



Media and Public Relations Apprenticeship

Jam Sports & Entertainment, a premiere full-service sports marketing and event production company committed to providing a broad range of comprehensive marketing and consulting services is seeking results-orientated young professionals who are highly motivated, and dependable to join our experienced-based internship program. JAM is the event executive producer for the official celebrity/charity basketball game for the National Football League for Super Bowl. Selected interns will receive the opportunity to obtain educational on-the-job experience and training in the fields of football, basketball, golf and NASCAR; diverse networking exposure, as well as work with and travel with the company to Phoenix in February 2008 for the production of Gridiron Celebrity Hoops X during Super Bowl weekend activities (complimentary travel, and accommodations). Other projects include Gridiron Celebrity Hoops XI, Soul Search, PlayMakers Party, Off the Field Trip, NBA All Star Weekend, Jam Sports & Entertainment President's Cup, Masters of the Game, Hoops & Helmets: A League of Their Own, The Phenomenal Woman Pampered Getaway, and The National Fostering Family Festival. (All events titles are registered trademarks of Jam Sports & Entertainment, LLC).

In addition to the above, interns will work closely with the non-profit organization Junior Achievers Motivated to Succeed, an organization founded by Jam Sports' President and CEO to benefit and enrich the quality of life of abused, abandoned and neglected children in the United States of America.

DESCRIPTION OF MAJOR DUTIES: Under the direction and supervision of the CEO, the intern will be responsible for supporting the Jam Sports & Entertainment teams by ensuring that Jam Sports and its property of events have strong public coverage and a positive media image. Responsibilities will include implementing a well-designed public relations and media plan that calendars strict deadlines, identifying newspapers, television, magazines, internet, newsletters, business journals, webstreaming opportunities and other media mediums. The ideal candidate will be responsible for organizing press conferences, managing press clippings, writing, drafting and disseminating press releases, submitting information for publication, drafting and writing speech presentations, assisting with public unveilings, working with community leaders, gathering testimonials, creating weblogs, designing attractions that garner the public's attention, booking appearances for CEO and our clients on various shows, manage press campaigns, generate lots of press coverage and secure pre-event and post-event publicity coverage. Candidate will also offer input and suggestions related to overall event publicity and public relations. Researchers must work with minimum supervision in accordance with established policies, procedures, and practices and perform related duties as assigned. Interns will additionally be required to research the press outlets in various cities where events are taking place and work closely with the Visitor's and Convention Bureau, professional journalist organizations and various PR websites.

DESCRIPTION OF MINOR DUTIES: Work as a member of a team to manage all research and consultation aspects and functions for the company, its clients, intellectual properties, and events. Role consists of answering phones, drafting and editing correspondence, preparing reports, creating and updating spreadsheets, placing calls, scheduling appointments, managing deadlines, preparing presentations, processing a high volume of correspondence requiring accuracy. The candidate will also be responsible for database input and maintenance, preparation of meetings, faxing, filing, copying, mailing documents, and other administrative support functions needed to support the CEO.

REQUIRED SKILLS: Bachelor's degree or graduate concentration in journalism, broadcast, communications, and public relations will receive special preference. Superior computer and research skills are a prerequisite. Proficient knowledge of MS Office applications including Outlook, Word and Excel. PowerPoint (Windows) experience is helpful. Professionalism and great interpersonal skills are essential. Must be able to work effectively under pressure and meet deadlines. Excellent organization and prioritization skills are required, as well as the ability to manage multiple projects simultaneously.



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Must have strong grammatical skills as well as superb written and verbal communication skills. The ideal candidate has to be trustworthy and fully understand and appreciate the handling of confidential information. Candidate must have an interest in the sports and entertainment industry and must be positive, energetic, upbeat, incredibly detail-oriented, flexible and work well in a casual professional environment; possess the ability to run standard and specialized reports; understands the necessity to communicate to the CEO the work status of administrative projects and issues; and takes the Initiative. The ability to contribute to the accomplishment of department objectives is critical. Essential that the intern work well with clients, sponsors, staff, NFL executives, publicists, outside consultants and other management personnel. Experience in event planning and production and campaigns, sponsorship procurement, and marketing research preferred but not required.

SALARY: Unpaid experience-based internship. Internship program provides entry-level experience that has proven to be a highly beneficial tool for resume building.

HOURS: 9:00 a.m. 6:00 p.m. (flexible hours within this time frame). Intern must be able to dedicate a minimum of 12 hours per week, with 15 hours or more being optimal.

LOCATION: 8827 Creekway Drive, Clinton, MD 20735. This office is not metro-accessible.

HOW TO APPLY: Email cover letter and resume to: jwyatt@jamsportsworldwide.com or fax to 301.868.4045. For additional information please email: jwyatt@jamsportsworldwide.com or phone 301.868.8856.