

# INTERNSHIP CURRICULUM

## **WEEK ONE** Traffic Department/Business Office

During the first week, the intern will observe and assist in the activities of the Business Office by answering the business phone lines, receiving and assisting station visitors, and becoming familiar with the machines and technology used by this department. The staff of the Traffic Department will demonstrate the generating of commercial logs and billing procedures.

## **WEEK TWO – WEEK THREE** Programming Department

During the intern's two weeks in the Programming Department, he/she should become familiar with all aspects of on-air procedures, including, but not limited to: board operations, following commercial and music logs, taking transmitter readings, answering the request/contest phone lines, and adhering to the station's clock and format. The Programming Department staff will guide the intern in the area of on-air presence. The intern will also be instructed on the station's policies and procedures for remotes and other public appearances.

## **WEEK FOUR** Production Department

The intern will spend one week learning the art of recording commercials. Instruction will cover both the technical (production room board operation) and the creative (timing, music bed selection, etc).

## **WEEK FIVE – SIX** Sales Department

These weeks will be spent learning to station's policies and procedures concerning client relations. Instruction will include, but will not be limited to: spot rates and schedules, various sales approaches (telemarketing, referrals, etc.), copywriting\*, production orders\*, "spec" spots, remotes. The Sales Department staff will instruct and guide the intern in presentation, appearance, and protocol according to the station's policies.

*\*These may be covered in other departments, depending on the delegation of duties at any given station. It is only vital that the intern see the chain of events between the point of sale and a spot being aired.*

## **WEEK SEVEN** News/Public Service Department

While part of the News Department, the intern will be instructed on news and PSA copywriting, interviewing, note taking, preparing actualities, and airing newscasts and PSA's, both recorded and live. Instruction will also be given on maintaining the station's Public File.

## **WEEK EIGHT** Open

The final week of the internship will be open. Activities during this week will be at the discretion of the mentor. This allows the internship to be tailored to the needs of the intern and the station. The week may be spent reviewing problem areas, or allowing the intern to work in the department where he/she showed the most promise.