

the comm-unity newsletter

Communication Majors on Their NYC Internship Experiences

by **Timmy Kwong**

Over this summer and fall, communication majors have interned in some incredible companies and firms across the New York Metropolitan area. One of the main goals of the Communication Department at Manhattan College has always been guiding students to navigate their career interests and preparing them for their future endeavors.

Victoria Correia is a senior concentrating in public relations and media production. This fall, she started her internship as a Scripted Entertainment PR Intern at NBCUniversal. While this internship provides a hybrid working model, Correia has the opportunity to work in the office at 30 Rockefeller Plaza in midtown.

Currently, Correia is working on various tasks with her teams.

“I begin my work day by checking in with my supervisor and the page team members,” Correia said. “From there, we discuss any important assignments that I need to complete during the day. Some of these tasks may include researching certain NBC actors and their press coverage or summarizing specific TV episodes by reading their scripts, such as ‘Law & Order’ and ‘Grand Crew.’ I will use DailyBuzz and Google News to search for any press coverage of various NBC scripted shows. Throughout the day, I send out these clips, from more prominent press outlets, to members of my team via email.”

According to Correia, she enjoys the oppor-

-tunities offered in the program and the working environment of a well-known location.



Victoria Correia at 30 Rock

“It’s definitely cool to get the inside scoop and understand what goes on behind the scenes in the entertainment space. Another thing I love — which is obvious — is simply working at 30 Rock. It blows my mind that I can work in such a historic building filled with employees from so many different sectors of the firm.”

Skylar Rossi is a senior with a double major in communication and political science and a concentration in public relations. Over the past summer, Rossi interned at Fresh Air Fund with the Women Inspiring Successful Enter-

prise (W.I.S.E) Program, a summer fellowship that works with emerging female leaders to help them develop professionally.

Fresh Air Fund is a nonprofit organization that offers summer adventures to underserved NYC children and their families. Rossi said her summer internship involved numerous interviews with her stakeholders.

“Based on these interviews, I would help to write for the company blog or create Instagram content,” she said. “In addition to performing research and doing press clippings, I also got to assist with the company’s video campaign shoot and shadow a *New York Times* writer. This summer, I learned to trust myself and gained confidence in my skills. I now feel more prepared for work post-graduation.”

Rossi believes that many of the courses that she was in as a communication major helped her significantly during her internship.

“The course Writing for Public Relations definitely was beneficial in my internship,” she said. “It made me feel more confident in my writing skills and taught me the importance of writing in your brand’s voice.”

Besides the help from her courses, Rossi also participated in her weekly career development seminars that ranged in topics from salary negotiation to imposter syndrome to financial literacy.

Cal Lepkowski, a senior with a concentration in sports media production, spent his past summer with Kids in the Game as a sports video marketing intern. This internship was offered in a hybrid model where he would commute from Westchester County to the office in Lower Manhattan. For the other two days, he would be working from home.

According to Lepkowski, his internship involves a variety of editing and making digital content. Sometimes he even had to travel to different boroughs to record that content himself.

“Most of my time was editing video footage [at home],” Lepkowski said. “The footage I would work on would be used for highlight tapes of high school basketball players, which would then be shared with colleges to help the students with their basketball recruiting. Some days I would be in the office doing what I would do at home, while other days I would be at various locations acquiring digital content.”

Lepkowski emphasizes the constant guidance he receives from the department.



Skylar Rossi's W.I.S.E. headshot

Photo credit to Cuppek LLC



Cal Lepkowski at Kids in the Game

“I took both [Field-and-Post Production and Sports Media Production] during the fall 2021 semester, and they are where I learned most, if not all, of my editing skills,” he said.

“I am more than grateful to have had Grabowski and Quinn as my professors and, more importantly, currently have them as two mentors that I can reach out to if I need any advice or guidance. If it wasn't for them and their courses, I may not have been able to work with Kids in the Game.”

Caroline McCarthy, a senior concentrating in journalism, has had two internships during the past few months. She spent the beginning of her summer at *The BronxTimes* and the end of the summer and the entirety of fall at YES Network, meaning the part-time jobs overlapped and had her working every day.

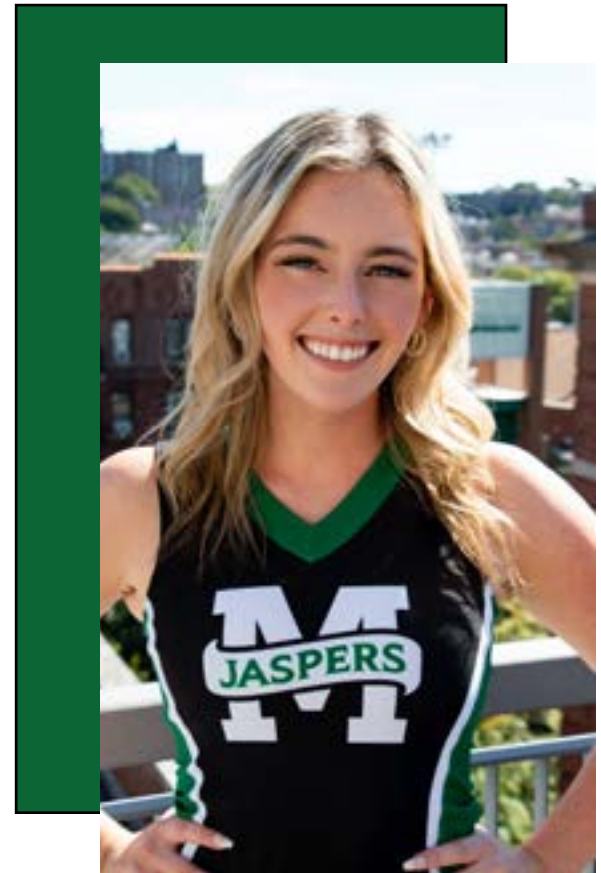
“I worked at *The BronxTimes* Monday, Thursday, and Friday and the YES Network on Tuesday and Wednesday,” she said. “*The BronxTimes* was mostly remote work unless I followed a story ... YES Network is fully in-person at 200 Park Avenue in the city.”

According to McCarthy, she has had some of the most fruitful and productive jobs in her career thus far.

“A typical workday at *The BronxTimes* included writing, editing and pitching stories to my boss. I also developed *The BronxTimes*' social media by creating a new template for postings and a new strategy to boost viewership,” McCarthy said. “A typical workday at YES Network starts with a 45-minute commute on the 1 Train, checking emails from the day before and starting on daily intern tasks.”

“We go through viewership ratings from the previous day, read through important articles regarding the Yankees, Nets, NYCFC and New York Liberty and file them for our references, discuss other crucial daily news, develop PR and communication plans to publicize our network, app and teams and then work on any individual projects that we are interested in,” McCarthy said.

As a department, we are incredibly proud of the achievements of Correia, Rossi, Lepkowski and McCarthy. They are not only able to achieve their career goals but also continue to learn and get more exposure in their respective fields. ★



Caroline McCarthy

Credits to Natalia
Revere