



THE SPORTS INTERN INDUSTRY INSIDER

GUNNAR BERNDT

HEAD OF COMMUNICATIONS, EMPIRE STRYKERS
CREATIVE DIRECTOR, SOCCER IN 60 PODCAST

Gunnar is a Communications Specialist with an extensive career in the soccer landscape including men's and women's soccer as well as professional indoor soccer. Currently, he is the Head of Communications for the Empire Strykers, a team in the Major Arena Soccer League. He also manages a radio show focused on Greater LA's pro soccer teams, which involves booking guests, planning episodes, and collaborating with the production team.

AS HEAD OF COMMUNICATIONS FOR THE EMPIRE STRYKERS:

Typical day: Coordinating with media, league officials, and front office staff on current topics as well as writing some type of content, which involves gathering quotes and information from players, coaches, or staff

Favorite part: Interacting with players, coaches, and fans, doing the best possible job to create a product that punches above its weight and is taken seriously in Greater LA's highly competitive pro sports market

Difficult aspect: Limited time and resources, the structural and organizational deficits of a growing organization, and the difficulty of attracting and keeping top industry talent

PREVIOUS EXPERIENCE:

Ontario Fury

Communications Coordinator

Chicago Red Stars

Director of Communications

Anaheim Bolts

Director of Communications

LA Blues

Director of Communications

Orange County Blue Star

Communications Intern

90:00 Minutes Soccer Magazine

Editorial Intern

WAZ Newspaper (Germany)

Editorial Intern



GUNNAR'S TIPS

Get the best hands-on experience you can get. I honed my skills writing for free until I was good enough to get paid. Once you reach a certain skill level, don't let anyone take advantage of you. Good work deserves to be compensated.

Be humble, friendly and helpful. There's nothing wrong with not knowing everything yet. Chances are, skilled individuals will appreciate your questions and eagerness to learn.

Try to make friends in the industry. If you're passionate about sports, you might build some incredible friendships that could not only help you get opportunities but have lifelong meaning beyond your career.

OTHER EXPERIENCE:

Dog trainer & pack walker, translator, language teacher/tutor, communications consultant and head copywriter