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Business

Training ground

Generation Jets Fest offers students a chance to get a foot in the sports business

BY KRISTINA FIORE
Newsday Staff Writer

July 25, 2006

While studying sports management at St. John's University in 1999, Ken Zore took an internship with Generation Jets Fest, a temporary summer amusement park at Hofstra University set up to coincide with the New York Jets' training camp.

Zore, 28, from North Babylon, has since moved up the ranks of the Jets franchise to become manager of event operations for the team, doing everything from planning corporate events to running game days.



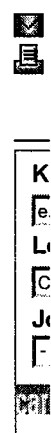
A number of Long Island college students, mostly juniors and seniors, who want to have an experience like Zore's have signed on to work this summer's Generation Jets Fest, which offers football-themed games and activities to attract Jets fans to summer training camp. Primarily a marketing tool, the program doubles as a chance for college students from around the country to get a foot in the sports business.

The business is not easy to break into, agree professors and job seekers. That's partially due to the rise of sports

management and sports marketing programs at schools across the country, said Andrew Forman, associate professor of marketing at Hofstra. Local colleges, including St. John's University and the C.W. Post Campus of Long Island University, offer programs in sports management, and Forman is helping launch a sports and entertainment marketing program at Hofstra in the fall.

"There's definitely less jobs available than there are people interested," he said. "Generally I tell my students one of the ways to differentiate yourself is through internships."

This summer, 44 interns, including 17 Long Islanders, will run Generation Jets Fest. In exchange for working rides and supervising visitors, interns hope to make valuable contacts in the business.



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Apartments	"Networking is key," said Zore, who also supervises the summer internship program. "You don't know who's going to be a CEO, work PR [public relations], or work for the Islanders."
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Grocery Coupons	Of the 350 interns who have worked Jets Fest during the past 10 years, 21 have been hired for full-time positions within the franchise. Fourteen of them - including Zore - still work for the Jets, and others have moved on to other NFL or collegiate sports teams, said Brian Mulligan, director of events operations and a former Jets Fest intern.
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About Contact us	Those still with the Jets work in events planning, corporate sales, public relations, marketing and scouting - a few of the subdivisions of the two major fields in the sports business: marketing and management.
How to advertise	A junior marketing major at Hofstra, intern Jaclyn DeBono of Rockville Centre, hopes to ultimately work in special- events planning for a major league or college team. Her third summer at Jets Fest has given her an insider's perspective on special events as marketing tools, said DeBono, 22.
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Archives	Other sports marketing jobs include public relations and corporate sponsorship. Forman said interns for sports teams also can work for corporations, like beer companies, that market heavily to sports fans. Interns interested in sports management can pursue jobs in operations management, finance and player representation.
CONTESTS	
Meet Tony Danza	<p>In his third summer with Jets Fest, Damien Carver, 22, just finished the sports management program at St. John's and plans to attend Touro College Law Center in Huntington to pursue a law degree. Though the Bronx resident really enjoys sports marketing, he sees himself representing athletic clients and supervising their deals.</p> <p>Mulligan said other teams, including the Islanders, Yankees and Giants, offer similar internships.</p> <p style="text-align: center;">Subscribe to Newsday home delivery Article licensing and reprint options</p> <p style="text-align: center;">SPONSORED LINKS</p> <p><u>Want to stop hair loss?</u> Check out this article "Tips on how to stop hair loss" by Jai Bains. Get the facts and myths relating to hair loss. Restorationhair.com</p> <p><u>Earn your College Diploma</u> Bachelor's, Master's or Associate's in as little as 18 months. www.nextag.com</p> <p><u>Online Marketing Done Right!</u> Email, Lead Generation, Display Ads, Popunders - Successful and cost effective online marketing campaigns. www.conquestmedia.net</p> <p style="text-align: right;">Buy a link here</p>