



COMPLETE PROGRAM GUIDE & TRAINING SCHEDULE

Future Voices Academy is your **real-world launchpad**. It's a 12-week, tuition-free residency where Philadelphia high school juniors and seniors master sports broadcasting. We don't just teach. **We put them in the press box—learning by doing.** Guided by the PACE framework—Purpose, Audience, Capabilities, Execution—and the pillars of KRSB: Knowledge, Relationships, Sports, Business. They graduate with **real credentials, a portfolio, and the confidence to own the mic.**

ANYTIME. ANYPLACE. ANY PLAY!



Orlando Hughes

Founder & President

KRSB Network Inc.

OWN THE MICROPHONE

Welcome to your real-world launchpad.

I founded KRSB Network because I learned early that if you do not own the microphone, you do not control the story. Future Voices Academy exists to give Philadelphia high school students the tools, training, and platform to do exactly that.

Talent in this city is abundant, but structured opportunity is not. We built this Academy to bridge that gap. We believe in providing **access** to professional-grade equipment, **preparation** through rigorous hands-on training, a clear **pathway** to HBCU communications programs, and the mindset of **ownership**.

Here, you won't just sit in a classroom. As a **Media Fellow**, you will step into the press box. You will learn by doing—engineering live audio, editing digital content, and executing real-world sports journalism under pressure.

Sports is our vehicle, but preparation is our mission. You will learn to honor the legacy and excellence of Historically Black Colleges and Universities (HBCUs), connecting every broadcast to decades of tradition and pride.

If you are ready to put in the work, master your craft, and own the narrative, there is a seat for you here. Welcome to the team.

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ABOUT FUTURE VOICES ACADEMY

OUR MISSION






"To build a youth media pipeline rooted in HBCU excellence, where Philadelphia students learn by doing in live sports broadcasting environments."

OUR VISION

Access → Preparation → Pathway → Ownership

"We turn raw talent into disciplined skill, exposure into preparation, and participation into professional pathway."

KEY FACTS





-  Philadelphia-Based
-  Fellows Learn By Doing
-  Teaching Hospital Model
-  HBCU Storytelling Focus
-  100% Tuition-Free Program

Access & Equity Statement

WHY THIS PROGRAM EXISTS

The Opportunity Gap

Philadelphia is rich in talent but uneven in access. Many young people lack:

-  Reliable internet and modern digital devices
-  Professional media equipment and structured hands-on training
-  Trusted mentors with real-world broadcast experience
-  Structured pathways to HBCU communications programs and media careers



Equipment & Training

Access to professional gear and live production environments.



Mentorship & Pathways

Direct guidance from broadcast veterans and connections to HBCUs.

 **FVA closes these gaps by providing Equipment, Training, Mentorship, and Pathways — all 100% tuition-free.**

Future Voices Academy: Program Overview

A 12-week intensive fellowship where sports is the vehicle and preparation is the mission.

Program Structure

12 WEEKS

A tuition-free sports media fellowship for Philadelphia-area juniors and seniors, providing 48+ hours of hands-on experience through our rigorous media training pipeline.



Live Broadcasts
Game coverage & ops



Role Rotation
Master every position



Studio Prod.
Pre/post-game shows



Teaching Hosp.
Practice & repetition

Teaching Hospital Model

Fellows rotate through all roles, practicing in real-world conditions. Live game broadcasts and studio productions build readiness, adaptability, and professional confidence.

Core Approach

Sports is the vehicle; preparation is the mission.

Fellows do not just observe. They actively produce live broadcasts, conduct professional interviews, create engaging digital content, and build polished portfolios.

Guided by PACE Methodology

P - Purpose
Why does this matter?

A - Audience
Who are we serving?

C - Capabilities
What tools do we have?

E - Execute
How do we deliver?

12
WEEKS INTENSIVE

48+
HANDS-ON HOURS

10+
LIVE BROADCASTS

THE KRSB FOUNDATION - OUR CORE PILLARS

Every Media Fellow's training is built upon these four foundational pillars, combining technical excellence with cultural authenticity.



KNOWLEDGE

Master the Craft & Culture

We build technical broadcasting skills alongside deep cultural competency. You must know the equipment, but you must also know the rich history and legacy of the HBCU institutions we cover.



RELATIONSHIPS

Build Your Network

This industry runs on trust. You will learn to cultivate and maintain professional relationships with industry mentors, HBCU alumni, coaches, athletes, and media professionals.



SPORTS

Storytelling Under Pressure

Sports is our vehicle. You will execute in real-time, delivering live play-by-play, analysis, and production. Real games, real deadlines, real audiences. No safety nets.

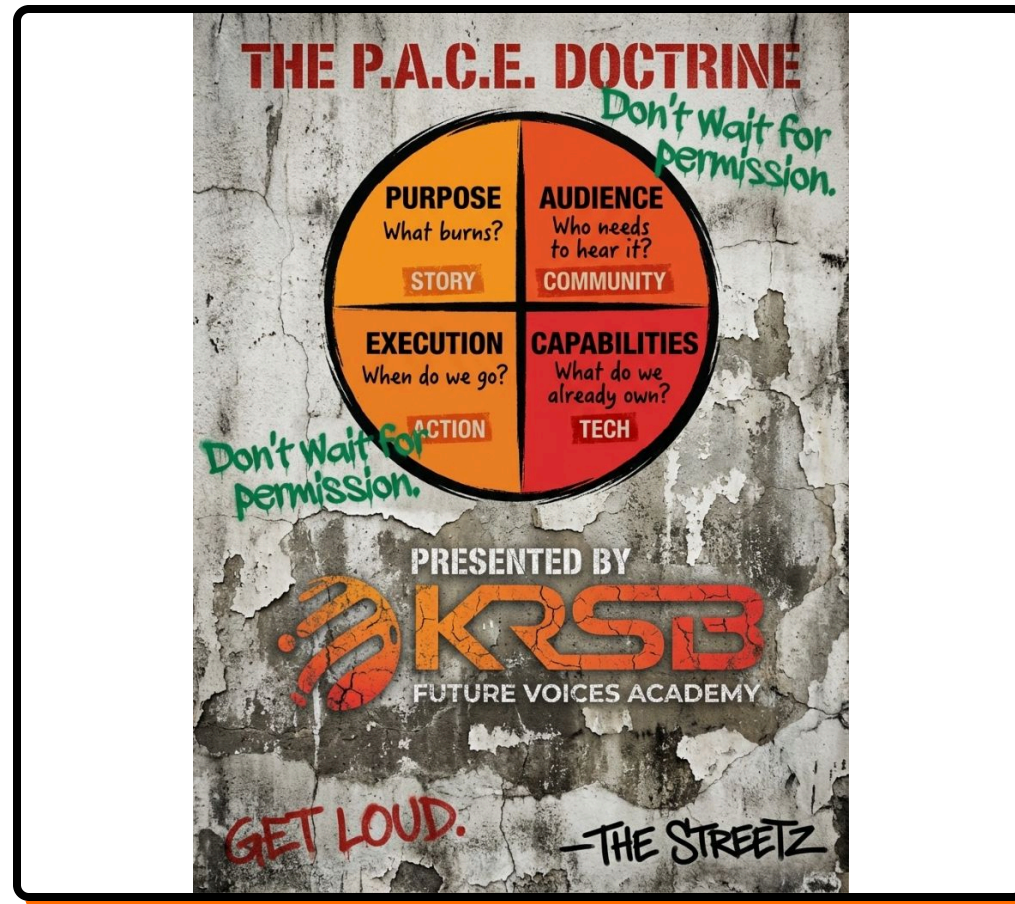


BUSINESS

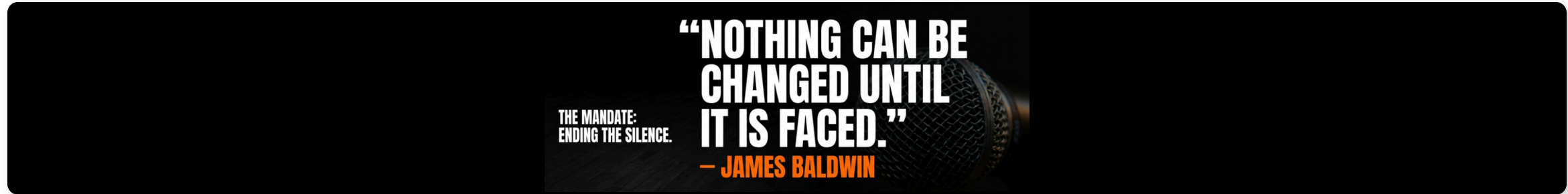
Operations & Value Creation


Beyond the microphone, you will understand the mechanics of media. We teach the fundamentals of broadcast operations, sponsorship integration, digital distribution, and building brand value.

THE PACE METHODOLOGY - HOW WE WORK




PROGRAM PHILOSOPHY - **STANDING ON SHOULDERS**





Cultural Authenticity in HBCU Sports

We honor the legacy of HBCUs by telling their stories with respect and accuracy. We bridge decades of tradition to serve future generations with pride.


Confidence Through Repetition

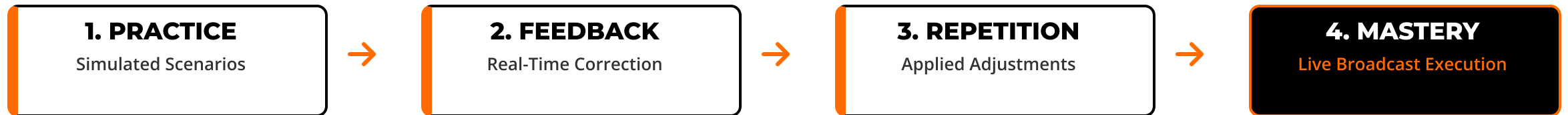
Confidence is earned, not given. Through rigorous practice, high professional standards, and real responsibility, Media Fellows develop the resilience to perform under pressure.


Learning by Doing


Using our Teaching Hospital model, Fellows don't just observe—they execute. They master technical and editorial skills in the press box and the studio in real-world environments.


FELLOWSHIP STRUCTURE - HOW THE PROGRAM WORKS

Teaching Hospital Model (From Theory to Execution)







Weekly Schedule Options (12-Week Commitment)

 **Split Session**
1.5 Hrs Mid-Week Training + 2.5 Hrs Weekend Game Day

 **Game Day Intensive**
4 Hours Single Session (Training + Execution)

Role Rotation (Media Fellows master every position)

 Play-by-Play	 Color Analyst	 Lead Producer	 Audio Engineer	 Social Media	 Game Spotter
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12-WEEK CURRICULUM - PHASE 1: FOUNDATIONS

WEEKS 1-4

Subtitle: **Learn the Language**

CORE TRAINING MODULES

- ▶ HBCU landscape and conference overview
- ▶ Equipment setup and safety protocols
- ▶ Manual scorekeeping fundamentals
- ▶ Basic interview techniques
- ▶ The KRSB Voice (cultural competency and on-air presence)
- ▶ Understanding PACE methodology in practice

BY END OF PHASE 1

- ✔ Media Fellows understand the landscape and culture of HBCU sports.
- ✔ Media Fellows are cleared to handle and set up broadcast equipment safely.
- ✔ Media Fellows grasp manual scorekeeping and the PACE methodology.
- ✔ Media Fellows are prepared to step into active roles for Phase 2.

12-WEEK CURRICULUM - PHASE 2: OWNERSHIP

WEEKS 5-8

Subtitle: **Now You Run It**

CORE TRAINING MODULES

- ▶ Fellows conduct player/coach interviews independently
- ▶ Advanced game preparation (rivalry history and context facts)
- ▶ Video editing workflow and highlight packages
- ▶ Sponsor integration and professional on-air reads
- ▶ Running segments with minimal guidance
- ▶ Managing social media content in real-time

BY END OF PHASE 2

- ✔ Media Fellows take direct ownership, running broadcast segments independently with minimal instructor intervention.
- ✔ Media Fellows demonstrate agility in high-pressure situations, seamlessly integrating sponsor reads and real-time facts.
- ✔ Media Fellows construct compelling digital narratives using advanced video editing and live social distribution techniques.
- ✔ Media Fellows command their assigned operational roles with confidence and precision.

12-WEEK CURRICULUM - PHASE 3: MASTERY

WEEKS 9-12

Subtitle: **This Is Your Work**

CORE TRAINING MODULES

- ▶ Independent operations and leadership roles
- ▶ Tournament logistics and high-pressure environments
- ▶ Lead broadcast roles (anchor, producer, director)
- ▶ Final broadcast showcase
- ▶ Portfolio assembly and credential evaluation
- ▶ Professional demo reel completion

BY END OF PHASE 3

- ✔ Media Fellows earn the official KRSB Level 1 Credential.
- ✔ 30+ professional portfolio pieces assembled and finalized.
- ✔ Professional demo reel completed for career and college pathways.
- ✔ Letters of recommendation and endorsements secured.

TRAINING AREAS - WHAT MEDIA FELLOWS MASTER

Live Audio Engineering

- Soundboard operations
- Audio mixing techniques
- Managing levels and EQ
- Broadcast-quality standards

On-Air Journalism & Interviewing

- Player/coach interviews
- Story research & development
- Question formulation
- Professional on-air delivery

Digital Content & Video Editing

- Highlight packages
- Social media video cuts
- Graphics and branding
- Multi-platform distribution

Live Production Workflow

- Real-time stat tracking
- Spotter board creation
- Game prep and research
- Broadcast team coordination




Social Content Creation

- TikTok/Reels production
- Instagram stories execution
- Twitter/X live game threads
- Audience engagement strategies

Credentials & Certification: What You'll Earn

Tangible proof of your skills, readiness, and real-world experience.

Official Credentials




-  **KRSB Level 1 Credential**
Verified proficiency in live audio engineering and real-time journalism.
-  **Professional Demo Reel**
A broadcast-quality showcase of your best on-air and production work.
-  **Letters of Recommendation**
Official endorsements from KRSB leadership for college and careers.

Portfolio Deliverables

30+ Professional Pieces

- 11** Spotter Boards & Prep
- 15+** Social Media Pieces
- 6-8** Promotional Spots
- 4-5** Video Highlight Packages
- 3-4** Player/Coach Interviews

Live Experience

-  **10+ Live Productions**
Live coverage experience spanning the CIAA, MEAC, SIAC, SWAC, and HBCUAC conferences.
-  **Tournament Broadcasts**
High-pressure, high-stakes championship production experience.
-  **Press Box Credentials**
Authentic access working alongside seasoned media professionals.

WHAT YOU'LL GAIN - SKILLS & PATHWAYS

Beyond technical training, Media Fellows develop the mindset and access to own their future.



Professional Skills

- Communication & public speaking
- Digital & media literacy
- Technical production proficiency
- Journalism ethics & standards



Personal Growth

- Confidence & self-efficacy
- Teamwork & collaboration
- Leadership under pressure
- Problem-solving abilities
- Resilience (the "Iron Man" mindset)



Career Pathways

- HBCU communications program awareness
- College application support
- Media internship connections
- Broadcast career readiness
- **Ownership mindset** (from participation to pathway)

WHO WE'RE LOOKING FOR - IDEAL MEDIA FELLOW PROFILE



Eligibility

Philadelphia-area high school juniors and seniors, at least 16 years old.

★ Key Characteristics

- Reliable and punctual
- Coachable and open to feedback
- Curious and eager to learn
- "Students of the game" - passionate about sports
- Ready to represent with pride and professionalism

🧠 Mindset We Value

- Growth mindset
- Team-first attitude
- Resilience under pressure
- Ownership mentality
- Respect for HBCU culture and tradition

THE STUDENT PROFILE

FROM AMATEUR TO FELLOW.

THE AMATEUR.

- ✓ Just watches the game.
- ✓ Wants to "try it out".
- ✓ Silent on the details.

THE FELLOW.

- ✓ Studies the game.
- ✓ Explains WHY it matters.
- ✓ Handles criticism.
- ✓ Shows up on time.

HARD REQUIREMENTS.



Philadelphia Metro Area



HS Junior/Senior (16+)



4 Hours Weekly Commitment

If you're ready to learn by doing, this is your launchpad.

FELLOW EXPECTATIONS

CODE OF CONDUCT & PROFESSIONAL STANDARDS

Professionalism

- ✓ Arrive at least 15 minutes early
- ✓ Dress professionally and appropriately
- ✓ Silence cell phone completely
- ✓ Represent the Academy with pride

Safety & Access

- ✓ Wear Media Fellow credential visibly
- ✓ Identify designated training zones and emergency exits
- ✓ Follow equipment safety protocols

Confidentiality

- ✓ Do not share internal broadcast schedules
- ✓ No unauthorized photos in production areas
- ✓ Respect proprietary KRSB methods

Equipment Care

- ✓ Handle all gear with care
- ✓ Report damage immediately
- ✓ Return equipment properly after each session

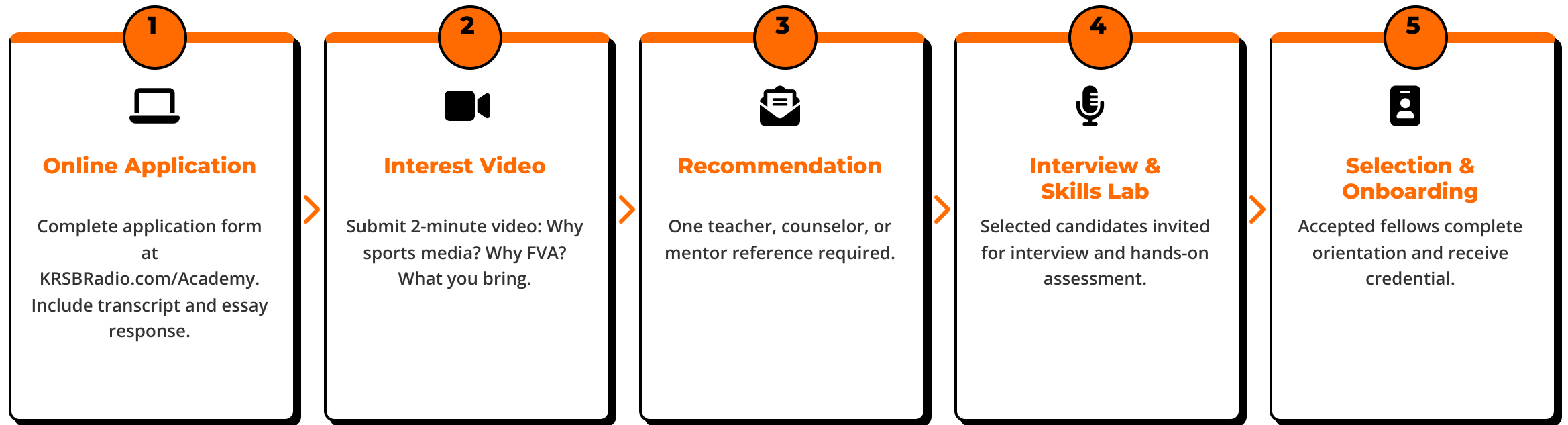
Accountability

- ✓ Take feedback seriously
- ✓ Own your mistakes and learn from them
- ✓ Support your fellow Media Fellows

Orientation Checklist

For a complete list of day-one requirements and ongoing standards, please refer to the official [KRSB Media Fellow Orientation Checklist](#).

APPLICATION PROCESS - HOW TO BECOME A MEDIA FELLOW



★ TUITION-FREE PROGRAM

LIMITED SEATS AVAILABLE

ROLLING ADMISSIONS

PROGRAM LEADERSHIP - WHO WILL GUIDE YOU



Orlando Hughes

FOUNDER & PRESIDENT

In 2008, Norfolk State told Orlando Hughes no. What could have been a career dead-end became the birth of a vision. With broadcast roots dating to 1992 and 34 years of experience, Orlando formally incorporated KRSB Network in 2022 and has built it into a recognized force in HBCU sports media. He has covered CIAA and MEAC tournaments, called games at MetLife Stadium and Lincoln Financial Field, and worked alongside NFL legends. His mission: to put Philadelphia youth on the path from raw talent to HBCU opportunity to media ownership. Future Voices Academy is that path.



Lead Instructors

Industry veterans guiding you through play-by-play, analysis, and journalism.



Audio Engineers

Technical experts training you on professional soundboards, mixing, and levels.



Broadcast Mentors

Working media professionals providing real-time feedback and career guidance.

✓ **ALL HBCU-ROOTED, LIVE PRODUCTION TESTED.**

CONTACT & FAQs

Everything you need to know to take the next step.

Get In Touch



WEBSITE

KRSBRadio.com/Academy



EMAIL

futurevoices@krsbradio.com



LOCATION

900 E Wadsworth Ave
Philadelphia, PA 19150

Who is eligible?

Philadelphia-area high school juniors and seniors, ages 16+.

What is the time commitment?

12 weeks. Flexible schedules are available (split session or game day intensive).

Is there a cost?

No. This is a tuition-free program. We provide the training, access, and opportunity at no cost to the Media Fellow.

What equipment do I need?

None. All professional broadcast equipment and software are provided.

What if I have no experience?

Perfect! We teach from the ground up. You bring the curiosity and work ethic; we provide the skills and structure.



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

OWN THE MIC



ACCESS

Equipment, training,
mentorship - tuition-free.



PREPARATION

48+ hours, Teaching
Hospital model, real
broadcasts.



PATHWAY

HBCU connections, college
readiness, career support.



OWNERSHIP

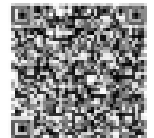
Your voice, your work,
your future.

APPLY TO BECOME A MEDIA FELLOW

[KRSBRadio.com/Academy](https://krsbradio.com/Academy)

✉ futurevoices@krsbradio.com

**SCAN TO
APPLY →**



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