



Prophecy Media Group, LLC

## Internship Program

Contact: Cynthia Lopez (254)772-6104

### **Education – Insight – Expense – Experience – Opportunity**

#### **Purpose:**

To offer undergraduates an opportunity to learn the day-to-day process and workings of a radio station. The student will learn what is involved in all aspects of a radio station, how to promote that station and keep the listener coming back for more, and how to use a technical equipment to produce commercials, promos and other materials for broadcast.

#### **Eligibility**

Students must enrolled in High School or College. Preference will be given to students with skills in marketing, promotions and radio broadcast/communications.

#### **Selection Process**

Students should contact the radio station about upcoming needs.

- A resume should be provided when applying.
- Students should have an estimate of which days and hours he/she will be available.

#### **Intern Experience**

During the course of the internship, each student will experience radio station operations, including programming, production, promotion, sales, commercial traffic and engineering.

- Intern attends an orientation meeting.
- Intern is supervised by staff member or other professional on day-to-day basis.
- Intern will observe production, learn about recording and editing for broadcast.
- Intern will learn to read the program logs and other important materials.
- Intern will learn to create and implement a promotion.
- Intern will learn fundamental of selling, learn basics of writing a sales presentation and writing a radio copy.
- Intern will learn how to market the radio station, cooperative advertising and how to do a client needs and analysis.
- Intern will spend time with department heads to learn station operations.

#### **Prophecy Media Group Internship Program Responsibilities:**

Prophecy Media Group will provide exposure to the technical and creative areas of broadcasting. As interns progress, additional responsibilities will be given. A manager will complete evaluations or other information necessary for the student to receive credit for their internship and/or grades. Student is responsible for making sure that their credit requirements are being met.