

CBS BOSTON INTERNSHIP PROGRAM

Internships at CBS Boston are offered to college sophomores, juniors and seniors, as well as graduate students who are interested in a career in broadcasting. Typically participants major in communications or journalism, but broadcasting is comprehensive enough to interest students who major in English, History, Political Science, Fine Arts, Marketing, Computer Science, and other studies. There are many departments within CBS Boston, and many very different opportunities for internships.

REQUIREMENTS AND PROCEDURE:

Prospective interns must be the following:

- College juniors, seniors or graduate students who can receive **academic credit** for their internship.

Prospective interns must complete the enclosed application form and return it with the following:

- A resume detailing previous work experience and education.
- An official college transcript.
- Section III of the application completed by the student's advisor verifying:
 - the student's academic standing
 - the number of credits to be earned for the internship
 - the minimum number of hours required by the student to receive these credits
 - the school's requirements for term papers and written supervisory evaluation for the internship

Internships are available for all semesters, throughout the year.

Intern applications are generally accepted starting:

- October 1st for Spring Semester - Deadline December 15th
- February 15th for Summer Semester - Deadline March 15th
- July 1st for Fall Semester – Deadline September 1st

Send your application and all appropriate paperwork to:

CBS Boston Internship Program
1170 Soldiers Field Road
Boston, MA 02134

Students are required to interview for their internships.

This will be a meeting at the station with the Internship Program Manager.

EEO POLICY It is the policy of CBS, Inc. not to discriminate in its employment and personnel practices because of a persons' race, color, religion, sex, national origin, age, or physical or mental handicap. Discriminatory employment practices are specifically prohibited by the Federal Communications Commission. If you believe your equal employment rights have been violated, you may contact the FCC in Washington, D.C., 20054 or other appropriate state or local agencies.

ONCE ACCEPTED INTO THE PROGRAM, INTERNS MUST:

- Receive no monetary compensation, regardless of the number of hours scheduled.
- Sign an “Acknowledgment of the Terms & Conditions of CBS Boston Internships”.
- Attend an orientation meeting with the Intern Program Manager.
- Abide by union jurisdictional rules, where applicable.
(Hands-on operation of technical equipment is sometimes prohibited. However, in MOST departments, an intern can operate any technical equipment except when the resulting material will be broadcast by WBZ-TV or TV38.
- Ride in company vehicles only when a seat with a seat belt is available.
- Attend a Department Head seminar to learn about the functions of the many different departments within CBS Boston.
- Cover all transportation costs (except costs incurred while traveling for business purposes requested by the station), meals, and any other financial obligations.
- Submit a mid-semester review and a final review.
- Park their cars in the visitor’s parking lot in front of the building.
- Receive a CBS Boston Internship ID within the first week of the start of their internship.

CBS BOSTON INTERN POLICY:

The help we receive from student interns is a privilege, and not entitlement. The relationship enhances the efficiency of the station. In return, we have an obligation to give back to the students a unique career experience of equal value (at least) to the effort they invest.

INTERNSHIP DESCRIPTIONS:

WBZ NEWSRADIO: NEWS INTERNSHIPS

Assist WBZ NewsRadio News Department in news gathering, writing, audio production, and administration. Learn how a station dedicated to 24 hours of news and talk operates in all aspects.

WBZ NEWSRADIO: SALES PROMOTIONS INTERNSHIPS

Assist the Sales and Promotion Departments with the creation, development and execution of promotion campaigns for radio advertisers. Learn how to successfully execute on-site appearances, plan station events, and assist with daily prize distribution.

WBZ-AM NEWSRADIO WEB INTERNSHIPS

Assist Webmaster in site development, design and upkeep. Computer knowledge is a must. Learn how web site content is maintained and updated, use HTML, help design graphics for the site, learn how ad space is used by the sales departments and answer or forward numerous daily email requests. Develop skills in current web design/publishing software, including Adobe PhotoShop, Allaire HomeSite, Netscape Navigator/Communicator, Microsoft Internet Explorer, as well as Microsoft Office.

WBZ-FM, WBMX, WODS, WZLX: DIGITAL SALES INTERNSHIPS

The internship experience is designed to introduce you to the basics of digital sales and to the internal operations of the digital department. You will work daily with the Digital Team on day to day needs, assist Account Executives in researching and landscaping leads that may be fit as new advertisers, work with traffic and marketing coordinator, create recap presentations for local and national clients utilizing PowerPoint and work with webmaster to gather and post content to radio station websites.

WBZ-AM NEWSRADIO, WBZ-FM, WBMX, WODS, WZLX: SALES INTERNSHIPS

Learn how a radio station sales department operates. Tasks include: monitoring competitive programming, following-up on leads for contact info, updating databases for new business, shadowing Account Executives on sales calls. Other responsibilities include working with the Sales Manager on event planning, assisting with off-site promotions including contacting and distributing prizes to contest winners, working with the web department in scheduling promotions, aiding in producing proposals.

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