

Ben Hamel

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Internship Summary Report

This summer I was fortunate enough to get an internship working for Sporting News Radio and its affiliate 1560 AM KGOW The Game in Houston Texas.

While working there I held a number of responsibilities:

- Secretary -greeting guests and potential advertising partners, leading studio tours, dealing with contest winners, and general administrative duties
- Assistant to CEO David Gow- As Mr. Gow's assistant I was able to closely observe the day-to-day operations of both the local station and the Sporting News Radio Network. This included meetings with several potential merger partners, Bleacherreport.com and SBnation.com and eventually dealing with the details of a merger with Yahoo!™ Sports, which was completed on August 1, 2011
- Technical Advisor- I conducted research on the various radio contracts of all 32 NFL teams and helped advise 1560 The Game on a bid to take over the broadcasting rights for the Houston Texans. I also researched Pandora.com and interacted via conference call with several Pandora employees in a brainstorming session concerning the potential for sports radio programming on Pandora's platform. I then organized these ideas into a sales pitch that I relayed to Mr. Gow for a meeting with Pandora executives in San Francisco.