



PHONE: 585-232-9190
FAX: 585-232-8086
1 MIRACLE MILE DRIVE SUITE 291
ROCHESTER, NY 14623

Media / Journalist Internship

Organization:

The Rochester RazorSharks are a professional basketball team based in Rochester, New York. They are members of the Premier Basketball League and play their home games at the Blue Cross Arena in downtown Rochester. The Rochester RazorSharks are the 2008, 2009, 2011 and 2014 PBL Champions.

Job Title:

Media/ Journalist Intern

Dates / Hours:

December 2015 – April 2016 / 350 - 400 Hours (Full Season)

Location:

Rochester, NY 14623

How To Apply:

Contact Person: Zach Kapitan / Office Manager / (585) 232-9190 / Zach@razorsharks.com

Please Submit: Cover Letter, Resume and Unofficial College Transcript

Description:

The Media Intern will be responsible for providing daily content for the Rochester RazorSharks basketball operations related directly to daily basketball operations. Content will include creating, updating and maintaining all media platforms including social media accounts, print media, television and league based websites. This is a Non-Paid Internship.

Responsibilities:

- Must attend all basketball practices, home games and approved away contests.
- **Practice Sessions**
 - Post content everyday on Facebook, Twitter, Instagram, YouTube and Vine during every session.
 - Will take video and photos at each practice session.
 - Write one (1) content related article per day (800-1200 words) posted on all media platforms
 - Interview players, coaches or staff before and after every practice session for content.
 - Make sure to include quotes from players, coaches and staff in related article.
 - Will include photos and videos for related content.
- **Game Day**
 - Will arrive 30 minutes prior to players' arrival.
 - Conduct pregame interviews with coaches, players and staff.
 - Conduct pregame interviews with opposing coaches, players and staff.
 - Produce pregame content and facilitate to all social media outlets.
 - Post play-by-play tweets at every game and additional info on other social media platforms.
 - Conduct post game interviews with coaches, players and staff.
 - Conduct post game interviews with opposing coaches, players and staff.
 - Write a post game summary (similar to daily summaries) post to social media platforms.
 - Contact all media outlets and provide appropriate story and statistical information.



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HOME Game Responsibilities

PRE PRODUCTION
Contact Visiting Team for back ground information or Quotes
Interview Head Coach for quotes & thoughts
Press Release – key notes about the upcoming (send to PBL)
Post Press Release on Social Media & Website
ITEMS TO BRING TO ARENA
Laptop Computer
Media Guide & Media Contact Info
Stats Sheets & Preview Story
PRE GAME
Introduce yourself to local media – provide pronunciations & game notes
Conduct pregame interviews with RazorSharks coaches, players and staff
Conduct pregame interviews with opposing coaches, players and staff
Post interviews/info to ALL social media platforms starting 60 minutes prior to tipoff
IN GAME
Help the in game statistician with in-game stats & deliver prints stats to coaches & media
Post the quarter score on RazorSharks website at end of each quarter
Post a quick stat line on social media platforms at the end of each quarter
Halftime Interview (Vine) RazorSharks Head Coach & 1 player to post via social media
Halftime Interview (Vine) Opposing Head Coach & 1 player to post via social media
POST GAME
Conduct post game interviews with coaches, players and staff
Conduct post game interviews with opposing coaches, players and staff
Contact all media outlets and provide appropriate story and statistical information
Write a post game summary and post to social media platforms
Email Final stats to PBL & RazorSharks GM
Post Final score on RazorSharks website & update all player stats



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Travel Game Responsibilities

ITEMS TO BRING
Laptop Computer
Media Guide & Media Contact Info
Stats Sheets & Preview Story
PRE GAME
Get Ticket count from staff & give to Away team
Introduce yourself to opposing GM or Game production manager
Introduce yourself to local media – provide pronunciations & game notes
Conduct pregame interviews with RazorSharks coaches, players and staff
Conduct pregame interviews with opposing coaches, players and staff
Post interviews/info to ALL social media platforms starting 60 minutes prior to tipoff
IN GAME
Post score updates to ALL media platforms (minimum at each media TO)
Media platforms include Sharks web page, Twitter, Facebook (photos if possible)
Post a quick stat line on social media platforms at the end of each quarter
Post the quarter score on RazorShark website at end of each quarter
Halftime Interview Head Coach & 1 player to post via social media
POST GAME
Post Final score & quick game stats on ALL social Media outlets
Take a photo of the score book at end of the game (BOTH SIDES)
Get a copy of stats from the Opposing team
Conduct post game interviews with coaches, players and staff
Conduct post game interviews with opposing coaches, players and staff
Get a copy of the DVD from the Opposing team (find out who prior)
Contact all media outlets and provide appropriate story and statistical information
Write a post game summary and post to social media platforms
Email Final stats to PBL & RazorSharks GM
Post Final score on RazorSharks website & update all player stats
Update the Standings Section of the RazorSharks website
Submit a hard copy of stats sheet top the GM (next day)
Update the official RazorSharks scorebook (next day)