

AVAILABLE INTERNSHIPS

Available Internships By Department

- Research
- Sales & Marketing
- Operations
- Community Affairs
- Creative Services
 - Promotion & Marketing
 - Commercial Production
- Production
- Engineering
- News
- Web

For Further Information Contact:

Keira Barnard
Human Resources
(904) 393-9832
kbarnard@wjxt.com



the local station

RESEARCH

This internship program started in 1980. For over 29 years, we have worked with 100+ students involving them in three areas:

- Audience Analysis
- Sales Presentations
- Maintenance & Dissemination of Research Library Materials

Position: Assist Research & Sales Departments

Job Description: Trending and analysis of rating and consumer data, sales presentation preparation, maintenance of various internal databases

Qualifications: Basic skills in Excel, PowerPoint, and Word. A basic understanding of statistics and marketing, ability to work with and interpret data, good organizational ability, and an interest in broadcasting.

Contact:
Charles Chunn
WJXT-TV4 Research Director
(904) 393-9883



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SALES & MARKETING

Experience the fast paced world of Local Advertising! Are you an outgoing personality with a creative Flair? We might be just the right fit for you!

Responsibilities include:

Prospecting new potential advertisers through:

- competitive media reports
- category analysis reports
- new business reports
- zero share and exclusive to station reports
- Competitive media outlets

Helping to coordinate sales/marketing promotions:

- database creation and maintenance
- event organization
- screen contest entries
- develop sales packages

Analyzing Sales Research:

- learning basic selling concepts of creating revenue for the station
- understanding how ratings, share, and HUTs relate to TV as currency for advertising
- creating category presentations with Marshall Marketing Qualitative data
- Trending ratings data and auto count data for sales internal use

Miscellaneous:

- assisting in the creative process through brainstorming sessions with our advertising team
- shadowing Account Executives in the outside sales process (going out on client meetings and presentations, shoots and/or station sales events)
- attend sales and station meetings

Qualifications preferred:

- excellent PowerPoint, Excel and Word skills
- strong writing skills
- exceptional communication skills or customer service experience
- flexible schedule
- positive attitude and creativity

Contact:

Sam Foley

WJXT-TV4 General Sales Manager

(904) 393-9815



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CREATIVE SERVICES/PROMOTION & MARKETING

Experience the high pressure world of local television...
without the pay!

The Creative Services Department is the fun place to be in any television station... but especially at WJXT! Don't get us wrong...we work hard but keep things lively as we are the station's creative energy, on-air cheerleaders and marketing experts. We produce big results! We spend long sleepless hours racking our brains to come up with creative concepts that get people to use all Channel 4's platforms!

Does this sound like fun to you?...What are you nuts?!

Depending on what projects are in production, your internship could involve:

- Learning to conceptualize and write on-air promotional spots for daily news topicals, programming, social media, web and special projects.
- Attending news and social media task force meetings.
- Logging video and sound for on-air spots.
- Adding promotional spots to the daily log.
- Learning to edit on Final Cut Pro or Adobe.
- Participating in station events as needed.
- Performing other duties as needed.

Knowledge, Skills and Abilities

- Must have excellent communication skills and be able to work well with others.
- Must be fast thinking, energetic and able to meet or exceed deadlines.
- The successful candidate must be adaptable.
- Must be a multi-tasker who can perform well under deadline pressure and successfully meet deadlines.
- Must have outstanding skills in time management and setting priorities.

We prefer you know a little bit about TV other than just watching it when you are not in class (though you *really* should be studying!)

Classes in television production, creative writing, marketing a plus.

Contact:

Sherry Carpenter

WJXT-TV4 Creative Services Director

(904) 393-9824



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ART

If you are an individual working on a degree in graphic design or motion graphics, this internship could be for you.

If you have a passion for design, experience this fast paced world of television broadcast. There is plenty of fun and excitement to be had. We help service the whole station with its design needs, from print to web to on-air to studio set design.

Working knowledge of Adobe Photoshop a big plus; knowledge of Adobe Illustrator, InDesign, After Effects, Cinema 4D, Microsoft Office also a big plus. Must be familiar with Mac and PC systems.

Contact:
Earl Bersamin
WJXT-TV4 Art Director
(904) 393-3890



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PRODUCTION

The Production Department provides behind-the-scenes resources for live and taped productions.

Interns will participate in studio and control room projects.

- operating studio cameras
- studio lighting
- floor direction
- some control room duties

Contact:
Nancy Tillman
WJXT-TV4 Production Manager
(904) 393-9868



the local station

ENGINEERING

Each intern will learn the technology and procedures behind the scenes of the television station, developing a basic understanding of the operational hardware and procedures involved in the positions covered by Engineering.

Video Tape

The student will become familiar with the basic operation of downlink facilities. Also, in this area they will be exposed to the basics of automation support for Master Control and focus on timely completion of assignments with accuracy.

Feed Room

Observation of this position will give the intern an opportunity to see the inner workings of the production of a newscast, and the importance of organization and communication.

Master Control

A firm understanding of Video Tape and Feed Room is necessary prior to observation of this position. Due to the critical nature of on-air operations, observation of this position will be the primary focus. The student will receive a written evaluation upon completion of the term.

The supervising manager will review competence and understanding of both systems and procedures, along with factors such as promptness and attendance, at the end of the term.

Contact:

James Lowery
WJXT-TV4 Chief Engineer
(904) 393-9871



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The WJXT internship program augments the educational development of those studying for careers in broadcasting. This is accomplished by creating opportunities for students to gain experience in the station's day-to-day operations. By offering these opportunities, the station expects to contribute to the growth of new talents and abilities, which will foster the constant revitalization of broadcasting.

- Intern will learn theory and practice of assignments, news gathering, newscast production, script writing and on-air delivery.
- Students must be dependable and conduct themselves in a professional manner.
- Student will go into the field with reporters and photographers and participate in the news gathering process; write scripts; record and log satellite feeds; and learn operation of the teleprompter and other newsroom tools.
- The student will receive a written evaluation upon completion of the school term. This may be either a specific document as required by the institution, or a letter generated by the news manager supervising the internship.

Contact:
Sharon Siegel-Cohen
WJXT-TV4 Special Projects Producer
(904) 393-9806



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WEB

Opportunity for a journalism/communication student with interest in and exposure to multi-media storytelling.

Experience needed in print-style writing, along with ability to work in a face-paced, deadline-oriented environment.

Individual must be comfortable with computer software, including image and video editing software. Experience with HTML code helpful, but not required. Talent with still photography would be a plus.

Qualified candidate must be enrolled in an accredited college or university and receive course credit for participating in this program. Student must also be a regular news consumer, staying up to date on current events by reading newspapers and watching newscasts.

Contact:
Steve Patrick
WJXT-TV4/News4JAX Managing Editor
spatrick@news4jax.com



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INTERNSHIP APPLICATION

SEND RESUME AND APPLICATION TO:

kbarnard@wjxt.com
Fax 904-339-9676



ATTN: INTERNSHIP PROGRAM/HUMAN RESOURCES

Student Name

News Programming Promotion Digital Media Sales
(Circle Area of Interest)

Home Address

Course of Study/Major

City State Zip

Name of College

Home/Cell Phone Number

City State Zip

Email

Projected Graduation Date

Instructor/Counselor Name

Days/Hours Available for Internship

Instructor's Phone Number

Term Applied for (Semester/Quarter)

Term Applied for (Beginning & Ending Dates)

**THE FOLLOWING MUST BE COMPLETED BY YOUR INSTRUCTOR/COUNSELOR.
ATTACH A RESUME WITH THIS APPLICATION AND A PARAGRAPH STATING WHY YOU FEEL AN
INTERNSHIP AT OUR STATION WOULD BENEFIT YOUR EDUCATION AND CAREER GOALS.**

The above named student will receive _____ credits for the internship.

Instructor/Counselor _____ Date Signed _____

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TO BE COMPLETED BY A STATION REPRESENTATIVE

_____ has been accepted for an internship position with STATION.

Signed by STATION Representative _____ Date Signed _____