

# Erik C. Bremer

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November 18, 2016

Scott Kornberg  
Myrtle Beach Pelicans  
1251 21st Ave. N  
Myrtle Beach, SC 29577

Dear Mr. Kornberg,

I am writing to express my interest in your Media Relations and Broadcasting Assistant position for the 2017 season. Your posting on the Teamwork Online board was shared with the Sportscasters Talent Agency of America, and after examining the job description and requirements I believe that I am a well-qualified candidate. I would love an opportunity to advance my broadcasting career with the Pelicans and provide value to the team across several areas.

As my attached résumé details, I believe I have a diverse skill set that would fit well with the listed requirements of this position. My baseball broadcast experience over three seasons with the Northwestern Wildcats and one summer with the Wareham Gatemen of the Cape League has provided me with an opportunity to hone my craft, and I feel confident in my ability to build on that solid foundation. I am comfortable with the unique challenges that come with broadcasting baseball on the radio, and my assignments for the Big Ten Network exhibit an ability to tailor my broadcasts for different audiences and media.

In my current internship with the Minnesota Twins, I have assisted in virtually every responsibility of a major league media relations department. My role has been expanded six weeks beyond its original end date, in part because my composition skills and knowledge of baseball history have proven valuable to the club's archival and editorial tasks in the offseason. My work in the department included compilation of minor league clips and statistics, helping me become familiar with HomeBase and other MiLB standards. In addition, my experience this summer working with the Twins radio broadcast team has greatly improved my interview skills and helped me better understand the daily workflow of a production team working under deadline.

My interest in communication extends beyond new media staples like Twitter, Facebook and Instagram. I have taken multiple classes on marketing and audience metrics, and understand the importance of creating engaging content to generate interest in a brand. I possess a proficiency with the Adobe Creative Cloud (primarily Photoshop, InDesign, Audition and Premiere Pro), and take pride in being on the cutting edge of the latest media trends.

Most importantly, I have a passion for baseball and telling its story through broadcast. While I enjoy calling other sports, I believe there is a unique relationship between the broadcaster and listener that is unique to baseball. This dynamic is incredibly rewarding to me, and I believe my sincere love of the game is projected through the work I do.

I thank you for your consideration, and am confident that my breadth of experience makes me the right person for the job. Should you have any further questions, comments, requests for more of my work or references from previous employers, I would be more than happy to communicate with you. I look forward to hearing your decision.

Sincerely,



Erik Bremer