Vandy on Madison Avenue was created by Vanderbilt alum Daniel Lovinger ’87 to introduce students to opportunities in media and communications. The VMA program includes a spring speaker series with industry-experts, as well as a summer trek in New York City. VMA participants range from first-year to graduate students and even Vanderbilt alumni! The trek consists of three media-related employer site visits with speakers and culminated in a panel of Vanderbilt alums from NBCUniversal.
**TIMELINE**

- **October**: VMA Info Session & Application open on Handshake
- **November**: Applications close
- **January – April**: Monthly Speaker Series
- **April**: Lovingier Fund Applications Due
- **May**: NYC Industry Trek