



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:**

Assistant Media Intern

### **Dates / Hours:**

December 2015 – April 2016 / 60 - 120 Hours (Full Season)

### **Location:**

Rochester, NY 14623

### **How To Apply:**

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

*Please Submit:* Cover Letter, Resume and Unofficial College Transcript

### **Description:**

The Media Specialist will be responsible for providing 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 Home RazorSharks games.
- **Practice Sessions**
  - Will be required to attend some practices to meet with Coaches, Players and Staff.
  - Develop Special media projects that can be distributed through multiple media platform.
- **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.



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

## Assistant Media Intern Weekly Duties

### Special Weekly Video Productions

#### Mondays – Fan of the Week

- o Produce a 2:00 – 3:00 video segment titled Fan of the Week.
- o Pick (1) one loyal fan (or group) to interview.
- o Create a standard opening credits to introduce the show.
- o Create a list of questions to help facilitate the interview process.
- o Use 1v1 video Q&A to get background.
- o Use video clips from previous game showing the Fan.

#### Tuesdays – Player Spotlight of the Week

- o Produce a 2:00 – 3:00 video segment titled RazorSharks Spotlight of the Week.
- o Pick (1) one different player to interview (if short can do staff as well).
- o Create a standard opening credits to introduce the show.
- o Create a list of questions to help facilitate the interview process.
- o Use 1v1 video Q&A to get background, any history of the player, provide current info.
- o Use video clips from previous game showing the player or their history.

#### Wednesday – Head Coach Show

- o Produce a 3:00 – 5:00 video segment titled RazorSharks Weekly with Coach.
- o Create a standard opening credits to introduce the show.
- o Create a list of questions to help facilitate the interviews (based on previous week).
- o Use video clips from previous game showing the topics that are highlighted.
- o Show should recap of previous week, next game, about players, current events, etc.

### Game Day Based Productions

#### Preview Show

- o Produce a 2:00-3:00 minute video segment – Show title “RazorSharks Tip-off Show”.
- o The show purpose is to preview the next game on the schedule (home & away).
- o Should include interviews, highlight clips and info about opposing team with stats.
- o Show producers shall have an on screen roll with thoughts & insights.
- o Show should be ready to go public 24 hours prior to tip-off.

#### Post Game Show

- o Produce a 2:00-3:00 video segment – Show title “RazorSharks Post game Report”.
- o The show purpose is to highlight what occurred after the last game (home & away).
- o Should include interviews, highlight clips and information about opposing team with stats.
- o Show producers shall have an on screen roll with thoughts & insights.
- o Show should be ready to go public 24-48 hours after the games was played.