

## **Ayanna Gray, aspiring Public Relations Specialist Client Focused Media (CFM)**



My career aspiration is to become a Public Relations (PR) Professional. As an award recipient of the AnnieRuth Foundation's summer internship program, I was placed at Client Focused Media. While there, I worked under the direction of Patrick Sullivan and Mike White.

Throughout my experience, I worked on several different projects. My main project was to create two videos for the AnnieRuth Foundation, an 'About Us' video, and a donation video. In this project, my role was interviewer, which involved me conducting research on people to interview, scheduling interviews, creating interview questions (tailored to each person), and conducting the actual interview. I also worked on two other smaller projects during my experience. One of those projects was to create a list of small businesses in the Jacksonville area that we could potentially interview for various show segments. For the other project I came up with six different video concepts for a local law firm in order to promote the firm and strengthen their online presence.

Participating in the AnnieRuth Foundation's Summer Internship Program has been instrumental in preparing me for my future by helping me see what my future could be like and exposing me to various career paths. The Summer Internship Program gave me exposure to so many different opportunities that I would not have otherwise been exposed to, and I am so grateful for that.