Scout Media Internship 2015 Final Report

This summer, I had the pleasure of working as intern for Scout Media located at 1270 Avenue of the Americas, just a few blocks away from Radio City Music Hall. Each morning, I would take the Metro North train into the city with Scout’s President Ramsey McGrory from his home in Pelham, a small town located just 25 minutes outside the city. I lived with Ramsey, his wife Courtney and his three children. Working from 9 AM until 5 PM Monday through Friday for ten weeks, I helped create content using the company’s Camelot writing platform and then distributed the content through various forms of social media, including Facebook and Twitter. I also spent a large portion of time filling out and organizing documents that featured the top high school athletes in both basketball and football throughout the nation. Furthermore, I learned how to copy edit, and how to create my own videos through a program called Wochit. I then used these self-made videos in my own articles as a way to increase traffic. Finally, I learned how to better the SEO (or Search Engine Optimization) qualities of my articles and their titles. As a result, one of my articles was featured on the front page of Google after searching “Watch ESPN.”

After just two days working as an intern in Scout’s newsroom alongside Editor-in-chief Dan Bova and distribution tsar Scott Kennedy, I became the official publisher of Scout’s Miami Dolphins website, titled Dolphins Report. I signed a contract, and began getting paid monthly for writing both premium and public articles for the site’s free and paid subscribers. I also took over the site’s Facebook and Twitter pages, working on growing my audience from just a couple
hundred followers to over 500 likes on Facebook and over 2,500 followers on twitter. Each day, I would engage with members on the site’s discussion forums, and publish news articles pertaining to the team’s summer ventures both on and off the football field. In addition to these Dolphins specific tasks, I continued my work as a general intern of the newsroom. I learned how to write and publish articles using html code, edit photo and videos on Photoshop and other editing platforms, and how to increase my reach for each daily article. I leave Scout a recognized and national publisher for their Dolphins Report just ten weeks after I started.

In addition to writing daily articles for my Dolphins Report site, I also continued to write breaking news articles and editorial pieces for the main Scout website. Some topics for these articles included coverage of the Wimbledon and French Open tennis tournaments, the death of actor Christopher Lee and the release of Apple’s new music software called Apple Music. I was also tasked with posting the more controversial articles that I wrote to the Scout message boards, a forum that promotes author and fan interaction. I posted these stories to help stir up debate among readers, and frequently responded to any questions or comments on these message boards.

This has been the most developmental summer of my life since I have attended Sewanee: The University of the South. I never imagined I would leave New York City with my own business and a part time job that can grow into a full time job in the future. The greatest lesson I have learned from this summer is to never be satisfied and to continuously learn new tasks each day. I learned to embrace every day as a new challenge, and to not be afraid to take risks and ask questions. I also learned the power of networking. The most memorable learning moments from this internship came not from the numerous edits I made to my articles, but
rather the people I met. After weeks of not reaching out, I realized I was working next to a colleague who previously worked in broadcasting for the Arizona Cardinals and the Sacramento Kings. He has since been a valuable resource to all of my aspirations as a young sports writer and general fan. I also got to sample beer in office from the brew-master of Blue Moon Brewing Company. I learned to embrace each day’s challenges eagerly and to be willing to adapt. I will implement this mentality entering the fourth and final year of my Sewanee career. I hope to make this the most successful year of my career.

If anything, this summer has fueled my desire to continue to work in the wacky yet entertaining world of sports. I have realized that there are many more jobs in this industry besides writing. Heading a website as a publisher is hard work, and I am even in the process of hiring writers so that I can focus on growing the business side of the website, including increasing the amount of paid members. My goals have shifted slightly following this knowledgeable summer in New York City. While I may not be destined to live in the big city for the rest of my life, I would like to return after Sewanee in hopes of finding a connection to a pro sports team, preferably in the NFL. However, I want to work for an NFL team directly, as opposed to covering a team from an outside third party. From what I have learned from those working around me who have previously worked for an NFL team, it sounds like the early years right after my Sewanee career would be the perfect time to try working for an NFL team. That being said, this internship has given me the perfect connections to taking the next step and finding a way into one of these organizations. I believe I now have the skills to reach my goals.