

**Cheyenne Logan**

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E-Mail: REDACTED



Date: March 12, 2015

**NBCUniversal Intern Settlement**  
**c/o Angeion Group**  
1801 Market Street, Suite 660  
Philadelphia, PA 19103

Dear Angeion Group:

I object to the settlement in the NBC Universal unpaid internship case. Myself, like many other interns worked several hours to contribute to NBC's success as one of the highly recognized companies in the world. Throughout our internship, we helped sustains NBC's role within the industry, assured it's "credibility" for producing creative, original content, and to some extend, aided in NBC's growth and profit. Thus by using our intellectual property -- new ideas, work, photography, copywriting, marketing/ branding strategies, and etc., to help govern business.

As an intern I was responsible for maintaining iVillage's DinnerTool.com site, social media accounts, and day-to-day business needs. I worked at iVillage (NYC, Chelsea Market location) three (3) days a week for eleven (11) weeks. While with the company I fostered a new business strategy that increased DinnerTools' popularity and fan participation. I improved the site presence, spearheaded several sweepstakes and contest, interacted with Facebook and Twitter followers, as well as produced content that was used months after my internship was over. Due to my significant contribution to DinnerTool.com, the site saw an increase in fans, follows, and participation of about 20% (analytics confirmed this) in just the eleven (11) weeks I was with the company.

In addition, I created presentation decks, worked on set as a Production Assistant, and pitched and presented, as well as curated additional content and article topics to be implemented months after I left. Also, I was a Team Leader, where I lead a group of interns to present and develop a campaign for a RFP (Request for Proposal) iVillage was working on for Coca Cola. iVillage's Senior Executive team used the ideas that my team had presented in response to the RFP. Although I was not privy to how, and in what manner these ideas were used, I was however, verbally told that our ideas would be used and further developed to help with the Coca Cola pitch.

Overall, I believe the compensation for the settlement is too low. \$499.00 does not compensate for my work and contribution I made while with NBCUniversal's iVillage. I believe that I'm entitled to: **\$1,914.00**. Please see below for the breakdown as how I arrived to that figure.

**NYC 2011 Minimum Wage: \$7.25**

**Internship Duration: 8 hour days + 3 days per week + 11 weeks**

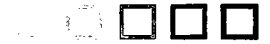
**Calculations:**

**\$7.25/hr x 8 hrs (average work day) = \$58.00/ per day**

**\$58.00 per day x 3 days = \$174.00/ per week**

**\$174.00/ per week x 11 weeks = \*\$1,914 entire internship**

\*Please note: this excludes overtime hours, although I worked overtime during the internship.



I object to the settlement for the reasons above. Shall you have any inquires regarding the above, please do not hesitate to reach out. Lastly, I will NOT be attending the Final Approval Hearing and I will NOT be sending someone in my place.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cheyenne Logan', written over the typed name.

Cheyenne Logan

Former iVillage Editorial and Social Media Intern

Deadline.com