

MAX MEDIA OF HAMPTON ROADS. LLC

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**Interested in learning about careers in radio broadcasting??
Apply to our internship program!**

General Information

Max Media of Hampton Roads, LLC (MMHR) offers three unpaid internships a year to students attending a two or four-year College or University, majoring in broadcasting or a related field of study. Preference will be given to students nearing graduation. Interns are required to receive school credit for their time at the station. All internships are unpaid and may only be taken for school credit. Your College Advisor or Internship Coordinator will be required to certify your eligibility for academic credit. Internships are for 10-15 weeks and will depend on your schools requirements and the workload at the station.

If you are interested in applying for an internship please review the program details and application process on the attached internship application. Completed applications should be sent to internships@maxmediava.com by the cutoff dates listed below.

Objective

To give students, who have an interest in radio broadcasting, media, marketing and communications, hands-on experience at a radio station.

Requirements

- ✓ Students must be 18 years of age and receive college credit for participation in the program.
- ✓ Must intern at least 10 hours per week (will vary with school requirements)
- ✓ Must be available to work some weekends and evenings depending on the department.
- ✓ May spend time outside of the stations and represent MMHR while on duty.
- ✓ Must show up as scheduled and demonstrate professionalism and initiative.

Selection Process

Interested students will complete and submit their internship application, essay and school certification via email by the deadlines outlined below. Applications will be reviewed and evaluated by an internship committee. Each member of the committee will score and rank candidates based on information supplied in application and essay content. The top three applicants will be contacted by the internship coordinator for a formal interview. One student will be selected per semester. The individual selected will be notified approximately 3 weeks prior to internship start date and will be required to come in for orientation prior to their start date.

Application Deadlines

Fall Internship: July 1st

Spring Internship: December 1st

Summer Internship: April 1st

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Program Details

As an intern with MMHR you will spend time within each department at the station. You will gain an understanding of the responsibility of each department and have the opportunity to participate in some of the day-to-day duties. By the end of the internship you will have a strong knowledge of how each department plays a role in achieving the common goal, which is engaging Hampton Roads listeners with our stations. Listed below are some learning objectives you can expect to cover during your internship:

Business:

- . Gain general knowledge about the Business department, learn the different roles and various duties performed
- . Assist in greeting visitors, prize distribution, and interacting with listeners and clients
- . Learn about various administrative functions performed as Receptionist, Sales Assistant and Accounting Assistant
- . Gain general knowledge about the Traffic department and learn how traffic interacts with all departments

Digital:

- . Learn and assist with video editing and creating graphics
- . Learn how radio stations utilize social media to engage listeners
- . Learn how we utilize social media and digital assets to create campaigns for clients

Production:

- . Work on commercial and station imaging
- . Receive hands-on training of studio production gear
- . Attend recording sessions of broadcast & digital commercials
- . Learn and complete the process of producing a commercial
 - Creative concepts, Scripting, Casting, Voice overs, Directing, Producing
- . Complete a Production Demo

Programming & Operations:

- . Learn and assist with pre-show production tasks such as gathering sound, show concepts and research
- . Observe on-air personalities while hosting a show and assist in screening callers
- . Learn about the studio computer and operating the board
- . Contribute outside the box ideas to help brand the station(s) in a positive manner
- . Observe Music Selection process with one of the stations in a weekly music meeting

Promotion & Marketing:

- . Assist at events including, concerts, festivals, movie premieres, roadshows and more
- . Learn how to execute a promotion from start to finish
- . Perform basic promotional administrative duties
- . Interact with the listeners
- . Learn the technicality of on-air broadcasting at events
- . Learn the importance of social media and how it impacts and affects the radio broadcast medium

Sales:

- . Learn the process of prospecting new clients
- . Learn what it takes to maintain relationships with clients
- . Observe a sales call/client meeting and weekly sales meeting
- . Learn and observe what happens when a sale is made – new client setup/order entry

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Internship Application

Today's Date: _____

Name: _____
(Last) (First)

Address: _____

(City) (State) (Zip)

E-mail Address: _____

Phone No. _____ Alt Phone No: _____

College attending: _____

Current status: _____ Sophomore _____ Junior _____ Senior

Semester are you applying for: _____ Summer (Jun-Aug) _____ Fall (Sep-Nov) _____ Spring (Feb-Apr)

Days/times available for internship: _____

Have you interned before? If so, where _____

Briefly explain what you would like to gain from this internship. Include areas of specific interest:

Briefly explain why you are a good candidate for this internship:

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Essay Requirements

On a separate sheet of paper, in a minimum of 250 words, select and respond to one of the following three questions:

- 1. Where do you see radio in 10 years and how do you feel you can be an influence to the future of radio?
- 2. What do you think are radios biggest challenges right now? What are your suggestions to overcome them?
- 3. Why do you want a career in broadcast? What have you experienced that is going to help you excel in this field?

For consideration, application and school certification must be completed in its entirety and emailed along with the required essay to internships@maxmediava.com no later than the deadlines listed below. Please note that deadlines are subject to change from year to year.

E-mail completed application, essay and school certification to internships@maxmediava.com prior to the deadline

Application Deadlines

Fall Internship: July 1st
Spring Internship: December 1st
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Certification

I understand that this application is for an unpaid internship and I certify that I am at least 18 years of age:

(Print Name)

(Signature)

(Date)

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School Certification

To be completed by school advisor:

Advisor Name: _____

Advisor Title: _____

Phone: _____ E-mail: _____

Total course credits student will receive upon completion: _____

Total hours required by school to receive course credit: _____

Note: Completion of the School Certification does not guarantee your acceptance into the Max Media Internship Program. Once your complete application has been reviewed, and if you are selected, you will be contacted for an interview.

Advisors signature below certifies that the student information is correct:

(Adviser Signature)

(Date)