INTERNSHIP INFORMATION

WXII 12 and the Triad CW is presently recruiting students for our College Internship Program. Internships are non-paying positions, which provide a professional learning experience while earning college credit.

Students must have junior, senior or graduate level status to apply. Please submit a resume and cover letter for the positions for which you are applying. Please state the dates you are available, plus written approval of a faculty sponsor. Written approval is a condition of acceptance into the program. No volunteer positions are offered.

LOCAL NEWS

WXII 12 produces over 30 hours of award-winning local news each week, with newscasts on both WXII 12 and on the Triad CW and on multiple social and mobile applications.

- Interns are introduced to every aspect of news operation, within a structured and supervised environment. Local news interns spend time in each department: observing, learning, and participating. Those areas include the assignment desk, producing and writing, photography and editing.
- During their rotation, interns work closely with reporters, assignment desk editors and producers. At the end of their rotation, interns are able to focus on their area of interest and continue to pursue their own individual goals.

Qualifications:
Looking for ambitious, creative and energetic students. Interns should have some experience in journalism, at least in the classroom, but preferably in a television newsroom setting.

* Assignment Desk* News *Web/Social Media* Sports

(Schedule Requirement: flexible and varied, but interns should be willing to work a variety of shifts in order to get the best experience)

CREATIVE SERVICES

The Creative Services department is the marketing arm of WXII 12 and The Triad CW. The talented staff in this department produces top quality multi-platform promotions for local news and programming. The department strategically creates campaigns and promotional content that capture the attention of our viewers and highlights our award winning station.

- An internship in this department will allow you to learn first hand the marketing of a news brand and the process of video production.
- Experience field producing with videographers and producers.
The Creative Services department is also responsible for creating relationships with community organizations providing support for non-profit missions across the Triad.

➤ An internship in this position will allow you to communicate and work with community business people and organizations, and interact with viewers at community events.

Qualifications:
A strong interest in creative production. Excellent writing skills. Ability to work in a fast paced environment. Demonstrate good judgment, resourcefulness, confidence, and a positive attitude in response to viewer comments and requests. Strong computer and writing skills, and the ability to pay very close attention to detail.

SALES

Interns are involved in every aspect of the sales process including research and marketing. Interns are asked to do research on other stations around the country through the Internet. Special projects may involve competitor analysis, research analysis, using spreadsheets and keeping track of resource materials. Opportunities to be involved in station sponsored community events where the Sales Dept is involved. Interns will also have an opportunity to work with sales and marketing professionals, attend sales presentations and gain first-hand knowledge of how the sales process works. Internet and Microsoft Office skills required.

➤ An internship in this position will allow you to receive first hand experience in conducting a sales pitch, creating media kits, understanding television rating and how it affects the cost of advertising. You will also learn through marketing how to effectively create promotional opportunities for clients.

Qualifications: A strong interest in sales. The ability to work with little supervision in a timely fashion. Proficient in Microsoft Word, Excel, and PowerPoint. Professional attitude and manner with the ability to take initiative.