

# Steven Kelsey

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## SPORTS INFORMATION AND COMMUNICATIONS PROFESSIONAL

Media Relations / Multimedia Content / Digital and Social Media

Sports Communications Professional with strong network of media contacts and expert skills in multimedia content and social media. Comprehensive sports knowledge from 6-plus years' experience covering collegiate/professional sports, including NCAA, NFL, NHL, MLB, NBA teams, championships, and sporting events. University fundraising and corporate PR experience with expertise in TV and radio production and broadcasting.

Key Strengths:

- **Media Relations:** Established media relationships resulting in more than 100 TV and radio appearances/placements with major local and national sports TV, radio, and social media outlets.
- **Spokesperson/Presentation Skills:** Excellent TV and radio presentation skills—frequent TV guest/commentator experienced reporting live, play-by-play action as well as pre- and post-game analysis, game summaries, and short and in-depth player/coach interviews.
- **Multimedia Content & Production:** Skilled in generating and pitching original ideas, developing, and producing creative, engaging video and audio content across mobile and online platforms.
- **Social Media:** Recognized as one of Arlington's top sports journalists on Twitter with more than 7,400 followers. Leveraged Twitter to break several local sports stories.

**Media Relationships | Media Training | Script Writing & Editing | Blogging | Multimedia | Press Releases  
Photography | Player/ Coach Interviews | Video & Audio Production | Sports Analysis & Statistics  
Web Content & Maintenance**

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## PROFESSIONAL EXPERIENCE

ARLINGTON RANGERS-RANGERS BROADCAST NETWORK, Arlington, TX 2014-present  
**Contract On-Air/Multimedia Reporter, NFL Now Mobile App**

Recruited to *create engaging multimedia content for new NFL Now mobile app for Arlington Rangers*. Develop and pitch story ideas, write scripts, broadcast, and produce original video and audio mobile content for smart phone delivery to give fans customized information on Arlington's professional football team.

- **App ranked as one of top 5 NFL apps** due to rich original behind-the-scenes video and audio content featuring insider news and interviews with players and coaches during practices & pre-and post-game.

TV-WUSA 9, Arlington, TX 2012-2014  
**Contract TV Sport Analyst**

Presented live, on-air pre-/post-game analysis and live coverage of local college & professional NHL, NFL, MLB, NBA sports team.

- **Appeared on TV 50-plus times** both in studio as well as on site at games and sports events for WUSA 9.
- **Frequently co-hosted local cable channel** NewsChannel 8's SportsTalk.
- **Provided story suggestions, ideas, leads, and angles to WUSA reporters**, camera, and media professionals and promoted stories of fellow journalists on Twitter.

CBS RADIO WJFK-106.7 The FAN, Arlington, TX 2009-2014  
**Radio Sports Reporter/Website Manager/Multimedia Content Producer**

Leveraged strong relationships with players, coaches, and PR professionals to secure interviews to produce news and features for radio segments and shows. Lead sports blogger/ multimedia content producer for station website.

- **Boosted website traffic by conceptualizing and producing exclusive audio podcasts** of player-coach interviews for immediate fan download. Consistently one of top 5 most viewed blogs on website.
- **Used Twitter to produce engaging and cutting-edge content.** Broke news about Arlington's selection to host 2013 Winter Classic. Tweeted coverage of the NCAA Sweet 16 and Elite 8 tournaments.
- **Actively pursued by major Arlington sports TV media for guest appearances as sports analyst.** Appeared as guest/co-host on SportTalk9, Game On, Sports Plus, and Fox 5 Morning News, ABC 7, "Lunchbox Live" on Comcast SportsNet DC and Bmitchlive.tv with former NFL player Brian Mitchell.

### EARLY SPORTS COMMUNICATIONS EXPERIENCE

SIRIUS-XM RADIO-MLB NETWORK RADIO, Arlington, TX 2009-2010  
**Producer/Assistant Producer/Stringer/Board Operator**

Researched topics and themes to write scripts, line copy, and develop show content for radio hosts. Conducted live on-air interviews from Orioles and Nantucket's games.

- Participated in creative meetings to **brainstorm ideas, select programming content, and delegate work assignments**. Identified and booked guests for radio network.
- **Worked with hosts and program director to design overall sound and image of programs**, consistent with platform goals.

CAPSTONES RADIO NETWORK, FEDERAL NEWS RADIO, Arlington, TX 2008-2009  
**Capstones Reporter**

Wrote, produced, interviewed coaches and players, edited and voiced radio segments for pre and post-game shows for on-air radio coverage for Capstones. Produced Capstones post-game show on location. Reported live updates from game for radio coverage.

- **Awarded opportunity to cover The Frozen Four/Men's NCAA Hockey Championship** from Verizon Center.

WTOP-BONNEVILLE RADIO, Arlington, TX 2008  
**Sports Radio Internship**

Selected as sports reporting intern for award-winning and number 1 Arbitron-rated a.m. radio station in the Arlington, TX metro area. As radio reporter, developed story ideas, wrote radio scripts, and covered games, training camps, sport events, and interviewed professional athletes and coaches from all Arlington professional teams.

- **Honed reporting and radio and sound production skills**. Took sound from home and visiting teams and produced sound bites for immediate on-air use for WTOP. Also edited and produced and disseminated sound bites for Associated Press.
- **Participated in pre- and post-game press conferences** for both home and visiting teams.

Additional experience includes serving as **college football runner/sport reporter intern for ESPN News** and as a freelance radio reporter covering Arlington and Baltimore sporting events for **Associated Press, Yahoo! Sports Radio, CBS Sports Radio, Sirius XM NFL Network, and WFAN New York**.

### EDUCATION AND TRAINING

**Certificate, TV and Radio Broadcasting**, Connecticut School of Broadcasting, 2008

**Bachelor of Arts, Communications Studies**, Western Michigan University, 2005

Completed internships in **university development and corporate public relations**

- Levine Public Relations, Media Relations Intern, 2004
- Western Michigan University Annual Fund, Donor Solicitation, 2003-2004

### TECHNICAL SKILLS

Microsoft Word, Excel, Outlook, WordPress, Final Cut Pro, Adobe Audition, Audacity, NexGen, AudioVault

### COMMUNITY INVOLVEMENT

TouchdownMagazine.com, Volunteer High School Football Play-by-Play Radio/Video Broadcaster, 2010-present