



SALES AND MARKETING DEPARTMENT

INTERN PROGRAM

GOALS --

1. This academically oriented program is designed to provide students with professional experience in furtherance of their education and training. Interns are **NOT** employees of WSET-TV.
2. The intern program is for the benefit of the interns rather than WSET-TV and interns are trained under close supervision. Interns do not displace regular employees.

OBJECTIVE --

To offer one (1) to two (2) Sales and Marketing Department internship per semester or summer.

1. Duration: One semester, hours per week dependent upon credit hours. Hours will be determined based on the intern's areas of interest and class schedule.
2. Intern will learn about various sales, marketing, and promotions skills including the following by assisting the sales and marketing staff with researching and collecting data from other media; researching, producing, and printing NSI, Stowell Data, and Media Center information; preparing spot television schedules and client promotional events; learn how TV sells; partner with clients by helping them market their business.
3. Supervisor: Depending on location of the intern -- Sales & Marketing Coordinator or Research Analyst in Lynchburg -- and ultimately the General Sales Manager.

EVALUATION --

1. At the end of the internship, the supervisor will complete the WSET-TV Internship Evaluation and review it with the intern. Evaluations may be sent to the intern's advisor, if requested by the academic institution.
2. The supervisor will also complete and submit any additional evaluation forms required by the academic institution.

WSET-TV SALES AND MARKETING DEPARTMENT INTERN PROGRAM

Page 2

APPLICATION --

1. Apply by completing the application form, available from your college advisor or WSET-TV, and mailing it to Director of Human Resources, WSET-TV, P.O. Box 11588, Lynchburg, VA 24506-1588. Additionally, you may attach your resume and a cover letter (optional).
2. An internship applicant must be seriously interested in pursuing a career in broadcasting or marketing/sales.
3. An internship applicant must be currently enrolled in an accredited institute of higher learning and must be eligible to receive academic credit for the internship.
4. An internship applicant must secure the permission of his/her college advisor and his/her college intern office and be available for an interview as part of the application process.
5. An internship applicant should be able to work independently and be adept at working with statistical information.
6. This internship is without pay and the intern is not entitled to wages for training time or any other portion of the program. The intern is not entitled to a job at the completion of the program.
7. Please call WSET-TV's Director of Human Resources at 434/528-1313 if you have any questions.

WSET-TV SALES AND MARKETING DEPARTMENT INTERN PROGRAM
Page 3

WSET-TV
Sales and Marketing Department
Internship Evaluation
 (To be completed by immediate supervisor)

Intern name: _____ Dates of internship: _____

Intern supervisor(s): _____ Date of evaluation: _____

Total hours completed: _____

SKILL	Superior	Good	Average	Below Average	Does Not Apply
1. Researching and collecting data from other advertising media such as radio, cable, and newspapers.					
2. Researching, producing, and printing NSI, Stowell data, and Media Center information.					
3. Preparing spot television schedules and promotion schedules for sales presentations.					
4. Input of research information into sales presentations. Creating sales presentations for special projects.					
5. Order writing and traffic scheduling.					

****** THE FOLLOWING CHECKLIST evaluates the quality of the intern's work ******

QUALITY	Superior	Good	Average	Below Average	Does Not Apply
Ability to accept criticism					
Ability to work with others					
Attendance					
Attitude					
Creativity					
Dependability					
Initiative					
Level of interest					
Performance					
Technical knowledge					

****** NOTE THAT THIS FORM IS CONTINUED ON REVERSE SIDE ******

WSET-TV SALES AND MARKETING DEPARTMENT INTERNSHIP EVALUATION
Page 2

COMMENTS BY EVALUATOR: _____

Signature of Evaluator

Signature of Department Head

I authorize the release of this evaluation to my academic institution and release WSET-TV from any liability attendant thereto.

Signature of Intern