

**Site Name:** West Michigan Allstar

**Organization Description:** West Michigan Allstar is a model for the future of sports media. It combines aspects of journalism, website management, web-design, audio/video and social media to provide high school sports and athletes with journalistic and new-media coverage to rival the collegiate and professional ranks.

**Internship Opportunity:** Sports Blogger

A Sports Blogger for West Michigan Allstar covers high school sports in West Michigan. The position consists predominantly of sports writing, but may also utilize the latest media technologies such as video, podcasts, twitter, Facebook and more.

**Qualifications:**

1. Must have interest in sports and/or sports media.
2. Must be self-directed, and able to learn on the job.
3. Must be able to communicate effectively with the written word.
4. Must be able to work effectively under strict deadlines.
5. Must own a car (miles will be reimbursed).

**Requirements:**

1. Prior writing/blogging experience
2. Work a minimum of 15 hours/week
3. Minimum commitment of 3 months
4. Basic photo editing skills a plus
5. All majors welcome, can be for school credit
6. Can work from home or school

**Internship Roles & Responsibilities:** Students will have the opportunity to participate in:

**Sports Writing:** A Sports Blogger for West Michigan Allstar will be expected to cover 1-2 high school games per week in a variety of the major sports, and submit a recap about that game. In addition, a Sports Blogger will be expected to write at least one column per week on a current story in high school sports.

**Media:** A Sports Blogger will have the opportunity to publish relevant video and audio works on the website at the editor's discretion.

**Marketing/Public Relations:** A Sports Blogger will receive ongoing training in the latest online marketing and public relations strategies, including how to leverage social media, and will be expected to utilize them to promote the site, as well as their own work on the site.

**Building Connections:** A Sports Blogger will have the opportunity to meet many of the major individuals in high school sports media in the area, as well as a variety of other useful connections.

**Hours per Week:** 10-hours per week—hours are flexible around most any schedule, but must be willing to work one night per week.

**Compensation:** Undetermined.

**Web Site:** VarsityNewsNetwork.com

**Contact:** Send resume and cover letter to: Ryan Vaughn, Varsity News Network at ryan@varsitynewsnetwork.com. Phone calls should be directed to: (616) 848-9468.