



Third Time's a Charm

Downtown Nashville Sky. photo courtesy of <http://sayonori.com>

Growing up, almost every morning Spraberry's mother would have Country Music Television music videos on while she was getting ready for the day. Spraberry's mother loved contemporary country, and that is how Spraberry was introduced to some of her favorite artists. Between listening to CMT in the morning with her mom and getting the old country influence from her father, she really developed a love for country music.

Even back then, she could remember listening to the hosts introduce the music videos and interviewing the artists thinking it would be so cool to be on CMT.

It wasn't until later, Spraberry realized CMT would be a great place to put her degree and love for country music to practice.

Growing up in Anson, Texas, with a population of almost 2,500, Spraberry had a dream, a dream of playing music. Little did Spraberry know she would get a chance to work in one of the most popular outlets of the music industry.

Spraberry landed an internship position at CMT as a Music Strategy and Marketing Intern.

Courtney Meyers, Ph.D., an assistant professor in agricultural communications, said Spraberry had the persistence and willingness to learn new skills through other internship experiences that were building blocks for her.

Spraberry first found out about the internship when she was a freshman at Texas Tech University

while browsing the CMT website. She realized in order to apply, she had to be a junior or senior.

After switching her major from animal science to agricultural communications, her

classification changed and she decided to apply for the CMT internship. She got a call back from CMT but did not get the internship. She felt like she needed more experience, so she applied for an internship at Texas Tech University for the Office of the Vice President for Research.

"I was pretty intimidated, but it didn't take me long to get comfortable."

After completing her internship at the Office of the Vice President for Research, she reapplied for the CMT internship.

She did not get it again.

Spraberry thought she needed more experience, specifically in the music industry.

Spraberry applied for an internship at Ambiance Artists in Austin, Texas, as an Artist Management Intern. She got the internship. She saw this as an opportunity for more experience and it was one step closer to getting the CMT internship.

Her responsibilities were to organize street teams, recruit members, attend marketing meetings, and mail promotional materials. She said she was constantly on the phone and this helped her be more comfortable with people. She also felt learning how to use Facebook more as a marketing tool and working with others in groups contributed to her new found skill set.

After completing her internship in Austin, Texas, Spraberry reapplied one more time at CMT for an internship. This time she felt she had more experience and a personal letter was sent by an employee at Ambiance Artists, who had connections with CMT.

Spraberry finally got the CMT internship as the Music Strategy and Marketing Intern.

Spraberry said the CMT internship program is a really great program.

"I loved going to work, I was always excited about what artist was going to come in, whether it was someone I already knew and enjoyed their music," Spraberry said, "or someone new was going to come in and blow me away and be someone I want to follow."

She worked on consumer and corporate marketing, online airing and radio, too. She had input on music accusation, departmental, social media and creative meetings. She managed social media for Bayou Billionaires, Redneck Rehab, Chainsaw

Gang, and Reba and Rosanne. She also attended Love and Theft's #1 Party, CMT Artist of the Year, and Crossroads for Randy Travis and the Avett Brothers.

Spraberry soon found out the interns at CMT were treated more like employees themselves, so CMT wanted very qualified students. Spraberry said she always tried to find a way to better herself, and really helped her grow as a person, student and as a professional.

"I was pretty intimidated, but it didn't take me long to get comfortable," Spraberry said.

Spraberry said not only was work a great experience, but also the experience of a different city and meeting new people. She lived in Franklin, Tenn., with two other girls, one from Boston, Mass., and the other from Ohio. She said these two girls turned out to be some of her really close friends, today.

From visiting the historic district, farmers markets, plantations and festivals in Franklin, Tenn., to all the bars on Broadway in Nashville, Tenn., there was never a dull moment.

Kaitlin said it was hard being away from her family, but it was worth it. She plans on going back to Nashville, Tenn., when she graduates. She would like to get a job at CMT, if not she will apply to other companies such as label or record companies.

"There was never a moment of down time at CMT, and I like it that way," Kaitlin said. **T**



Photo Courtesy of Kaitlin Spraberry

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Aubrey, Texas

