Jameson Reynolds

Summer 2015

The proposed internship will be with KING 5 Broadcasting, a Gannett company, in Seattle, Washington. KING 5 is one of the strongest and most trusted brands in the Pacific Northwest. Rooted in local history, KING delivers the largest local news audience, the most local programming, and is considered one of the strongest television stations in the country. I will work in the Digital Media department, my assignment will be to develop an interactive application to deliver media content from **New Day Northwest** and **Evening Magazine** to in an on demand fashion the front end user. I will work to construct a sustainable workflow and document the necessary work needed to maintain a schedule for launch. This project will allow me to better hone my project management, data management, and application design skills. I will also gain invaluable exposure and working knowledge from a team of highly skilled media veterans who will oversea and supplying guidance to project.

Specific Objectives are to:

1. Evaluate roughly 29 years of media/data and develop a process to streamline its sorting as well as establishing contents’ geo-locations.

2. Document a working process of converting the multiple types of data into useable, contiguous form

3. Develop and rough out several options as to the design of the project: both mobile application and possible OTT (Over The Top: Roku, AppleTV, etc.) application.

4. Track my progress and document my experiences throughout the project, what worked what didn’t.

5. Meet with team on weekly basis to discuss progress, receive constructive feedback, and establish goals for the coming week.