



## MusicPlayers.com Internship Opportunity

August 11, 2009

MusicPlayers.com is the premiere online magazine for serious musicians and recording professionals. Our readership is made up of over 125,000 musicians worldwide, and we are highly regarded for the quality of our editorial content. We publish the most in-depth reviews of professional music equipment of any magazine in the industry (in print or online), tutorials, feature stories and interviews with professional musicians, and more.

An internship with MusicPlayers.com will provide the right candidate with experience working in the world of online publishing. The intern will learn about all facets of publishing, from researching and selecting editorial content to testing musical equipment to understanding online advertising and web site analytics.

Below is a summary of some of the tasks and experiences that interns will participate in based on experience and/or areas of interest:

1. Publishing online news releases about music equipment and musical artists (includes determining relevancy of newsworthiness)
2. Editing product photos for inclusion in news releases and product reviews
3. Transcribing interviews with musical artists for feature stories
4. Writing feature stories, artist interviews, press releases
5. Increasing the MusicPlayers.com audience through online marketing activities such as participating in social networking sites and musician community forums, researching new advertising opportunities, and developing new programs for increasing readership
6. Screening new music for possible review by MusicPlayers.com (and possibly writing music CD reviews)
7. Creating HTML/web pages for editorial content
8. Managing online advertising campaigns
9. Evaluating web site usage, traffic patterns, visitor demographics, etc.

The right candidate should be a Communications or Journalism major with a personal interest in music from the performing musician's perspective (i.e. someone who also happens to be a musician is ideal). The intern will learn all about pro music equipment and recording equipment, and interested candidates can also get involved with our photo studio and learning about shooting product photography, concert photojournalism, and more.

This is an unpaid internship, but a travel stipend will be provided. The position includes fun perks for the musically-inclined candidate that may include free music/CDs, getting to

work with famous musicians, getting published before a huge audience, and getting to purchase musical equipment at crazy discounts.

Hours will be flexible to accommodate work/class schedules, three to four days per week. Our offices and private studio facilities (where this work will take place) are located in Pompton Lakes, NJ.

Interested candidates should send a cover letter and resume to:

Scott Kahn  
Editor In Chief  
MusicPlayers.com  
scott@musicplayers.com