

Alize Mejia: The Dr. Oz Show, Publicity Intern

by Katie Heneghan

Hailing from Los Angeles, California, sophomore Ally Mejia has always had a passion for entertainment. Mejia began her for-credit internship this past semester at The Dr. Oz Show as a publicity intern, working with Dr. Oz's personal assistant and publicist, Cheryl Crowley.



Mejia received the opportunity through Manhattan College's mentorship program. An average day at The Dr. Oz Show provides Mejia with a variety of opportunities to gain experience in the public relations field.

Mejia detailed an average day saying, "The main tasks include: generating press blasts, press lists, social scans, daily press clips, updating expense reports, pulling clips from each segment, and taking show notes. Each job revolves around the publicity of The Dr. Oz Show in order to gain more positive press."

Mejia's Communication and public relations classes have played a major role in her success and experience at the show. Many of the assignments in her classes have flowed perfectly

into her work at the Dr. Oz Show. "I have seen many class lessons taught by Dr. Anwer in my everyday tasks as a publicity intern. I mainly learned about the entertainment realm of PR in Dr. Anwer's Introduction to Public Relations class. I think these lessons were extremely helpful, not only in generating my interest but teaching me how PR functions as a whole in this area," said Mejia.

The COVID-19 pandemic interrupted some of the production at The Dr. Oz Show, as one staff member contracted the virus, forcing all employees to work remotely. However, Mejia has continued her internship publicity work from her home in California. She says, "There have been many adjustments, especially because the filming location is limited to Dr. Oz's home. Because of this, most interviews are conducted via skype or online. The Public Relations Coordinator has taken on many of the physical in-person tasks such as expense reports, show notes, etc. This means the interns have mainly focused on daily press clips, press lists, and press blasts."

While her in-person experience has been cut short, Mejia feels as if this has been a worthy and valuable practice in her PR education. This experience has allowed Mejia to get her foot in the door early for a career in the field of public relations.

“From this opportunity, I have made connections that will last for years to come as well as jumpstart my career preceding graduation,” she said.