

BUCH Report: Emma Shearburn

This summer I had the opportunity to work for the Boston University School of Public Health as an editorial intern. I worked specifically with the MARCOM team for the duration of the internship. The responsibilities of the MARCOM department extend comprehensively throughout the entire school. This includes orchestrating strategic marketing initiatives aimed at enhancing the recognition of BUSPH within its target audience. The MARCOM department plays a pivotal role in shaping the school's identity and fostering meaningful connections. The department runs the school publications, which include SPH This Week and SPH This Year.

I had the privilege of writing four articles for the MARCOM team during my time there. This process was a great learning experience for me as a writer. With the help of Mike Saunders, I was able to change my writing style from an academic voice to a journalistic one. Since I am an art history major, this was a long process, but after successfully completing four smaller articles, I felt I was ready to take on a bigger piece of my choosing.

From the beginning of the internship, Mike Saunders told me to begin thinking about a public health topic I was passionate about. Immediately, the dangers of chemicals in the cosmetic industry came to mind. I began researching different brands as well as emailing professors at SPH with knowledge of these harmful chemicals. With the help of Saunders, I started drafting the piece. In doing so I faced the true challenges of a journalist, such as making sure my sources were credible, as well as getting a hold of professors and other professionals during the slow summer months. I am still finishing up the piece, and I am so grateful for the opportunity to write about something I care deeply for.

My internship ended with a delicious lunch with the whole team, where I said goodbye, and thanked everyone for their help. Overall, I am so grateful to have been introduced to

journalism and the world of public health throughout the summer. My writing skills are forever changed because of the MARCOM team.