

Senior Anna Occhino Works Hands-on at NBC Networks

by Julia Garcia

Manhattan College's Communication students are constantly striving for their dream internship. Some land it, but some find their dream where they least expected it. And within large media companies like NBC, students from different backgrounds and concentrations can usually find a position that sparks their interest.

With a love for the entertainment industry, senior public relations student Anna Occhino was ecstatic when a mutual friend connected her to NBC. She has spent the last year interning for the network: In Fall 2018, she interned for the Syfy & USA Networks, doing communications research and public relations, and in Spring 2019, she worked as an intern for cable entertainment at NBC. These two roles have helped Occhino develop a keen interest in the behind-the-scenes aspects of the industry.

When asked what her typical day entailed, Anna replied: "I get in contact with talent (actors, actresses, and contestants) and listen to their complaints and worries. I also write press

reports, monitor press releases and clips, and curate press packages to give out to journalists and bloggers who write about and support our shows."

She emphasized how much she loves her team of inspiring young women who often tell stories about their experience with Meghan Markle's stint on *Suits* and Rami Malek's beginnings on the USA show *Mr. Robot*.

Anna believes that her classes have greatly prepared her for the work demanded at NBC. The knowledge she obtained in the classroom, in addition to that gained from past internships, has allowed her to thrive at NBC.

She hopes that young COMM students will keep something in mind when applying to any internship goal:

"Be personal and honest in your application. What employers in the industry really want to see is genuine passion and interest. So show that." •