

UNIVERSITY OF MICHIGAN FOOTBALL

1200 S. State St. Ann Arbor, MI 48109

Future Video Intern Applicants

100 Main St

Ann Arbor, MI 48109



September 26, 2019

Subject: Michigan Football: An opportunity of a lifetime to work as a Video Intern for the winningest football program in the country

Dear potential video intern:

We are writing to inform you of the exciting opportunity that you have to apply to become an intern of the video department at Michigan Football. Specifically, this letter will focus on the application process to become an intern and then what to expect in your internship.

THE COMMITMENT TO MICHIGAN FOOTBALL: A PROSPECTIVE GUIDE TO OBTAINING THE INTERNSHIP AND WHAT IT ENTAILS

Michigan Football: The Video Department Application Process

The Michigan football program has been hiring students to be video interns for years. During all of these years, students have worked under Phil Bromley, who has been the director of football video since they created the position for him in 1988.

The entire application is based on one trait: determination. Phil said that he never posts new internship openings on various campus websites and career resource pages. Rather, Phil simply merits those who have the determination to reach out to him via email or phone call. Phil then brings in the students who contact him for a short interview. During the interview, Phil stressed that the main trait he is looking for is determination. He also wants to see enthusiasm, because after all, “You work for Michigan football” (P. Bromley, Personal Communication, September 18, 2019). You will also be asked about your class schedule because of the high-demanding time commitment this internship entails. The practice schedule is demanding and he wants you to be prepared for that commitment. The final thing that he will discuss in his interview is compensation for the internship. This is not a paid internship. However, if you apply, Phil approves credit for Sport Management 403, which counts as an official internship.

Then, based on how your one on one interview goes, Phil may offer you a position on the video staff. From here, you will be required to complete a background check for the athletic department, as well as, a

confidentiality agreement. Once that paperwork goes through, you will officially be a Video Intern at Michigan football.

The Daily Tasks as a Video Intern: A Commitment to Perfection

As a video intern, you will be required to uphold all of the values of Michigan football and live those values every day. From the minute that we step into Schembechler Hall, we are expected to be prepared to not only do our job, but do it perfectly. We often adjust on the fly, which requires great knowledge of all the video equipment and how the coaches prefer to receive the film of practice.

As a first-time intern, you will receive the position of a video replay specialist. The upper classman will be camera specialists. Video replay specialists are in charge of running our video replay boards during practice. The 4 boards are large LED video boards that are about 15 feet long by 20 feet high. Your main purpose is to take each play and drill that the team does and use our computer software, LYVE replay, to replay that camera shot for the coaches and players to see.



Pre-practice Duties

You will be required to arrive to Schembechler Hall approximately one hour prior to the start of practice. Your first task will be grabbing a walky-talky and printed version of the practice schedule to take your replay board. Practice normally has two different fields that the team practices on. This requires that we place two boards on each field. Whichever board that Phil assigns you to, it will be your responsibility to set that board up for practice. The first step will be to lower the leg jacks so that the trailer the board sits on is stable. Once the jacks are lowered, then use the hydraulics to lift the board up the mast on which it sits. From there, you will need to plug two different cables into the towers that are on our different practice fields. The first cable is a yellow power cable which will turn on power to the board and to the

computer on the trailer. The second cable is critical. The Serial Digital Interference (SDI) cable is a black cable that transmits digital video from the camera to the computer. SDI cables allow for video to be transmitted over thousands of feet and also through various distractions such as a wall. Once the power and video is transmitted, you can flip on the computer. LYVE replay will automatically start loading on the computer once the computer is turned on. Now you are ready for practice to start and subsequently ready to do your job.

During practice

Practice itself requires great attention and detail. In order to project the replays from LYVE replay software on the computer to the LED board, you must first capture each play and drill as they happen in real time. There are two ways to do this. The first is by using the keyboard on the computer by pressing the tilde at the beginning and end of every play. The other way is to use a red plunger that acts as a stop watch. Once again, pressing it at the beginning and end of every play. Once the play is captured on the software, you then hit the “replay output” button on the computer to send the replay to the LED board. This is a continuous job all practice long. You cannot miss a play or else the coaching staff and players will become disgruntled and you will be risking your job.

Post-practice Duties

Much like at the beginning of practice, you will be required to clean-up the replay board in reverse order of how you set it up. First, shut down the computer. Then, unplug the power and SDI cables. After that, lower the board on the mast and then finish by raising the leg jacks so that Phil can move the trailer inside after practice. The only thing that is different after practice is that you may have to help the camera specialist with a process called: numbers. Numbers is where they take every play that they shot that day and they input every player's number that was participating in that play. Once the data entry for the player's numbers is input, then it will send the clips that each individual player participated in to the player's iPads for them to view film of themselves.

The Michigan Men and Women Inside of Schembechler Hall: Connections of a Lifetime

One of the most exciting benefits of being a video intern at Michigan football is due to the lasting bonds that you will build. Every single staff member inside of Schembechler Hall is here to help you. Don't ever be afraid to reach out and talk to somebody.

For example, one of our current interns, Lukas Stauffer, came into the facility afraid to reach out to the full-time staff members that he had followed as Michigan fan prior to working with us. Eventually a video staff member by the name of “Doc” came over to talk to Lukas. Lukas quickly learned that “Doc”

happened to be one of Schembechler's famous former assistant. Doc took Lukas under his wings and counseled him in both life and football.

The connections inside of Michigan football are immense. There are coaches who have been at Michigan for decades and there are new staff members who have worked at other schools all across the country. As an intern, you will have the opportunity to gain a valuable connection with any and every staff member. All that you have to do is reach out, be personable, and have an enthusiasm for Michigan football. These staff members will pave your future career by reaching out to their connections on your behalf and even making call to other schools across the country if you impress them with your work. Every Michigan man and woman on the staff at football is here to help you and be a mentor in your football career.

“The Team, The Team, The Team”: Your Commitment to the Team is Essential

Phil Bromley always tells us, “You are the reason this team can get better.” The video staff is integral to Michigan football. Without film and replays, the coaching staff and players have no way of seeing their mistakes and therefore, cannot correct them. We film all the early morning workouts, late night walk throughs, all the practices and even all the games.

Quite often it seems like the video department never sleeps. You must be committed to work unpredictable hours, travel with the team on short notice and be prepared at any time to get a call saying that practice time has changes (P. Bromley, Personal Communication, September 18, 2019). Through all this, it is obvious the commitment to Michigan football and all of its demands are evident. When you work for Michigan football, that becomes your major priority.

Michigan Football: An Exclusive Opportunity Inside the Walls of Schembechler Hall

We look forward to working with you as a potential member of the Michigan video department. Working as an intern requires a loyal commitment to Michigan football. Through your internship you will gain tremendous video and software skills, lasting connection, and best of all, you will get to be a member of one of the most exclusive programs in the United States.

We are committed to excellence in all that we do and strive to provide our players with every opportunity to succeed both on and off the court. We do this by providing top-notch video replays and film to the entire staff. We hope to share our commitment with you in person so you can be a part of The Team, The Team, The Team.

Go Blue!

Lukas Stauffer,
Michigan Football Video Department

Interview Transcript

1. As a full-time staff member who has employed many interns, what advice would you give to interns who want to work for you?

-Make sure they show determination, be enthusiastic, and have a passion for UM football. Make sure student is ready for time commitment.

2. What is the application process for UM football video?

- No posting of job, you must do research and then reach out, do in-person interview, "you work for Michigan football", he will get back to you and let you know if you received job.

3. What is the best atmosphere you have ever been apart of with the team?

- Michigan Stadium every Saturday, best stadium in the country, other stadiums are unique but don't have tradition like our stadium.

4. What is the greatest sacrifice that you make as a member of the staff at UM football?

- Family time, some nights I am here until early morning and it's not worth it to go home. Also, the travel is extensive.

5. What is some lasting advice that you would give to a video intern?

- You have the opportunity to work beside some of the best in the business, never get your head down, always rise to the occasion.