



HIGH SCHOOL SPORTS MEDIAINTERNSHIP PROGRAM

COMPLETE PROGRAM GUIDE & TRAINING SCHEDULE

"Where the ancestors stood, we stand. Every step, every broadcast, history lives."

ANYTIME. ANYPLACE. ANY PLAY!

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PROGRAM AT A GLANCE

12

**WEEKS OF INTENSIVE
TRAINING**

48+

**HOURS OF HANDS-ON
EXPERIENCE**

30+

**PROFESSIONAL PORTFOLIO
PIECES**

10+

**LIVE BROADCAST
PRODUCTIONS**

ABOUT KRSB FVA

KRSB Future Voices Academy is the **Westwood One of HBCU Sports**. We are a mobile media sports broadcasting company dedicated to Historically Black Colleges and Universities.

OUR MISSION

To provide mobile media radio and digital broadcasting for HBCU athletics, raising the exposure, narrative, and respect for HBCU sports nationally through culturally authentic broadcasts.

OUR COVERAGE

- ✓ **CIAA** - Central Intercollegiate Athletic Association
- ✓ **MEAC** - Mid-Eastern Athletic Conference
- ✓ **SIAC** - Southern Intercollegiate Athletic Conference
- ✓ **SWAC** - Southwestern Athletic Conference
- ✓ **HBCUAC** - HBCU Athletic Conference

OUR UNIQUE VALUE

- ★ **Mobile-first broadcasting:** Reaching fans anytime, anyplace.
- ★ **Five broadcast platforms:** Website, YouTube, Instagram, FM.
- ★ **Authentic HBCU voices:** Alumni professionals.
- ★ **Cultural storytelling:** Focus on sounds and narratives.

ACCESS & EQUITY

BRIDGING THE GAP IN MEDIA

The media landscape suffers from a critical lack of diverse voices, particularly from the HBCU community. The KRSB Future Voices Academy was established to dismantle the economic and access barriers that keep talented Black students out of professional broadcasting.

Unlike traditional internships that require unpaid labor or "who you know" connections, this Academy is merit-based and modeled after a Teaching Hospital. We believe that talent is distributed equally, but opportunity is not. This program is our correction to that imbalance, providing Philadelphia-area youth with the infrastructure, mentorship, and equipment necessary to compete on a national stage.

PROGRAM OVERVIEW

This isn't just about learning how to run a soundboard or edit audio. It's about learning how to own a narrative before anyone hands you the mic.

This program is for Philadelphia-area high school juniors and seniors who want more than theory. You'll work alongside HBCU alumni professionals who've built careers in media. You'll contribute to live sports coverage reaching a national audience.

"This isn't an internship where you watch from the corner.

You'll be in the room. You'll be on the road.

You'll be part of a team that's redefining how HBCU sports are covered."

CTE INTEGRATION

- ✓ Pre-production planning
- ✓ Multi-camera operation
- ✓ Video editing workflows
- ✓ Digital content creation
- ✓ Professional communication
- ✓ Portfolio development

ACADEMY LEADERSHIP

ORLANDO L. HUGHES

PRESIDENT & LEAD INSTRUCTOR

A veteran play-by-play announcer and HBCU historian, Orlando Hughes brings over two decades of broadcast experience to the Academy. Having called over 150 live games—including 3 Division II Final Fours and the 1996 Olympics—Hughes teaches from the trenches, not a textbook.

As a stroke survivor and the architect of the KRSB Network, Hughes instructs students on the "Iron Man" Mindset: resilience, preparation, and the ability to perform live without a safety net. His teaching philosophy is simple: **"Don't just call the game. Own the narrative."**

WHAT KRSB MEANS

K - KNOWLEDGE

Learn the craft, understand the culture. Study HBCU history, traditions, and athletic conferences. Master technical skills.

R - RELATIONSHIPS

Build networks, earn trust. Work alongside HBCU alumni. Connect with student-athletes and coaches.

S - SPORTS

Cover the game, honor the tradition. Broadcast live games. Learn to tell stories beyond scores.

B - BUSINESS

Create value, sustain the mission. Understand media operations, sponsorship, marketing, and audience.

ANYTIME. ANYPLACE. ANY PLAY!

This isn't just a motto. It's a promise.

PACE METHODOLOGY

Every training session, every game day, every project follows this framework:

P - PURPOSE

Why does this matter?

How does this serve HBCU sports?
Every broadcast honors tradition.

A - AUDIENCE

Who are we serving?

HBCU students, alumni, and families.
Future generations.

C - CAPABILITIES

What tools do we have?

Mobile platforms. Professional
equipment. Authentic voices.

E - EXECUTE

How do we deliver?

Show up prepared. Pride and
precision. Build something real.

PROGRAM PHILOSOPHY

STANDING ON SHOULDERS

You're not just learning sports media. You're learning how to honor a legacy while building your own.

Every HBCU game we broadcast connects to decades of tradition, struggle, excellence, and pride. The ancestors who built these institutions (who played on these courts when the world tried to ignore them) stood for something. Now we stand where they stood.

*"By the end of this program, you won't just have skills.
You'll have purpose."*

HBCU sports deserve professional coverage. Not because they're "feel-good stories." But because these are institutions with over a century of excellence. We understand because we're from these communities.

INTERNSHIP STRUCTURE

OPTION A: SPLIT (RECOMMENDED)

Session 1: Training & Prep (1.5 Hours)

Weeknight or Weekend. Skills, research, portfolio.

Session 2: Live Game Day (2.5 Hours)

Game Night. Pre-game setup, broadcast, coaching.

OPTION B: GAME DAY INTENSIVE

Single Session (4 Hours)

All training and operations on game day. Pre-game training, live ops, post-game review.

FLEXIBLE ACCOMMODATIONS

- ✓ **Remote:** Assignments available if you miss a game.
- ✓ **Teams:** CTE classmates can work together.
- ✓ **Priorities:** Consistency over perfect attendance.

12-WEEK CURRICULUM

PHASE 1: FOUNDATIONS

"Learn the Language Before You Tell the Story"

01 WELCOME TO THE BOOTH

TRAINING

- KRSB 101 & PACE
- HBCU Landscape
- Spotter Boards

GAME DAY

- Equipment Setup
- Safety Protocols
- Shadow Producer

02 STATS ARE STORYTELLING

TRAINING

- Why stats matter
- Manual scorekeeping
- Stat stories

GAME DAY

- Live tracking
- Halftime reports
- Trend ID

03 YOUR VOICE MATTERS

TRAINING

- The KRSB Voice
- Cultural Competency
- Promo Writing

GAME DAY

- Pre-game content
- Live Socials
- Quarter Updates

04 AUDIO IS EVERYTHING

TRAINING

- Levels & Mixing
- Soundboard Ops
- Audio Editing

GAME DAY

- Sound Check
- Live Mixing
- Music Cues

PHASE 2: OWNERSHIP

"Now You Run It. We've Got Your Back."

05 INTERVIEW TRAINING

TRAINING

- Journalism Ethics
- Building Trust
- Recorder Tech

GAME DAY

- Pre-game Warmups
- Adjusting Qs
- Player Interview

06 ADVANCED GAME PREP

TRAINING

- Context Facts
- Rivalry History
- Advanced Boards

GAME DAY

- Leading Meetings
- Updates to Booth
- Feeding Stories

07 CONTENT CREATION LAB

TRAINING

- Video Editing
- Highlights
- Graphics/Branding

GAME DAY

- Multi-Camera
- B-Roll/Atmosphere
- Reels/TikTok

08 PROMO PRODUCTION

TRAINING

- Promo Strategy
- Sponsor Integrations
- Produce 3 Promos

GAME DAY

- Checklist Mgmt
- Cueing Promos
- Monitoring Levels

PHASE 3: MASTERY

"This Is Your Work. This Is Your Proof."

09 LEADERSHIP

TRAINING

- Portfolio Org
- Mentorship Skills
- Resume Polish

GAME DAY

- Full Ownership
- Independent Ops
- Problem Solving

10 TOURNAMENT PREP

TRAINING

- Tourney Logistics
- Comprehensive Guides
- Brackets/Analysis

GAME DAY

- Multi-Role
- Crisis Sim
- Pressure Execution

11 PORTFOLIO SHOWCASE

TRAINING

- Compile Work
- Demo Reel
- Presentation Prep

GAME DAY

- Independence Test
- Lead Major Role
- Pro Evaluation

12 FINAL CELEBRATION

TRAINING

- Present Portfolio
- Screen Reel
- Certification

GAME DAY

- Pro Contribution
- On-Air Recognition
- Graduation

EARN THE

KRSB LEVEL 1 CREDENTIAL

Verified proficiency in Live Audio Engineering, Real-Time Journalism, and Narrative Construction.

A VERIFIED PORTFOLIO QUALIFICATION.

WHO WE'RE LOOKING FOR

REQUIREMENTS

- ✓ **Age:** High school junior or senior (16+)
- ✓ **Location:** Philadelphia metro area
- ✓ **Time:** 4 hours weekly (flexible)
- ✓ **Permission:** Parental & School/CTE approval

CHARACTERISTICS

You don't just watch the game. You study it.

You're the person your friends ask to explain what just happened.

You've got opinions, and you're not afraid to defend them.

You can explain WHY something matters. You're thoughtful.

You're reliable, detail-oriented, and team-focused.

You show up when you say you will. You follow through.

NOT LOOKING FOR

- ✗ Students who just want to "try it out"
- ✗ People who can't handle criticism

WHAT YOU'LL GAIN

"You're not getting paid in dollars. You're getting paid in opportunity, experience, and access."

COMPLETE PORTFOLIO

-  11 professional spotter boards
-  6-8 promotional spots
-  15-20 social media pieces
-  4-5 video highlight packages
-  Stats packages from 10+ games
-  3-4 player/coach interviews
-  Professional demo reel

DOCUMENTATION

-  KRSB Broadcast Level 1 Credential
-  Letter of Recommendation
- Individual mentor endorsements
-  CTE program credit verification
-  Detailed skills assessment

HOW TO APPLY

We're not looking for a generic résumé. We're looking for someone with something to say.

REQUIRED MATERIALS

1. **Your Résumé:** Keep it real. Include technical skills.

2. **Written Response (Choose One):**

- A) What story in Philly sports isn't being told?
- B) Who's the best play-by-play voice you've ever heard?
- C) If you could cover any game anywhere, what would it be?

SUBMISSION INSTRUCTIONS

EMAIL: contact@krsbroadcast.com

SUBJECT: "High School Internship Application – [Your Name]"

Attach PDF Resume and Written Response.

CONTACT INFO

INQUIRIES

Email: contact@krsbbroadcast.com

Phone: (215) 964-6234

Web: www.krsbradio.com

FOLLOW

@krsbnetwork

Facebook / YouTube / Instagram

THE KRSB PROMISE

"We won't waste your time. You'll work hard. You'll learn fast. And when you're done, you'll have proof that you can do this. Because you already did."

WHERE THE ANCESTORS STOOD, WE STAND.

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