



INTERNSHIP PROGRAM

The WWJTV/CW50 Detroit internship program is designed for students currently enrolled at a college or university who are interested in the media business. The objective is to provide students (undergraduate and graduate) with a meaningful work experience while complimenting the educational experience. **Internships are unpaid for credit only.**

Benefits of an internship for students include:

- Practical work experience
- Better understanding of the business
- Promote career and personal development
- Exposure to industry professionals

Requirements:

- Currently attending an accredited college and have achieved junior or senior status
- Must receive college academic credit
- Excellent oral and written communication skills
- Able to meet the minimum time commitment for the internship program
- Submit application packet
- Apply online (Directions below)
- Personal interview

Internships are offered: (Dates may vary)

- Spring → January to May
- Summer → June to August
- Fall → September to December

During the Spring/Fall, the exact dates are determined by the student's schedule; However, student must commit to the minimum hours requirement of 20 hrs per week. The duration of the internship will be determined by the requirements of the college/university to earn college credit and will be unpaid.

Method of Application:

- **Note: Applications will only be accepted from college students currently enrolled at a college or university who are able to provide verification of enrollment and a letter from the educational institution which states academic credit will be earned for the successful completion of the program. No exceptions.**
- **Resume and cover letter accepted only through our online application system.** To apply, please visit our websites at www.wwjtv.com/internships or www.cw50detroit.com/internships.

If selected for an interview, you will need to provide the following:

- Internship Application
- Two letters of recommendation
- Transcript
- Writing sample

If accepted into our program, you will need to present on your first day:

- Letter indicating certification of college academic credit to be awarded upon successful completion of the internship from the Internship Advisor or Professor of the program at the College or University being attended.

The following departments currently offering internships include:

Community Affairs/Programming Internship: This internship provides student interns the opportunity to gain experience in Community Affairs and Local Programming. Intern responsibilities may include the following activities:

- Production Assistant for our weekly Community Affairs programs
- Write scripts for weekly Community Calendars and programs
- Research and update community events section of both web sites
- Write Public Service Announcements (PSA's)
- Research potential topics for future programs or PSA's
- Screen National PSA's
- Production Assistant on Community Affairs EFP's (as needed)
- Assist during station-sponsored Community Events (as needed)
- DVD dubbing
- Possible on-camera work for PSA's or Community Affairs programs
- Assist Programming department with viewer mail
- Assist Programming department with listing services
- Assist other departments as needed

Must be available every Thursday for studio production. Writing and/or on-camera experience is a plus.

Sales & Marketing/Commercial Production Internship: This internship encompasses duties related to Sales, Marketing and Commercial Production as part of our MC2 area. Interns will have the opportunity to be involved in the following activities:

- Assist the sales staff by gathering and organizing sales leads from various media sources.
- Assist in coordinating marketing projects like on-air and online contests, casting calls, and other special events.
- Participate in scheduled marketing events as well as creative brainstorming sessions for new sales/marketing opportunities.
- The intern will also be given the opportunity to observe or assist with commercial production projects.
- He/she may be given the opportunity to work on the creation of sales or marketing materials for the sales staff.
- The Sales/Marketing Intern will also be responsible for researching information for the Sales/Marketing Departments.
- Interns may have the opportunity to be used as "on camera talent" in commercials.
- Will work as ProductionAssistant on commercial shoots, attend client meetings, and sit in on edit sessions.
- May have the opportunity to be involved in some commercial, program script writing.
- Interns will make DVD dubs for Account Executives and recycle tape stock.

Some experience using camera and editing equipment is a plus. **Hours will include some weekends and evenings in order to organize and participate in off-site events.**

Digital Media Internship: This internship will provide students the opportunity to gain hands on experience in the growing Digital Media arena. Student interns will have the opportunity to be involved in the following activities:

- Adding events, contests and updating show information on official station web sites.
- Intern will have the ability to learn web publishing software and industry standard graphics tools such as Photoshop.
- He/she will also have the opportunity to contribute written content as needed. This position allows for communication with multiple departments.

Creative Services Internship: Student interns participating in this internship will have the opportunity to be involved in the following:

- Editing (topicals), station IDs and other on-air/web materials as assigned
- Shooting/assisting production of community affairs programming (both in studio and out in the field)
- Assisting in CS shoots (production assistant, pre-production, talent releases, etc. as well as casting call assistance)
- Shooting, writing, editing web diaries of station events
- Organizing/updating film and music/sfx libraries (including logs for existing tapes with no current content identification)
- Organizing syndicated programming tapes/topical feed tapes back in storage area
- Web posting updates (with Kari and Matt's guidance)
- Outside station events staffing/booth set-up (especially for spring/summer interns)
- Organizing and maintenance of the prize closet
- Other duties as they arise.

Qualifications:

- **Must be currently enrolled at a college or university and eligible to earn academic credit for the successful completion of the program.**
- Ideal candidates will have a passion for television and the business of television.
- Excellent computer skills (MS Word, Excel, General PC experience), communication skills (both written and verbal) and be self motivated. Web experience a plus.
- Exceptional interpersonal skills and the ability to interact with all levels.
- Must be flexible, professional, responsible and reliable and have the maturity to be able to handle sensitive/confidential information.
- A fast learner with sharp attention to detail.

It is the continuing policy of WWJTV/CW50 Detroit to afford equal employment opportunity to qualified individuals regardless of their race, color, religion, sex, national origin, age, or physical or mental disability, veteran's status, marital status, or height or weight and to conform to applicable federal and state laws and regulations.

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