

Beth Harrison

B.A. in Communication

Graduate: May 2012

Internship with the Philadelphia Freedoms World Team Tennis League during the Summer 2011.

Why did you choose to do this experience?

Back in July of 2010, I attended a Philadelphia Freedoms World Team Tennis match as a fan and I thought the tennis environment was so interesting. I didn't know then but a year later, I would be interning for the Freedoms organization! I applied for an internship and was accepted as the Producer of Match Day Scripts and Notes, and for Run-of-Show at each home match.

What are the benefits of doing this experience?

I enjoyed working with other interns who attend college in various parts of the country. I was also able to learn more about the philosophies of equality and team spirit from the co-founder of World Team Tennis, Billie Jean King. But one of the most rewarding benefits was seeing and meeting some pro tennis players and other famous personalities.

How has this experience enhanced your academic experience or shaped your career goals?

This internship experience has really allowed me to consider sports PR and event planning as future career paths. Even though I believed I was going to be a broadcast journalist from the beginning of my freshman year at GMC, I saw more potential in public relations. Whether I become involved in sports PR or event planning, I know I will enjoy a career in either field.

Describe any exciting project or responsibility you've worked on during your experience?

As the Producer of Match Day Scripts, I needed to organize the frequency and exact timing of sponsors' PA announcements, video advertisements, and on-court promotional requests for each home match. The project in itself became a science, but being organized is one of my strengths, so I was able to complete it fairly well.

Was there anything unique about your experience that you can share with us?

My internship with the Philadelphia Freedoms was very unique. How many people can say that they have been in the presence of past and present tennis athletes who have won a combined total of 189 Grand Slam titles? It can be intimidating standing a foot away from famous tennis stars such as Venus Williams, John McEnroe, Bob and Mike Bryan, Chris Evert, Martina Hingis, and Billie Jean King, but I learned to remain professional on the outside while I was beaming with excitement on the inside.

What advice would you give to other students who may be considering a similar experience?

If you are particularly interested in sports PR or event planning, learn to be an organized person.