



## Greater Media, Inc. Interactive Department Internship

The Greater Media, Inc. Interactive Department internships will focus on content development and presentation for like-formatted groups of radio stations within the company and for inter-company platforms.

Interns will gain first hand experience creating, editing and presenting newsworthy material for web and social media sites related to the musical direction of each station's format. The initial group of stations will include: Classic Rock, Mainstream Rock, and New Rock Stations.

Greater Media, Inc. is the parent company of 22 AM and FM radio stations in the Boston, Charlotte, Detroit, New Jersey and Philadelphia markets. Greater Media also owns a group of weekly newspapers in central New Jersey as well as several telecommunications towers located throughout the United States.

### Requirements

- Relevant work and educational (*e.g. journalism, public relations or marketing*) experience
- Knowledge of technology and related terminology is preferred
- Portfolio of writing samples is preferred (*articles, blog postings, press releases, social media posts, commercial*)
- Computer proficiency (*Word, Excel, PowerPoint*)
- Skilled in using the Internet for research
- Understanding of how to write for and use social media tools including Facebook, Twitter, and Foursquare.
- Excellent oral and written communication skills
- Knowledge of basic journalistic principles and ethics desired.
- Strong organizational and research skills.
- Ability to work independently according to tight deadlines and to balance multiple assignments.
- Punctual, proactive and resourceful work ethic
- Major in public relations, communications, marketing, journalism or related field
- Minimum 3-days a week; schedule can be designed to fit around class schedule

### Potential Responsibilities

- Creating, editing and presenting newsworthy material for web and social media sites related to the musical direction of each station's format.
- Writing press releases, client profiles, program overviews and possibly commercial copy
- Assisting with social media projects designed to drive engagement
- Researching content for a variety of projects online and face-to-face interviews
- Various administrative activities

**Takeaways**

- Assist with developing and coordinating integrated station programs
- Participation in Interactive Department meetings with clients, sales and programming
- Professional portfolio and resume development
- The opportunity to assist in the evolution of the intern position

**Additional Information**

- Students must be enrolled in an accredited college, university or trade school
- Student understands that the internship must be a minimum of three months in duration and last no longer than six months
- Student understands that a Greater Media internship is an unpaid internship
- Student **MUST** be receiving course credit for participation in the Greater Media internship program
- Student must complete all university/college and Greater Media paperwork and waivers prior to beginning the internship

**Application Procedure**

Please send cover letter, resume and writing samples to:

Greater Media, Inc.  
*Interactive Department*  
One Radio Plaza  
Detroit, MI 48220

Or email:  
jwilliams@greatermedia.com