INTERNSHIP SPOTLIGHT: MELISSA GALLARDO
by Sophia Sakellariou

Senior production intern Melissa Gallardo says, "I'm working on hard deadlines and everything I produce goes on air. You can actually tune in to see the promotions I produce on a daily basis!" An internship at WABC-TV has expanded Gallardo's knowledge and passion for digital video production as she edits content for shows like Jeopardy and Wheel of Fortune.

Senior Melissa Gallardo at her internship with WABC-TV.

Graduation Year: 2019
Major Concentration: Media Production
Internship: Creative Services/Promotions Intern at WABC-TV

How did you find out about this internship?

I found out about this internship from one of the Center for Career Development emails.

What was the application process like?

WABC-TV had an application to fill out with some basic information. You needed to indicate your adviser , if you're doing the internship for credit, and write a brief statement on what your ultimate career objective is. I didn't do the internship for credit but some of the internships at WABC do require you do it for credit and it's a different application for every department. If you're chosen for an interview, you attend a recruitment night with all the other applicants. That was the scariest part of the whole process. I was sitting at the same table with my fellow peers applying for the same position, waiting for my number to be called. The interview itself was about 10 minutes. When you're applying to such big internships, you have to give your best "elevator pitch" and ask a ton of questions!

How many days a week do you intern, and what is a typical day on the job like?

I work two days a week and I'm the only intern in my department. On a typical day, I sit down at my editing station and write and produce midday and evening Menu Boards, Hometown Howdies for Jeopardy and Wheel of Fortune, Lotto and Mega Millions promotions, and our community affairs promotions for Tiempo, UpClose, and Here and Now. I definitely have my hands full.

How does this internship compare to other internships you've had?

This internship is extremely different from my previous internships. I'm working on hard deadlines and everything I produce goes on air. You can actually tune in to see the promotions I produce on a daily basis! I am getting hands on experience with Adobe Premiere, After Effects and Photoshop, which I've never had before. This internship is hands on, with a lot of problem solving and critical analysis. You have to make sure every promotion is up to standard.

What is your favorite part about this internship?

I love how I get to create promotions and watch them on air. It's extremely rewarding. I also love how ABC has intern events. Since I'm the only intern in my department, it's great to meet new people and connect with other interns. I've also been able to connect with other producers for the ABC Network.

Has the internship helped with your decisions on post-graduation plans?

Yes! Every internship I've ever had lead me to a more distinct decision. I love being a part of the entire production process. My favorite is post-production where I have the most creative control over a project. I love working on short-term projects because I'm always learning something new. I want to work in digital video production. WABC-TV taught me essential editing skills. Now I want to become more creative.

What was one valuable experience you've had during your internship?

One of the senior producers produces a series on abc7ny.com called "Glam Lab," where she tries crazy and everyday beauty trends. I asked her if I could go on a shoot with her and I did. I managed her social media and shot some of the footage she used in her video. We were shooting Halloween makeup tutorials with Mimi Cho and I was completely starstruck. It's definitely an experience I won't forget.

Do you have any advice for students looking to get a similar internship?

Research the department and company you want to work for. You don't have to have a lot of experience to make a great impression. Make sure you show how the skills you learned from previous internships or classes apply to the internship you're applying for. You also want to have questions on hand. I always ask what a typical day as an intern looks like, and what makes an intern stand out. If you're passionate, they know you'll succeed. If you ever get rejected from an internship, follow up with the recruiter. Ask them what you can do to improve and what they're looking for in an applicant. It's the best way to learn how to interview and to create a pathway to success. You will stand out just by asking. •