



MEDIA RELATIONS

Matt Barnhart, Director; Deanna Caldwell, Manager of Creative Services; Ben Manges, Assistant Director; Chrissie Wywrot, New Media Coordinator; Tara Altman, Communications Assistant; Bill Keenist, Senior Vice President

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2011 DETROIT LIONS COMMUNICATIONS INTERNSHIPS

POSITION DESCRIPTION

Detroit Lions Communications Interns assist in streamlining daily communications between the Lions organization, the media and the public. Communications Internships, which are 40-hour per week positions, include opportunities that will focus on media relations and new media. Internships are from mid-July to late-August and from early-September to mid-January. Compensation is included.

MEDIA RELATIONS INTERNSHIP

The following are examples of duties and responsibilities of Lions media relations interns. Two positions are available from mid-July to late-Aug. and two positions are available from early-Sept. to mid-Jan.

Media Services

- Assist reporters in obtaining interviews with players and coaches, and coordinate phone interviews.
- Assist with weekly conference call with opposing teams.
- Monitor practice to ensure media and spectators remain in appropriate areas.

Media Information and Publications

- Assist in production of team notes and update statistics.
- Transcribe quotes from press conferences and media sessions or for additional projects.
- Assist with the posting and updating of information for the team's media website, Media.Detroitlions.com.

Digital Media and Publications

- Write, research, and edit stories for Game Day program. Assist in pagination and production

Game Operations

- Prepare game notes and league notes for press box. Assist in tracking substitutions and preparing post-game notes.
- Set up post-game press conference and assist with post-game interviews and transcripts.

Additional Duties for Communications Internships

- Clip and distribute Detroit Lions articles out of newspapers and magazines, and assist in maintaining proper archive files.
- Assist in maintaining and updating Digital Asset Management system. Assist in updating digital photo and graphics archive.
- Assist with donations through acquiring autographs from players and coaches.
- Answer incoming phone calls, and assisting with mail, faxes, etc.

QUALIFICATIONS

Communication Skills

- Communications internships require effective use of both writing and oral communication skills.
- Experience in writing for publicity, publications or in the field of journalism is helpful. Candidates must also prove effective interpersonal communication skills to both internal and external audiences.

Computer Skills

- **Media Relations:** Microsoft Office (Word, Excel, Outlook, Internet Explorer) and Adobe (InDesign, Photoshop and Acrobat). Also helpful is knowledge of HTML and FTP software.
- **New Media:** Vital tools include HTML, Adobe Photoshop, FTP and Microsoft Office. Experience and knowledge of digital photography, including shooting, cropping and uploading files is extremely beneficial. Helpful tools also include Flash, Javascript, Dreamweaver, Final Cut Pro and Adobe Media Encoder.

Training and experience

- Academic backgrounds should include the following: communications, journalism, sports management, sports marketing or sports communications. Experience in public relations, sports information, journalism, sports management, or with a sports organization is helpful.
- Experience in website and multi-media production is beneficial for the Lions' new media internships.

APPLICATION PROCESS

Resumes should be submitted via mail or e-mail (all files combined into one attachment) by **FRIDAY, JUNE 24, 2011**. Please send cover letter, resume and writing samples to:

Via Mail:

Matt Barnhart, Director of Media Relations
Detroit Lions Headquarters and Training Facility
222 Republic Drive; Allen Park, MI 48101

Via E-Mail:

MattBarnhart@lions.nfl.net

Documents should be included in one file (.doc or .pdf format). Please re-name file: **2011_Intern_LastName**. Writing samples should be included in the same file if applicable.