Behind the Scenes at Super Bowl LIX Experience

February 8, 2025 Macy Granger | mgranger@tulane.edu



Freeman junior Macy Granger (BSM '26), right, poses for a selfie with Ansely Brent, left, and Jevan McCoskey of Biloxi's WXXV-TV at the Super Bowl Experience, the NFL's annual interactive "theme park" for fans. As a media associate for the event, Granger spent a week assisting reporters in New Orleans covering Super Bowl LIX.

Working in the sports industry has been a dream of mine since I was young, watching football with my family. That passion led me to pursue opportunities that would bring me closer to a career in sports media. When Tulane's Freeman School of Business introduced its Sports Management Certificate program, I quickly enrolled, eager to gain a deeper understanding of the industry. One of the most impactful courses I took was Cases in Sports Management with Professor Jason Namanny, which provided valuable insights into the business side of sports and featured guest

speakers from across the industry. Without a doubt, however, the highlight of the class was the opportunity to work at Super Bowl LIX Experience (SBX) as a media associate for Brener, Zwikel & Associates.

After submitting my application and interviewing, I was thrilled to receive the job offer. With my background in Digital Media and Sports Management, this role aligned perfectly with my interests and career goals. As Super Bowl week approached, I was eager to gain hands-on experience at one of the biggest sporting events in the world.

In the week leading up to the game, I worked as a media liaison, assisting with interviews, preparing talking points, escorting media crews and ensuring a seamless experience for journalists covering the event. Our team supported both local and national media outlets, including "Good Morning America," "The Today Show," ESPN, ESPN International and WGNO. Seeing the coordination and effort behind such large-scale media coverage was both eye-opening and inspiring.

Beyond the logistical work, one of the most rewarding aspects of the experience was the opportunity to meet and learn from professionals in sports media, as well as industry leaders and even a few well-known figures. Observing the teamwork and precision required to produce an event of this magnitude gave me a new appreciation for the behind-the-scenes operations that bring sporting events to life.

This experience reaffirmed my passion for working in sports media and communications. The energy, fast-paced environment and collaboration made it an unforgettable learning opportunity. I am incredibly grateful for the knowledge I gained, the connections I made and the chance to contribute to such an exciting event. As I continue my studies at Tulane, I look forward to applying these experiences to future opportunities in the sports industry.