about 53% of the population is Black. Bowie is also a good place for entrepreneurs It has several loved, local businesses, including Overdue Recognition Art Gallery which proudly represents over 40 renowned and emerging African American artists. Bowie is defiantly a place for Black prosperity and culture.

Describe the work you personally performed and observed.

- This week I mainly focused on gathering information about the areas and customers that will be reading Simply Magazine. I conducted research, talked to my supervisor, Alyson Turner, to get her insight into the direction I should go with the articles I was assigned, and I even made phone calls to local businesses in Bowie and Alexandria for approval to feature them in Simply.

List the names and titles/positions of all the people you directly worked with this week.

-Alyson Turner, Simply Bowie editor-in-chief

Describe any new skills or concepts you learned or important observations (about yourself or others) you made this week.

- I learned that you need to be aware of your audience, especially when writing for a magazine that's being distributed to a specific area and list of subscribers. Simply Magazine is supposed to be a luxury magazine, and I had to keep that in mind, as well as Alexandria's and Bowie's demographics, to make sure that my articles appealed to the audience.

Describe any significant experiences, achievements, "aha" moments and/ or roadblocks you had this week.

-An "aha" moment that I experienced this week is that being a self-starter and having full autonomy in when I want to work on my assignments, is harder than being on a rigid schedule. I found it a little difficult trying to self-motivate myself to work on my assignments this week. I rather be in a more heavy goal-oriented, scheduled work environment.