GRADUATE STUDENTS VISIT FOX SPORTS FLORIDA

Students enrolled in SPT 5300, Sport Event and Fundraising Strategies and Techniques, had a special treat on May 26, 2015 when they visited Fox Sports Florida in Fort Lauderdale. Manager of Public Relations Eric Esteban gave them a tour of the offices which consists of two floors at 500 East Broward Blvd. One floor houses the departments for sales, programming and trafficking. The first floor is for TV production including a studio which is used for pre and post game shows. Fox Sports’ Sun Sports and Fox Sports Florida are the exclusive rights holders for six professional franchises in Florida including the Panthers, Heat, Marlins, Magic, Lightning and Rays. The highlight of the trip was being in the studio as well as the control room during the live broadcast of the Marlins pre game show. Afterwards Executive Producer Brett Opdyke gave them a general overview of their operation stressing the importance of ratings. He also talked about the upcoming 10th Annual Fox Sports Fantasy Auction which raises funds for the team’s foundation. He said that they like to show viewers the good things that their teams are doing in the community. This was SPT’s first visit to Fox Sports Florida and we hope it will not be the last. Thank you Brett and Eric!
Army West Point Athletics is seeking candidates for multiple Operations Assistant positions. Job duties include, but are not limited to:

- Assist the Associate Director of Operations in department scheduling and contract execution.
- Participate in all three phases of event and game management: planning, execution, after action.
- Responsible for elements of football operations to include the annual Army-Navy Football game.
- Plan and execute both NCAA and conference championships as assigned.
- Coordinate with game officials and visiting teams.
- Oversee elements of team travel for designated sports teams within the athletic department.
- Assist in the planning and execution of outside user events (i.e. concerts, graduation)
- Assists Sports Camp Coordinator with the implementation and execution of the sports camp program.
- Assist with oversight of administrative functions within the Operations office.
- Ensure all events are held in accordance with NCAA and conference policies and regulations.
- Performs other duties as assigned.

**Salary**: Unpaid or for Academic Credit

**Dates of Internship**: 01 AUG 2015 – 01 JUN 2016 (10 months)

**Duty Hours**: Weekdays (8:30am-4:30pm, or as designated by supervisor), Nights, Weekends, Event Days

**Application Deadline**: Will accept applications until positions are filled

Additional information can be found in the internship announcement attached to this email. Please forward to interested candidates in your network.

Appreciate your help in this matter!!

Brad Brown
Assistant AD, Operations
Army West Point Athletics
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GO ARMY!!
Sports Management Worldwide
Hockey Career Conference
2015 NHL Draft
Includes lower bowl tickets
to all 7 rounds of the NHL Draft

WHY ATTEND
• Gain top career advice from Sports Executives
• Network with sports business industry leaders
• Insider information to global changes
• Strategies to catapult your sports career
• Career tips and strategies
• Gain confidence & credibility
• Get motivated, energized, and inspired
• Add experience to your resume
• Put yourself in the heart of the action

WHO SHOULD ATTEND
Anyone interested in pursuing a sports career:
• Agency
• Marketing
• Scouting
• Media

WHEN
June 25-26, 2015

WHERE
Home of the Florida Panthers, Fort Lauderdale, Florida
Westin Beach Resort, NHL Headquarter Hotel

REGISTER
SMWW.com or call 503-445-7105
$250 before May 31st.
Includes lower bowl tickets to all 7 rounds of the NHL Draft

Registration is limited to the first 125 people. This event has sold out in past years, drawing attendees from all over North America.

PREVIOUS SPEAKERS:

Pat Brisson, NHL Agent, CAA (represents Sidney Crosby, Evgeni Malkin, Anze Kopitar, Jonathan Toews, Patrick Kane, Henrik and Daniel Sedin, John Tavares and potential top 2015 draft picks Seth Jones and Nathan MacKinnon)
Jon Chritianson, Sabres Director of Pro Scouting
EJ Hradek, Sr. Reporter for NHL Network/NHL.com Host, NHL Live!
Jim Price, Rinkside Scouting
Trevor Whitten, OHL London Knights Governor & Memorial Cup Chairman
Mike Johnston, Pittsburgh Penguins Head Coach
Ken Holland, Detroit Red Wings Executive Vice President & General Manager
Kyle Dubas, Toronto Maple Leafs Asst. GM
Nicole Lee, Senior Manager, Integrated Marketing at National Hockey League
Dino Caputo, Tri City Americans Scout
Manny Schmidt, NHL Agent
Mike Oke, OHL Peterborough Petes GM
Syzsmon Szemerga, International Ice Hockey Fed.
Joe Favorito, Sports Media guru
Chris Botta, Sports Business Journal/New York Times writer on NHL
Brandt Berghund, XOS Technology
Blair MacKasy, Minnesota Wild Director of Player Personnel
NHL Scouts
Hockey Media

NOTE: 2015 Speakers will not be scheduled until closer to the Conference.
Social Media & Digital Content Intern

ABOUT THE FOUNDATION
The Jason Taylor Foundation supports and creates programs that facilitate the personal growth and empowerment of South Florida's children in need by focusing on improved health care, education and quality of life.

DESCRIPTION
We are looking for an intern with a strong interest in social media who will assist the Special Projects Coordinator in creating content as well as the day-to-day maintenance of the Jason Taylor Foundation and bluapple Poetry social media platforms and websites. Candidates should be excited, curious, energetic and self-motivated to learn ALL aspects of social media including social media campaign planning, analytics tracking, reporting and analysis as well as digital content creation, including images and video for Facebook, Instagram, Twitter, YouTube among others.

RESPONSIBILITIES
The successful candidate will be expected to handle the following: Create and maintain weekly, monthly and quarterly social media content calendars relative to foundation programming and events; Update Twitter, Facebook, Instagram, and other social media sites; Work closely with JTF staff to assist in updating and improving both the editorial calendar and social media presence of the websites; Take photos, record basic video and develop visual content for a variety of social media platforms including Facebook, Twitter, Instagram and YouTube; Conduct competitive research, assist with social media analytics tracking and reporting, and contribute to ongoing social media analysis; Provide day-to-day social media monitoring support; Assist with building online presence through ongoing interactions with followers and fans; Track social media metrics and efforts and provide dashboard updates; Assist JTF staff as needed with various projects and special events, both internal and external; Use Adobe Creative Suites to update and create various materials; Provide proofreading and editing; Contribute to the creation of original and timely content for distribution via all social media platforms and as well as the electronic newsletter.

QUALIFICATIONS
Ideal candidates possess the following knowledge, skills and abilities: Pursuit of college degree in journalism, marketing or other related field; At least one year of administrative experience; Demonstrated proficiency in Microsoft Office and Adobe Creative Suite; Strong internet navigation and research skills; Great attention to detail and data entry skills; Strong interpersonal skills to work with a variety of people; Outstanding communication and interpersonal skills, both verbal and written; Ability to read, interpret and edit documents; Demonstrated ability to be proactive and solve problems; Detail oriented with ability to juggle multiple tasks while delivering results under appropriate timelines; Motivated, outgoing and goal oriented; Willingness to try new things and ask lots of questions; Ability to manage time independently and meet clearly articulated work quota.

COMPENSATION
This internship is unpaid; academic credit is preferred. However, the opportunity offers the following benefits: The intern will end her or his tenure with a stronger portfolio of project work, professional writing experience, documented social media experience, experience working with Constant Contact, and WordPress, and experience working as an active member of a small team. The intern will learn about nonprofit organizations, business to business marketing, and will be involved in strategy discussions.

OVERSIGHT AND ADDITIONAL INFO
Reports to Special Projects Coordinator. If receiving academic credit, a learning agreement will be executed between the intern, the JTF and the academic institution giving credit. This internship position is 20-40 hours per week with opportunity for it to be configured as semester long or other. Specific days and hours are negotiable.

HOW TO APPLY
Using a subject line of Social Media Internship, please send your cover letter and resumé to JTF Director of Operations, Sean Todd at sean@jasontaylorfoundation.com. Please consider the environment before sending faxes or hard copies of your application materials. IMPORTANT: Your cover letter should be a blog-style list that gives us 5 reasons you're the best intern for the job. This is NOT a traditional cover letter so show us your creativity. Also, please include the cover letter in the body of the email (do not attach!) You may still attach your resumé.
We are currently in the process of taking applications for our volunteer positions for next year. We have three (3) positions available; two (2) Game Operations and Championships positions and one (1) Athletic Facilities and Special Events. Below are the links to both job applications.
Thanks,
Jeremy

Athletic Facilities and Special Events Assistant: http://www.goduke.com/ViewArticle.dbml?DB_OEM_ID=4200&ATCLID=210084190


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NEWS AND NOTES

We recently heard from Ben Taylor who transferred from NSU to LSU where he has graduated with a degree in Sports Commerce and a minor in Business Management. He asked that we say “hello” to everyone for him. He appreciates his days at NSU. The LSU men’s golf team recently won the SEC championship and then advanced to win the NCAA Division I championship. Here’s a quote from the NCAA’s official press release: “Ben Taylor, a senior who transferred to LSU two years ago, is no stranger to golf championships. He won the DII National Championship with Nova Southeastern in 2012, and now has the honor of being the first to hoist a DI trophy just two seasons later.” Ben now hopes to move on to the PGA Tour. Good luck and thanks for staying in touch with us!
Cameron “Cami” Wylie is an intern with the Texas Marshalls in the Texas Collegiate League this summer.

Looking for an apartment?

A good friend of Professor Olson recently contacted her saying that her daughter is looking for a roommate. The apartment is available on August 1, 2015.

Location—The Laurels (595 and Nob Hill) in Plantation—very close to NSU
Apartment—Two bedroom, guard gate, furnished, $700/month
Qualifications—Male or female
Other roommate—26 year old female teacher in Broward County
Interested? - Contact Professor Olson for further information.
onancy@nova.edu or (954) 383-1132