



# THE SPORTS INTERN

## INTERN INSIGHTS

### ABBY COLE

**Production Intern - ACC Network**  
**Class of 2027 - University of Louisville**

#### ► INTERNSHIP RECAP:



Abby Cole spent her sophomore year at the **University of Louisville** as a **Production Intern** with the **ACC Network**. She planned and organized game broadcasts, assisted with setup, conducted research to prepare for coverage, created digital and video content, and worked behind the scenes as well as on-air talent. She worked closely with production, gaining hands-on experience on both the technical and creative sides of live sports broadcasting.

Abby also co-hosts and produces a lacrosse-focused podcast, *The Draw Control Podcast*, where she leads interviews with players, coaches, and industry professionals. She manages content planning and oversees production from scripting to recording. In addition to on-air duties, she creates digital content to promote the show across social media, streaming platforms, and podcast directories. This experience has strengthened her communication, content creation, and production skills while deepening her understanding of the sports media industry.

By proactively creating and contributing to real-world projects, she's building the exact skills and experience she'll need for her future career in production and broadcasting of live events, proving that taking initiative truly sets students apart.

#### ► OTHER EXPERIENCE:



**The Draw Control Podcast**  
Co-Host & Producer



**Athletes Unlimited**  
Production Assistant

#### ► BEST ADVICE RECEIVED

From coaches and career mentors over the years:

- Be prepared to find 48 hours in your 24.
- Work in silence and let your success make the noise.
- Say yes to everything.
- When one door closes another one opens.



#### ABBY'S TIPS

- Say yes to every opportunity, even if it's unpaid, volunteer work, or outside your comfort zone - **any experience is valuable**.
- Take the time to get to know as many people as you can, and **don't be afraid to ask for advice or insight**.
- Step your foot into everything - **your interests may shift as you gain more experience**, and by exposing yourself to different roles and departments, you might discover something you didn't expect to love. You never know what may lead to a bigger opportunity down the line.