

comm·unity

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Seniors Intern with NYC's Biggest Media Companies



by Maddie Johnson

Alize Mejia — better known as Ally — a communication major concentrating in public relations, is currently working at NBC Universal as public relations intern in scripted entertainment. Her past experiences working as a public relations intern for the Dr. Oz Show and as a publicity fellow for the Television Academy Fellowship indicate how passionate she is to have a professional career in entertainment public relations.

“I found out about the internship program as a whole through other Manhattan College alumni,” Mejia said. “I remember hearing about other people having internships there and as soon as I heard that freshman year, I knew that I instantly wanted to do the same thing.”

Mejia is actively involved with the public relations field on campus, serving as the president of the Public Relations Student Society of America (PRSSA). Although her work ethic and involvement on campus prepared her well for the internship, the transition from doing PR for a college to network television can be difficult. However, Mejia explained NBC Universal has been very helpful from the start.

“The company is very authentic to their values,” she said. “I think that’s something that shows within like the coordinators and the publicists and the team that I work with. They are all very sweet, kind and super willing to help and answer any questions.”

Working in a supportive, healthy work environment in a challenging industry pays off, says Mejia. She shared that out of all the perks that come from working for one of the world’s leading media companies, seeing her work contribute to the final product is what’s rewarding.

“The most rewarding part of my internship is seeing how my work contributes to the PR campaigns as a whole and being able to see how my press clippings are used in different ways,” Mejia said. “I’ve defined sneak peek clips that I think would make good highlights for the press releases. So, being able to do that and then see them use my work is just a great feeling and it is definitely cool to see how it contributes to the final product.”

Mejia says she’s learned a lot more about how entertainment PR functions from this internship out of the many other industries there are for the field.

“I think this internship has taught me about how entertainment PR works in particular because each industry is so different. Being an intern for NBC, which is a huge entertainment company, has helped me see how entertainment PR works as opposed to just general PR and agency PR.”

To other students eager to get first hand experience in public relations, Mejia advises networking with past students and utilizing the team of professors at the communication department that can help them connect with other companies.



“Network as much as possible, as much as you can. Reach out to the communication department alumni because they are going to be your best resource when applying for jobs at major companies, especially because there’s so many applicants. Finding a way to stand out is hard, but if you have that connection and you have relationships with the people there, it definitely makes the process a little easier.”

Senior Thomas Courtney has always shown his devotion to working in the sports media industry in a variety of ways. A communication major concentrating in sports media production, he works in the ESPN mobile unit on campus, in addition to completing media production internships with Fox News and Yes Network. Now, Courtney scored an internship with the Madison Square Garden Company in its student associate program as a production and programming intern. He started working as an intern during the fall 2021 semester.

“I’ve been applying for three years, and after three years of getting lucky and just constantly applying, I actually finally got the internship,” Courtney said.

Transitioning from working for the school and completing several internships to working for the one of the largest venues in Manhattan for sports, Courtney shares that the company did a tremendous job helping him through this giant career step.

“It was probably one of the biggest transitions I’ve made in my professional career and they made it one of the easiest transitions in my life, even while we’re in the middle of the pandemic,” Courtney said.

Along with transitioning smoothly, Courtney shared that MSG employees prioritize both their work and making sure Courtney is learning everything he needs to know to excel in media production.

“They’ve helped me out in every way and ... making every moment worth it and trying to teach you and give you the best access to people, and honestly it’s been a really helpful experience so far. Working with these people, they have some of the best mindsets that I’ve ever seen and they just teach me things that I didn’t even know I had to learn yet.”

Courtney also explained that while he has been able to receive the best advice from MSG employees, the intern position itself has taught him the many things there are to know about producing content.

“There’s so much that goes on from pre-production to the actual production itself to the post production where the players are doing research analysis, just collecting logging that takes ten hours of your day for one little video and just little things that I didn’t even really know about until I was immersed into this environment,” Courtney said. “So, it’s just been an eye-awakening thing to see that it’s not just black and white. There’s ten million things and with ten million things, it’s ten million jobs.”

Throughout his journey going from learning about sports media production at the Communication Department to now MSG, Courtney advises communication students to keep applying to the programs they aspire to be a part of.

“Keep applying, do not stop — it is a feast or famine,” Courtney said. “You can either get really lucky and get everything or get nothing, but It’s just best to put yourself out there. It will build yourself up and you’ll learn what you don’t like and you’ll learn what you do, so just keep applying.” ★

