



Valerie Wemple

Factual Channels Programming Intern - National Geographic UK & EMEA (at The Walt Disney Company)

What's your job title?

Factual Channels Programming Intern for National Geographic UK & EMEA (at The Walt Disney Company)

Why did you decide to do a placement?

The opportunity to gain real work experience enticed me to do a placement as I felt that being able to enter the workforce and immerse myself in the broadcast industry would help me to prepare for life after graduation, and help me understand the line of work I want to explore. In an industry where experience is vital, I felt that it was important to take the placement year opportunity to learn from industry professionals and pick up skills that employers are looking for.

What's your typical day?

No two days were ever the same. My typical day included operational tasks such as helping with scheduling and planning programmes for National Geographic UK, analysing audience ratings for weekly and monthly reports, watching screeners and writing promotional briefs for the creative teams, communicating with network affiliates, and communicating with the EMEA (Europe, Middle East and Africa) teams.

What have you gained from your placement?

I have developed a number of skills, professional behaviours and strengths that led to my growth and development both professionally and personally. The most prominent of which I was able to develop from my time on placement was becoming an agile learner, evolving to becoming a more authentic and effective communicator due to the nature of my job and expanding my capacity to perform under pressure.

How has this influenced your thoughts on what you would like to do in the future?

My time at National Geographic helped me to develop a fondness for the specialist factual television sector and I would like to explore this sector after graduation as I am passionate about this industry and feel that my interests are best suited to it.