

Phil Ghansah



PENTV:

BRAND ANALYSIS

Phil Ghansah

UNIVERSITY OF WEST ALABAMA

The internship at PENTV provides all participating interns with a level of professional experience and opportunity for students to learn all the aspects of media operations and functionality. The elements of professionalism that the internship presents to the intern derives from three core principles. The first is truth, consistency and last servitude, understanding the meaning of each principle is important as it relates deeply to the “why” of the organization and why interns conduct specific tasks for the company. The first value of PENTV which is the truth, is based on the duty and responsibility of each intern and organization official to ensure that all information processed is factual. The second value of the company is consistency; interns are taught early in the internship the necessity of creating and presenting quality content for people that typically view company materials. During the first few days of training, interns learn the importance of the third and last principle which is servitude. It is imperative that there is an understanding of the media professionals being servants of the public before anything else. The Supervisors told all the interns that their job would be to present viewers with the very information that they lack. People that watch the network watch it with the belief that they will receive honest information from that specific network. The intern must remember that as they progress within the media-network field to remember to hold mental-note of servitude as some people rely on the information presented.

The learned idea of servitude resonates with another learned lesson as a student of UWA’s Imc program. The approach to being successful within the field is the ability to be “concise” and “succinct.” These two principles encompass his capacity to seek ethical standards in his style of news presenting. The PENTTV internship instills in interns the value of being ethical in all practices of media coverage and research. The environment that the internship creates provides the intern with real-life experiences on the inner-working of the media-field.

The PENTV internship creates a space in which the interns can learn and offer inspiring ideas in the media-field. The work that interns provide during the internship experience is in constant review and analysis by intern supervisors to guarantee that the assignment is meaningful and substantive. The PENTV internships allow for the development of the intern, one of the first things interns are asked: “what goals do you hope to achieve as an intern with PENTV.” In pursuing these goals under PENTV, the intern learns to be adaptable in all situations and manage time better. The intern also learns to analyze and research material necessary for the work of the organization. There are many skills that PENTV develops in their interns. To be able to improve the intern must learn to set goals that they can achieve within their tenure of the internship. Outside of the personal goals of the individual intern the organization requires the intern to accomplish specific goals. Interns are told at the beginning of the internship first to enjoy their experience and second, it is crucial to network with professionals.

All the PENTV staff constantly remind the interns to develop relationships with other professionals in and outside of the company. One of the benefits of interning for the organization is that as an intern one meets all types of people. Since the company produces international mass media, interns receive the privilege on a daily basis to meet professionals throughout the nation and around the world. One of the first resources all interns receive is a pamphlet known as the “Pentecost tv network,” within the booklet is a list of departments and contacts. PENTV has a “no silos approach,” this means that anyone in any department are made aware of all changes. The no silos approach teaches interns to seek “collaborations and teamwork” with others. Teamwork is genuinely essential in working for a network because there is a lot of people working on multiple functions of media-presentation. Another networking opportunity given to interns came when the heads of the company made the decision to visit the North-American

branches of PENTV. The chance to meet the leaders of the company from the headquarters only comes once a year, it is a thrilling experience, and as an intern, there was a great prospect to learn from them. The chairmen and his representatives were very encouraging and active in providing the interns with direction on their projects. Only a few interns took the opportunity to meet the chairmen. The experience was overwhelming for some of the interns as some of them felt a sense of nervousness while meeting the president of the company. For those that took the initiative, the experience was rewarding, he was warm and inviting and he loves offering advice to those that are open to receive them.

One of the fundamental lessons from the verbal-exchange with the president of the company was the importance of being able to take the initiative. There is a necessity in the field of media to step out of your comfort zone and put yourself in experiences that yield the best results. In meeting the president of the company, he has become an accessible contact that will be there for interns. Another example of learning the importance of taking the initiative is when the supervisors were looking for a project that could serve as a motivating factor for future interns. The task was optional, and many of the interns chose not to partake in the project, but there was considerable interest in this project. The assignment would allow an intern to leave something for other interns to use or learn from, the internship scholarship can become one of the motivating factors that could be put into use by PENTV representatives. Interns will be eligible to apply for Kumla Dumor scholarship starting next year. Interns that receive the scholarship shows that they yearn to learn all the aspects of the company. Another characteristic of the scholarship is an intern that resembles the qualities of Dumor; he was a journalist with one of the affiliate organizations of PENTV. Kumla later became a journalist for the BBC African news segment in which he won numerous awards for his professionalism. Dumor believes that

“honesty trumps all,” this lesson teaches the interns the necessity of fact-checking and research in news-coverage. The scholarship project is one of the highlights of the internship as it demands the intern to take the initiative during an opportunity.

Additionally, in creating the scholarship one learns the importance of being ethical. Dumor was an ethical journalist he believed sincerely in the importance of fact-checking his information. He would interview guests such as Nelson Mandela, Chiemi Ngozi, Ama Nana Mcbrown, Agya Koo and Mahama. He knew the necessity of being logical, direct and fair when interviewing prominent African leaders. His attention to detail and ethics is similar to the mission of the communications department. One of the many goals of the department is to create students with the capability of resembling the same ethical standards of “UWA Imc program” presented in all angles of his work or personal life. Dumor was also a journalist beyond reproach, but what one learns interning for a network is that this honor belongs to those that are factual.

The retrieval of information needs to come from research, data, and analysis. The rudiments of a successful individual in media is in their ability to research. The UWA Imc program department of communications teaches students how to research material for various assignments. Any section of media is dependent upon the use of research and accurate — for instance, public relations evidence to craft messages for the public. Research in public relations helps to locate specific details of information. Research is vital in public relations; it allows pr specialists to create an amiable image of the company and individuals. The PENTV internship supervisors instill in all the interns the thorough development of inquiry and examination of all details to ensure its effectiveness. PENTV treats inquiry of all data and relating details as educational characteristics of the internship. Peter, the internship supervisor, requires all the interns before any major assignment to conduct a five-page paper before completion of a task.

The five-page paper serves as an analysis on topics and provides the intern with supporting information or data on a topic. Peter always tells the interns that the more critical information, the better the “picture.” Peter is saying the best information comes from solid knowledge of the subject or topic. One of the assignments given to the interns was to find networks similar to PENTV and model and seek what makes them successful. In pursuing the information, it was necessary to look at similar company collaborations and how it improves models of communication and awareness. In conducting the research, it is crucial that there is an understanding of the elements of PENTV. It is important the company seek partnerships that can support its growth. Understanding the level of the company and where organization representatives want it to be is critical in providing supervisors with clear results in research. The assignments, in the beginning, came off as unending and unnerving, but towards the end of the internship, one starts to understand the importance of Peter's research paper assignments. He would constantly tell the interns when completing their research papers that “it is for your good,” this statement solidifies a lesson. What Peter taught the interns was the importance of professionalism and work ethic. The papers were forms of discipline, and it creates a sense of accountability and positive work habits in the intern. Being professional and well-informed are vital to the success of the intern in any field they pursue.

Clients will expect the company and its representative to express features of strong moral-value. The morality of the person working with the client must possess punctuality, attention to detail and proper management of client materials. In network-media, the intern's client is their audience. The audience consists of people watching or viewing the content using the organization's platforms. Professionalism in networking comes from prioritizing the client as the primary focus, making sure that their expectations are in insight. To meet the expectations of

the audience in networking the representative must cater messages and forms of communication in a format that is understood by the viewership. There are multiple occasions when interns were given the task of reaching out to current or possible viewers. PENTV currently has its headquarters in the continent of Africa, and its viewership mainly consists of people throughout the continent. An important lesson one learns as an intern is the importance of being able to communicate with all types of people. This skill is essential when working with clients in this industry. There was a poll created by the interns to find what the expectations were for viewers that watch the station or view it online. What was found was interesting, many people saw great importance in presenters appearing well-dressed and professional when presenting news segments. At first glance, the information seems irrelevant to the improvement of news communication with viewers, but such an assumption would be detrimental. In finding this information, it is taught that people tend to view media through the social norms of their society. People absorb media through their cultural lenses and experiences, so a network must create messages concerning the cultural perceptions of the audience. Many news-sites use methods present information through cultural lenses. For example, it is the same reason a democrat would feel comfortable watching CNN and republican fox news because of both present data from the client's perspective. The lesson the intern learns from client-relations is the necessity of diversifying communications. The client needs to be able to understand what your offering and you need to be able to recognize the needs of the viewer. The stable exchange between the network representative and the viewer is only possible only with communication that is understood by both parties.

Moreover, another lesson taught to the intern was how vital it is to be creative with assignments. The primary strategy of marketing the initiatives and programming of the network

is most effective online. Peter would always say that the internet provides the network endless opportunity to reach communities all around the world. Interns were told to learn all the marketing functions of social media so that the company could increase viewership and send information to clients faster. The focus of interns was to create a series of social media marketing campaigns that could appeal to various types of people. In addressing the best marketing tactic during the internship, an integrated marketing approach seems to be the best direction. In making people aware of what PENTV does, there were multiple ideas put into formation. The most prominent marketing idea features a flyer in various languages, this flyer is sent to numerous people in the community, and it was a success. The flyer proves to be a success because it is put in a format that is easily understood by the client viewing the promotional piece. The lesson that came from creating the promotional pieces is the necessity of adaptability. The professional PENTV marketing team uses advance graphic creation software to create marketing pieces. Many interns did not know how to use the software because of its complexity, but being able to understand emerging software's and systems is imperative in the 21st century. Peter always expresses the need for interns to adapt to changing situations, in media stories and constantly change as the audience diversifies. Because the media field is continuously evolving, it requires interns to be attentive and inter-changeable in approach.

During a board meeting with all the department heads of the company, it was held to discuss updates on company change and collect ideas from department heads on new ways to expand. Peter would ask all the interns to provide their opinions in this meeting. Some interns chose to offer their views and others did not because they did not have all the facts about the topic. For those that did share their opinions on organizations initiatives were referred to by the internship supervisors as "leaders." The reasoning for calling these interns "leaders" is because



they would step out of their comfort zones to present the team with crucial information essential for the success of everyone in the group. Leadership was vital in the internship, and it is critical in all fields of interests. The internship taught interns that it is imperative that they use the knowledge taken from the internship and other experiences to continue to innovate and improve their fields of interest. A leader is not just one that gives commands, but they should be able to receive them as well. The internship marks the importance of working with others to produce the best results, that is the whole point of the internship. The internship is needed so that everyone can learn from one another and produce the best results possible.