



communications

Emmis Austin Radio Internship Program



Emmis Austin Radio has earned a reputation as a fun, exciting, and innovative company, where every individual is part of the team. An internship with Emmis Austin Radio can give you insight into the radio industry and help you explore and clarify your career goals. Our program offers a great way to explore different areas of interest through job-shadowing in various departments while learning how to apply academic knowledge to the real work world.

Contact

Marla Jamali
Internship Coordinator
mjamali@emmisaustin.com

8309 N. IH-35
Austin, TX 78753

Tel. 512-832-4068
Fax: 512-832-4042

Requirements

Applicants must be at least 18 years of age
Must receive credit from school
Minimum 2.0 GPA

To apply, send your resume, a letter of recommendation*, and application to Marla by email, mail, fax, or drop off at station.

*Must be recommended by a staff member from your current educational institution or a current/former employer.

Emmis Austin Radio offers internships for spring, summer, and fall semesters. Internships usually last for 12-15 weeks in duration with most students working 15-20 hours per week. **Internships are UNPAID and not a guarantee of employment. However, lots of current employees started as interns.**

Internship Process

1. Review Intern Packet.
2. Submit completed application, a letter of recommendation, and your resume to Intern Coordinator.
3. Initial interview with Intern Coordinator to determine your areas of interest (screening)
4. Second interview with the Intern Supervisor who makes the final hiring decision
5. Internship begins (according to school requirements)

The intern interviews will help you gain knowledge on how to succeed in a real job interview. Remember to come prepared and this is your time to ask questions about the internship.

Types of Internships Offered:

DIGITAL CONTENT

Emmis Austin Radio is looking for a Digital Content intern to assist digital content producers in creating and delivering original content for all 7 of our web properties. The Digital Content intern will be invested in music news, community news and events, and entertainment. He/she will also attend live shows and events. If it sounds like a fun gig, that's because it is! But it also requires a lot of hard work.

Learning Objectives:

Daily news content

Video uploading

Photo galleries

Community events

Attend brainstorming sessions

Assist in developing content for stations' websites

Other duties assigned as necessary

Ideal candidates possess:

Blogging and social media experience required

Exceptional writing skills and some experience in online journalism

Enthusiasm and interest in the Austin music social scene and community

Video and photo editing experience is a plus, preferred but not required

Experience with Photoshop is a plus

Willing and open to learn from content producers

DIGITAL MEDIA

The Digital Media Sales intern will assist in the day-to-day groundwork that goes into selling and executing online, mobile, and social media advertising for all station websites.

Ideal Candidates possess:

Knowledge of Excel, PowerPoint, and Word

Experience with Photoshop/ Video Editing/ Ad Design is a plus, but not necessary

Strong interest in digital advertising

Good Communications Skills

EMMIS MARKETING TEAM (EMT)

Emmis Marketing Team "EMT" is a full service sales promotion company which specializes in the creation of targeted marketing and cause marketing campaigns. We offer a turn-key solution for clients developing sponsorship opportunities as well as idea development for custom on-site solutions for our clients.

This Marketing Internship involves working in a high-energy, fast paced environment assisting the Project Managers with events and custom marketing programs. EMT seeks candidates that are interested in the creation and execution of revenue-driven events and custom marketing plans.

We take on two interns per semester. One must be fluent in Spanish & English.

Skills Required:

Extensive knowledge of Microsoft PowerPoint and Excel are required

Knowledge of Adobe Photoshop and Illustrator is a plus.

Ability to multi-task and prioritize projects

Strong written and verbal communication skills

Ideal candidate: Posses initiative, extremely organized, detail-oriented, and dependable (may involve evenings and weekends)

HUMAN RESOURCES

Learn about human resources within a radio environment. Interns will be exposed to personnel functions including new hire orientation, interviewing, and various HR projects.

Learning objectives:

Intern program– Recruiting, screening applicants, intern placement, and follow up

Learn about staffing, recruiting, and performance management

Ideal candidates: detail oriented, loads of initiative, responsible, and organized.

INCITE (Social Impact Marketing)

Incite specializes in creating and implementing strategic marketing campaigns tailored to reach mainstream audiences as well as those who are rural, hard-to-reach, underserved and ethnically diverse. We are an outcomes-driven social impact marketing firm ready to employ our expertise to educate the public, drive consumer involvement and galvanize communities.

Learning objectives:

Research

Proposal preparation

Program coordination

Social media outreach



Ideal candidates possess:

Strong written and verbal communication skills

Research Skills (primarily internet based)

Familiar with social media platforms and principals

An interest in corporate social responsibility, outreach or cause and social marketing work

For more information, visit our website: www.inciteimpact.com

KLZT/Latino 102.7 PRODUCTION

Learn how in-house productions are designed and executed; this includes voicing, writing, and dubbing commercials and promotional announcements. Interns will also learn how to ensure conformance of produced commercials with company policies and FCC regulations.

Intern candidates must be creative, organized, and detail-oriented. Spanish fluency, including reading & writing, is required.

PROGRAMMING/ON-AIR

Interns will work directly with the on-air staff producers to learn how an on-air show is produced. Learning objectives include audio editing, researching show content, managing social media, setting up equipment, and performing a few administrative tasks. The perfect intern is reliable, communicative, easy-going, hard-working and entertaining. Attention to detail and dependability is necessary.

Jason & Deb Morning Show (101.5 FM)

Must be available at least 2-3 days a week in the mornings (5:45am to 11 am)

Dudley & Bob Morning Show (93.7 FM)

Must be available at least 2-3 days a week in the mornings (5:45am to 11 am)

University of Bob (KBPA)

Must be available at least 2-3 days a week late mornings (11am to 2pm)

PROMOTIONS

Promotions interns will assist in the day-to-day internal & external operations of the radio stations.

Learning objectives:

Assisting in roles typical to the Lead Promotions Coordinator-

Third party event organization (remotes & events), inventory, and communication with station contest winners. Attend brainstorming sessions and learn how to work with other departments (i.e. EMG, on-air, sales). The implementation, execution, and recap of events.

Candidates **MUST** possess: creativity, organization, and attention to detail, flexibility, self- motivation, and the ability to communicate clearly.

Ideal intern is able to interact with others in a fast-paced environment; is outgoing, a creative problem solver, hard-working, resourceful and imaginative.

Hours will vary. Interns must maintain flexible availability. Preference will be given to bilingual students.

SALES

Interns will shadow Senior Account Executives who work directly with local businesses and agencies to generate revenue for the station. Interns will also learn how AEs manage existing clients and develop new sales accounts.

Learning Objectives:

Learn how to enter sales orders into the traffic system as needed

Undertake research for potential and existing clients

Assist in preparing promotional plans/packages, sales literature, rates and sales contracts

Observe cold calls and attend client meetings with Account Executives

Attend remotes with Account Executive as station representative for existing clients

Ideal interns are outgoing, well spoken, and driven.

SPORTS MKTG & ADVERTISING SALES

As the Sports Marketing & Advertising Sales intern you will gain hands-on radio sales experience with capital traffic and weather segment sponsorships. Interns will assist with organizing and executing events such as the LBJ 100, MDA Muscle Walk, Ronald McDonald, Color Run, and MS 150.

Learning objectives:

Learn about promotions, charity event planning, and production of on-air shows

Acquire hands on training in the daily activities of an account executive

Assist sales manager with emails, sales, and order input

Ideal intern candidates must be reliable, hard-working, organized, and possess a “can do” attitude.