

## **Diana Torralvo '97**

### **Please provide your biographical information.**

I majored in Communication Studies and received my Bachelor of Arts from West Chester University. I grew up in North Philadelphia, in the Hunting Park section. I received a Board of Governors Scholarship from WCU and that was a major reason why I decided to attend the University. Additionally, because I grew up in the city, I was looking for a school that wasn't in the city and to experience college dorm life. West Chester was far enough away from the city and in the suburbs of Chester County so it was a little bit different and not an urban setting, like where I grew up. It was far enough away from the city but close enough so that I could go home on the weekends. It just seemed like a really good fit for me.

### **What made you go into degree?**

I didn't really know what I wanted to do when I started school. I based my decision on what my major would be by what I liked and my interests. I really liked writing, television and film so communications kind of covers that whole area. I didn't know what my end result would be or what career I would pursue but I knew I liked writing, I'm creative and I enjoyed television and movies, so I was very interested in the major. It sounds funny to make a decision based on watching television or movies but one of my first classes at WCU was Mass Communication and I remember having to watch a certain amount of T.V. and listening to the radio while keeping a journal. I thought that was really cool that I got to watch T.V. as my homework!

### **What is your official title and what are your responsibilities in your current position?**

I am the Director of Community Relations and Communication for NBC10 and Telemundo62. My responsibilities are two-fold. I am the communications representative meaning I do public relations for the station. I help promote station programming, newscasts and our team. I also serve as the community relations lead for the station which includes cultivating relationships with local non-profit organizations, such as the American Heart Association. We are really involved with the Philadelphia Heart Walk. For example, we might have a team of people from our station at the event engaging with the community and giving away prizes. I also work with my team to ensure that our non-profit partnerships align with our mission and community pillars.

### **What is a typical day like at work?**

It's tough to say because each day is different. I would say a typical day involves conference calls, meetings and lots and lots of emails. It can include going out to an event and highlighting what is occurring. I attend news meetings to learn about what we are covering each day. I also attend event meetings to learn about what events are occurring

throughout the month, such as Woman's History Month and Dia la Niño (Day of the Child), which is one of Telemundo62's signature events. I work on communications with those events and press releases. I answer a lot of questions, too. It's a lot of interaction with people both internally and externally to my organization.

**What have been the biggest challenges at work?**

I would say being able to prioritize. There's so much going on. Time management is an important skill no matter what you do. It's something you do in your professional and personal life, with juggling family, school, etc. In my job specifically, we get so many emails. I have to make sure I prioritize what I'm doing and organize my time. I like to think that I'm very organized, but I think being able to juggle different projects and ensuring they are completed in a timely manner is the biggest challenge.

**What do you enjoy most about your current position?**

I get to do a lot of cool things. I love working with different organizations. I'm very passionate about working with the community and volunteering. I enjoy that aspect of my job and it's cool that I get paid to do something I love. I participate in a lot of neat community events with children & youth organizations, health care organizations, and other community events. I get to meet a lot of different, interesting people through the work I accomplish.

**What do you enjoy doing in your free time?**

I enjoy going skiing. I only started a couple years ago but I went to the Poconos a few weekends ago to go skiing. I also just returned from a weekend trip in Vermont.

**Where do you see yourself in five years?**

This is a really hard question. I don't really know. If you told me five years ago I would be in my current position I wouldn't believe you. I've been in this position for about six months now. A year ago I didn't even know about this position and was very happy where I worked at a public relations firm. It was a great company and I worked there for a very long time, but this was just something that came up and it wasn't part of the plan but it worked out. Five years from now I hope to see myself working in a job that I'm very happy in, whether it's here or in another area of the Comcast family. I hope to be doing something that I enjoy.

**What advice would you give to a current student who aspires to follow in your footsteps and pursue a similar career path?**

Look into internships. I think they are a great opportunity to gain experience to see if you would really like to work in the field, in which you are interested. Many times people really enjoy their major or classes but then go to an internship or job and realize they don't like it at all. For example, during my undergrad, I took at public relations class and

for some reason I really did not like it. I thought I would never work in public relations. But years later I ended up working in public relations and I loved it. You never really know what your strengths are or what you are truly interested in until you work in the field. I would also recommend students talk to professionals in their field and network with professionals, even if they are unable to do an internship. There are lots of opportunities for mentors or shadowing.

**How has your WCU education contributed to your success?**

WCU is where I first learned about what I am doing now. The organizations I was in really helped me learn the skills needed to prioritize my activities. I had to juggle my class schedule, my activity schedule, my job schedule, and personal time. It helped form the foundation for how I manage my personal and professional responsibilities now.

**What do you consider to be your greatest accomplishments (both personally and professionally)?**

Professionally, I would say receiving the position I am in now. I am really proud of the organization and the people. It's great to be part of a really great team and the fact that I get paid to do what I love is an added bonus.

**What's your favorite memory from when you were a student at WCU?**

My favorite memory is being part of my sorority, Lambda Theta Alpha. I currently serve as the alumni advisor for the chapter at WCU, working closely with the undergrads and occasionally visiting the campus to help and support them. When I was an undergrad, I really enjoyed participating in events and being part of different organizations, such as LASO, the Latino American Student Organization. We actually did a Hispanic Student Conference where we brought in high school students to talk to them about the college experience and the LASO students were heavily involved in putting on that conference. We had hundreds of high school students attend and it was all organized by the undergraduate students in LASO.