



# WJXT- Margaret Crawford Internship Program

## INTERNSHIP APPLICATION

---

### Internship Overview

The internship was established in 2014 by WJXT-TV to prepare students for careers in the media industry.

Our internship program is unlike other internship programs in that selected students work full time for WJXT each summer after completing their Sophomore year until college graduation.

During this multi-year internship, students have an opportunity to learn many aspects of the stations operations and develop company-specific skills.

The internship program offers WJXT the opportunity to guide and develop students with potential for full time employment after college. Students receive an hourly wage.

Development and mentoring programs are also key elements of the program.

#### Deadlines:

**Applications Due:**  
**December 31, 2014**

**Interviews conducted:**  
**January 2015**

**Intern Selection completed:**  
**March 1, 2015**

### Selection Process

The management team at WJXT-TV work together to recruit students through colleges and universities.

Sophomores with a minimum cumulative GPA of 3.0 and an interest in media careers are eligible to apply. Candidates must be enrolled in a four-year program at an accredited college or university. Qualified candidates must be U.S. citizens or permanent U.S residents.

Candidates must be fluent in English (written and verbal). Completed and typewritten applications are reviewed by station and preliminary interviews are conducted with qualified applicants.

The most qualified candidates are then presented to the General Manager of the station for interviews and final selection. An intern will be selected for each two year cycle; one intern to focus on business/sales and the other to focus on content.

### About Margaret Crawford

Margaret Elizabeth Winn Crawford was born on December 17, 1928 in Port Orange, Florida. She was the oldest of five children. Her family moved to Lake Butler, Florida in 1941 where Margaret graduated from Union County High School in 1946. After graduating she enrolled at Florida State College for Women. This school later became Florida State University. She graduated three years later and returned to Lake Butler to teach high school. She taught high school for two years before pursuing her studies.

Margaret still had medicine on her mind but in the fifties it was difficult for women to get into medical school. She went to the University of Rochester in 1951 and earned her master's degree in scientific studies. When the University of Miami was starting its medical school she applied and was the first female to start and graduated in 1956.

After graduating she went to serve her internship in Galveston, TX at the University of Texas Medical Branch. In 1958 she went to Lafayette Clinic in Detroit, Michigan to serve her residency in psychiatry. She opened her practice in Jacksonville, Florida and was in practice until 1996.

Margaret enjoyed watching educational shows on Channel 4 in Jacksonville. Margaret passed on June 4, 2010 and made WJXT a beneficiary of her trust. In her memory, WJXT set up a paid internship program to honor her love for education.



# The Application Package Requirements

- 1 Work/Study Application** – Enclose an original and two copies of your work/study application with current photograph (one for each copy) and signature. Remember to list all your extra-curricular and community activities, any leadership positions you have achieved, awards, language proficiency, and any work experience you may have. Experiences such as sales, general office work, or school newspaper are important to highlight. Take the time to carefully read the Integrity Pledge. Your signature on the application indicates that you have read and understand the importance of pursuing excellence in your academic and professional life.
- 2 Transcript** – Enclose your official transcript in a sealed envelope with an official seal or signature across the flap. If you have attended more than one school, a transcript is required from each institution unless grades from the previous school appear on the present transcript. (Note: Only one copy of the transcript is required with the application. If your school wishes to mail the transcript directly to the WJXT-TV, please indicate that fact on your application.)
- 3 Essay** – Include an essay on a separate sheet of paper. Select one of the topics noted in Question #8 of the application and write an essay of 500 to 1,000 words. Your essay will count heavily in the selection process. Your writing style and attention to detail (spelling, grammar, punctuation, etc.) will help us better evaluate your strengths and potential.
- 4 Recommendations** – Include two recommendations using the forms included in this application. Recommendations should be sent in separate sealed envelopes with appropriate signature across the flap from someone who knows your academic and/or community work (i.e. teachers, professors, advisors, employers, etc.) Letters by relatives will not be accepted. If your references wish to mail the reference forms directly to the WJXT-TV please indicate that fact on your application.
- 5 Resume** – Include your resume detailing your academic record, work experience, extra-curricular activities and honors.

We encourage you to submit your application as soon as possible. Please include the materials noted above in one envelope with this application. You may attach separate pages for any answers that cannot be completed on the form. **ONLY TYPED APPLICATIONS AND ENCLOSURES WILL BE ACCEPTED.**

## Submit Application To:

Attention: Kim Parker  
WJXT-TV  
Margaret W. Crawford  
Internship Program  
4 Broadcast Place  
Jacksonville, FL 32207

## For Additional Information:

Phone: 904.393.9810  
Facsimile: 904.212.1629



# Internship Application

Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

The station's goal is to prepare students for careers in the media industry. Our program focuses on scholastic achievement, direct work experience and professional development. College sophomores with an interest in media careers (sales, research, journalism, marketing and production) are eligible to apply. Candidates must have a minimum cumulative GPA of 3.0 and be enrolled in a 4-year accredited college or university. Additionally candidates must be U.S. citizens or have permanent residency in the US, and written and verbal fluency in English. Applicants must include an essay, resume, college transcript, and two educational references from teachers and/or academic advisors with completed application. **Please review application directions carefully. Only typewritten applications will be accepted.**

HOW DID YOU LEARN ABOUT OUR PROGRAM? (CHECK ONE)

SCHOOL  TV  INTERNET  OTHER (PLEASE SPECIFY

AREAS OF INTEREST (PLEASE CHECK ALL THAT APPLY):  FINANCE  RESEARCH  JOURNALISM  MARKETING SALES PRODUCTION

## 1. STUDENT INFORMATION

NOTE: PLEASE ENTER YOUR NAME / DATE AT THE TOP OF THE PAGE

MARK THE APPROPRIATE BOXES BELOW.

a. GENDER  M  F    b. CITIZENSHIP:  U. S. CITIZEN  PERMANENT RESIDENT

c. \_\_\_\_\_  
LAST NAME FIRST NAME MI

d. \_\_\_\_\_  
STREET ADDRESS (PERMANENT RESIDENCE)

e. \_\_\_\_\_  
CITY STATE ZIP CODE

f. \_\_\_\_\_  
AREA CODE / HOME TELEPHONE DATE OF BIRTH

g. \_\_\_\_\_  
CELL PHONE PREFERRED EMAIL ADDRESS ETHNIC / RACIAL DESIGNATION

h. \_\_\_\_\_  
ALTERNATE STREET ADDRESS (IF NOT LIVING AT PERMANENT RESIDENCE DURING SCHOOL YEAR) CITY STATE ZIP CODE

i. \_\_\_\_\_  
NAME OF PARENT(S) OR LEGAL GUARDIAN(S) RELATIONSHIP

j. \_\_\_\_\_  
PARENTS' EMAIL ADDRESS PARENTS' DAYTIME TELEPHONE OR CELL NUMBER

Please Attach Or Scan Photo Here



# Internship Application

Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

## 2. COLLEGE EDUCATIONAL RECORD

a. \_\_\_\_\_

COLLEGE NAME	YEAR (So/J/Sr)	CUMULATIVE GPA	EXPECTED GRADUATION DATE (MONTH/YEAR)
b. _____		MAJOR	
c. _____		MINOR	
d. _____	CITY	STATE	ZIP CODE

MARK THE APPROPRIATE BOX.

Is Your School:    PUBLIC    PRIVATE    Do You:    COMMUTE    LIVE ON CAMPUS    LIVE IN OFF-CAMPUS HOUSING



# Internship Application

Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

3. **HONORS** LIST ANY ACADEMIC, COMMUNITY SERVICE OR OTHER ACHIEVEMENTS FOR WHICH YOU HAVE RECEIVED AWARDS OR SPECIAL RECOGNITION.

4. **EXTRA CURRICULAR ACTIVITIES** LIST YOUR HOBBIES AND INTERESTS, INCLUDING ANY EXTRACURRICULAR ACTIVITIES IN WHICH YOU PARTICIPATE ON A REGULAR BASIS. INCLUDE ANY LEADERSHIP POSITIONS YOU CURRENTLY HOLD OR HAVE HELD IN THE PAST.

5. **FOREIGN LANGUAGES** INDICATE YOUR FLUENCY IN LANGUAGES OTHER THAN ENGLISH. INDICATE YOUR PROFICIENCY IN SPEAKING, COMPREHENSION AND WRITING IN LANGUAGES (OTHER THAN ENGLISH) LISTED.

6. **COMPUTER SKILLS** | MARK THE BOX NEXT TO THE SOFTWARE APPLICATION(S) IN WHICH YOU ARE PROFICIENT.

<p>a. MS WORD</p> <p>GRAPHIC DESIGN SOFTWARE – SPECIFY BELOW:</p> <p>_____</p> <p>_____</p>	<p>MS EXCEL</p> <p>OTHER SOFTWARE APPLICATIONS – SPECIFY BELOW:</p> <p>_____</p> <p>_____</p>	<p>MS ACCESS</p> <p>OTHER SOFTWARE APPLICATIONS – SPECIFY BELOW:</p> <p>_____</p> <p>_____</p>	<p>MS POWERPOINT</p> <p>OTHER SOFTWARE APPLICATIONS – SPECIFY BELOW:</p> <p>_____</p> <p>_____</p>
---	---	--	--

b. DETAIL BELOW ANY COMPUTER HARDWARE OR NETWORK KNOWLEDGE YOU MAY HAVE:



# Internship Application

Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

## 7. EMPLOYMENT RECORD

PROVIDE INFORMATION ON ANY JOBS (PART-TIME, FULL-TIME, AND/OR VOLUNTEER ACTIVITIES) YOU HAVE HELD. LIST PRESENT OR MOST RECENT POSITION FIRST. FOR ADDITIONAL LISTINGS, PLEASE ATTACH A SEPARATE SHEET OF PAPER.

Month/Year to Month/Year

a.

EMPLOYER	TYPE OF BUSINESS	DATES EMPLOYED
BUSINESS ADDRESS	JOB TITLE	REASON FOR LEAVING
SUPERVISOR'S NAME & TITLE		AREA CODE/TELEPHONE #

BRIEFLY DESCRIBE YOUR PRIMARY/ESSENTIAL JOB RESPONSIBILITIES BELOW:

Month/Year to Month/Year

b.

EMPLOYER	TYPE OF BUSINESS	DATES EMPLOYED
BUSINESS ADDRESS	JOB TITLE	REASON FOR LEAVING
SUPERVISOR'S NAME & TITLE		AREA CODE / TELEPHONE #

BRIEFLY DESCRIBE YOUR PRIMARY/ESSENTIAL JOB RESPONSIBILITIES BELOW:



# Internship Application

Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

8. **ESSAY** ON A SEPARATE PAPER WRITE AN ESSAY, IN 500 TO 1,000 WORDS, ON **ONE** OF THE TOPICS BELOW.

**Topic 1:** News and marketing play a varying role across the social networking sites. Roughly half of both Facebook and Twitter users get news on those sites. On YouTube, that is true of only one-fifth of its user base, and for LinkedIn, the number is even smaller. Pinterest is hardly used for news at all. How would you create a larger pathway from social media to broadcast television products for news and marketing consumption, like tv on-air, websites and mobile apps. Give 3 ideas.

or –

**Topic 2:** What should broadcast television groups be inventing to stay more relevant to 18-24 year olds? State what the service or product would be, how you would market it, why you think it would be successful with that age group, and why it would make a profit.

9. **SIGNATURE**

My signature certifies that to the best of my knowledge all statements made in this application are true and accurate.

\_\_\_\_\_  
**Applicant's Signature**

\_\_\_\_\_  
**Date**

Please mail completed original application and two copies to:

ATTENTION: Kim Parker  
WJXT-TV  
Margaret Crawford Internship Program  
4 Broadcast Place  
Jacksonville, Florida 32207

<b>Internal Use Only</b>					
DEPARTMENT ASSIGNED		SUPERVISOR		START DATE	
\$	WORK DAYS	WORK HOURS	AREA CODE	WORK TELEPHONE	
RATE		COMMENTS:			
WORK E-MAIL ADDRESS					
<input type="checkbox"/> TRANSCRIPTS	<input type="checkbox"/> GPA: _____	<input type="checkbox"/> ESSAY	<input type="checkbox"/> PICTURE	<input type="checkbox"/> RECOMMENDATION LETTERS	<input type="checkbox"/> SIGNED CONTRACT



Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

## RECOMMENDATION FORM

**Applicant's Name** \_\_\_\_\_ **Phone #** \_\_\_\_\_

**Reference's Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**School/Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Reference's Phone Number** \_\_\_\_\_ **E-Mail** \_\_\_\_\_

**Instructions:** The student named above is applying for a media industry internship opportunity through the Margaret Crawford Internship Program at WJXT-TV. This recommendation form has been provided for your ease and convenience. Our internship programs are highly competitive and exceptional qualities will make the difference during the selection process. For that reason, we hope that you will use the "Additional Comments" section to tell us why this student is uniquely qualified for our program. We also invite you to attach additional pages or a formal letter of recommendation. Thank you for your time and cooperation. **Please return your recommendation to your student in a sealed envelope with your signature across the flap so he or she may include it in their application package. Alternatively, you may mail the Recommendation Form to the following address: Attn: Kim Parker, WJXT-TV, Margaret Crawford Internship Program, 4 Broadcast Place, Jacksonville, Florida 32207.**

<b>Please Check One:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Attendance	_____	_____	_____	_____
Punctuality	_____	_____	_____	_____
Completion of Assignments	_____	_____	_____	_____
Cooperation	_____	_____	_____	_____
Non-judgmental attitude	_____	_____	_____	_____
Class participation	_____	_____	_____	_____
Relationship with Peers	_____	_____	_____	_____
Dress/Appearance	_____	_____	_____	_____
Ability to follow directions	_____	_____	_____	_____
Verbal Communication Skills	_____	_____	_____	_____
Written Communication Skills	_____	_____	_____	_____
Mathematical Competency	_____	_____	_____	_____
Organization	_____	_____	_____	_____
Maturity	_____	_____	_____	_____
Confidence	_____	_____	_____	_____
Attention to Detail	_____	_____	_____	_____
Character (Honesty, Attitude)	_____	_____	_____	_____
Leadership	_____	_____	_____	_____
Assertiveness	_____	_____	_____	_____

**Additional Comments:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
**Reference's Signature**

\_\_\_\_\_  
**Date**





Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

## RECOMMENDATION FORM

**Applicant's Name** \_\_\_\_\_ **Phone #** \_\_\_\_\_

**Reference's Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**School/Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Reference's Phone Number** \_\_\_\_\_ **E-Mail** \_\_\_\_\_

**Instructions:** The student named above is applying for a media industry internship opportunity through the Margaret Crawford Internship Program at WJXT-TV. This recommendation form has been provided for your ease and convenience. Our internship programs are highly competitive and exceptional qualities will make the difference during the selection process. For that reason, we hope that you will use the "Additional Comments" section to tell us why this student is uniquely qualified for our program. We also invite you to attach additional pages or a formal letter of recommendation. Thank you for your time and cooperation. **Please return your recommendation to your student in a sealed envelope with your signature across the flap so he or she may include it in their application package. Alternatively, you may mail the Recommendation Form to the following address: Attn: Kim Parker, WJXT-TV, Margaret Crawford Internship Program, 4 Broadcast Place, Jacksonville, Florida 32207.**

<b>Please Check One:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Attendance	_____	_____	_____	_____
Punctuality	_____	_____	_____	_____
Completion of Assignments	_____	_____	_____	_____
Cooperation	_____	_____	_____	_____
Non-judgmental attitude	_____	_____	_____	_____
Class participation	_____	_____	_____	_____
Relationship with Peers	_____	_____	_____	_____
Dress/Appearance	_____	_____	_____	_____
Ability to follow directions	_____	_____	_____	_____
Verbal Communication Skills	_____	_____	_____	_____
Written Communication Skills	_____	_____	_____	_____
Mathematical Competency	_____	_____	_____	_____
Organization	_____	_____	_____	_____
Maturity	_____	_____	_____	_____
Confidence	_____	_____	_____	_____
Attention to Detail	_____	_____	_____	_____
Character (Honesty, Attitude)	_____	_____	_____	_____
Leadership	_____	_____	_____	_____
Assertiveness	_____	_____	_____	_____

**Additional Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
**Reference's Signature**

\_\_\_\_\_  
**Date**