



## Emmis Austin Radio Internship Program



Emmis Austin Radio has earned a reputation as a fun, exciting, and innovative company, where every individual is part of the team. We encourage innovation. Our intern program is hands-on and job-shadowing in various departments throughout the internship is essential. Emmis Austin Radio will help you explore and clarify your career goals by learning how all of our departments work together.

### Contact

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### Requirements

School credit required.  
Students must be pursuing an undergraduate degree at a college or university.

Submit your resume, a letter of recommendation, and application to Marla by email, mail, fax, or drop off at station.

Emmis Austin Radio offers internships for spring, summer, and fall semesters. Internships usually last for 12-15 weeks in duration with most students working approximately 12 hours per week. **Internships are unpaid and not a guarantee of employment. However, a lot of our employees started as interns.**

### Internship Process

1. Submit resume, completed application, and a letter of recommendation to the internship coordinator
2. Interview with the intern coordinator and/or the intern supervisor
3. Intern supervisor makes the final decision

## **Types of Internships Offered:**

### **DIGITAL CONTENT**

Emmis Austin Radio is looking for a Digital Content intern to attend live shows and events in order to help create and deliver original content for all 8 of our web properties.

Learning objectives:

- Live event reviews
- Daily news content
- Video uploading
- Photo galleries
- Community calendars
- Attend brainstorming sessions
- Assist in developing content for stations' websites

Ideal candidates possess:

- Video and photo editing experience is a plus, preferred but not required
- Experience with Photoshop is a big plus
- Blogging and social media experience required
- Exceptional writing skills and some experience in online journalism
- Enthusiasm and interest in the Austin music social scene

### **DIGITAL MEDIA SALES**

The Digital Media Sales intern will assist in the day-to-day groundwork that goes into selling and executing online, mobile, and social media advertising for all station websites.

Learning objectives:

- Gaining experience with various types of interactive advertising (texting, web, email, video, display, and social media)
- Assisting the Digital Project Manager in campaign execution, specifically with designing and communicating with sales people about streaming banner ads
- Learn how to use DoubleClick software for ad serving and reporting
- Learn how to utilize media measurement tools to develop web analytics and other data to drive key insights and strategies
- Learn how to create sample web pages for Account Executives to present to clients
- Helping develop success stories and presentations for clients

Ideal candidates possess:

- Knowledge of Excel, PowerPoint, and Word
- Experience with Photoshop is a plus, but not necessary
- Strong interest in digital advertising
- Great communications skills

## **EMMIS MARKETING TEAM (EMT)**

Emmis Marketing Team “EMT” is a full service sales promotion company which specializes in the creation of targeted marketing and cause marketing campaigns for all 8 stations. EMT produces and partners with iconic Austin events such as Blues on the Green, Unplugged at the Grove, SXSW, ACL Festival, and more. EMT seeks candidates that are interested in the creation and execution of revenue-driven events and custom marketing plans.

Learning objectives:

- Event planning and production
- Sponsorship fulfillment
- Prepare recap reports
- Research marketing materials
- Participation in brainstorming/production meetings
- Attend department meetings as well as station sales meetings
- Assist staff with on-site event execution (may involve evenings and weekends)

Skills required:

- Extensive knowledge of Microsoft PowerPoint and Excel are required
- Knowledge of Adobe Photoshop and Illustrator is a plus
- Ability to multi-task and prioritize projects
- Strong written and verbal communication skills

Ideal candidate: Posses initiative, extremely organized, detail-oriented, and dependable. EMT takes on two interns per semester. One must be fluent in Spanish & English.

## **HUMAN RESOURCES**

Interns will work alongside an HR Generalist to learn about staffing and recruiting, performance management, benefits, payroll, and keeping the work environment safe and fun.

Learning objectives:

- Intern program – Recruiting, screening applicants, intern placement, and follow up
- Helping with the business office – Assist with payroll audits and the accounting office as-needed
- Staffing and recruiting, new hire orientation, exit interviews, and the performance review process

Ideal candidates: Detail oriented, possess initiative, responsible, affable and easy to work with. Must maintain strict confidentiality and demonstrate discretion in handling sensitive information.

## **BILINGUAL PRODUCTION (KLZT/LATINO 102.7 – Spanish fluency required)**

Learn how in-house productions are designed and executed; this includes voicing, writing, and dubbing commercials and promotional announcements. Interns will also learn how to ensure conformance of produced commercials with company policies and FCC regulations.

Intern candidates must be creative, organized, and detail-oriented. Spanish fluency, including reading & writing, is required. Audio editing experience preferred.

## **PROGRAMMING/ON-AIR**

Interns will work directly with the 101X and KLBJ-FM On-Air Producers to learn how a live radio show is produced. ACL-Radio interns will work directly with the Program and Music Directors. Learning objectives include audio editing, researching show content, social media management, equipment set up, and performing a few administrative tasks. The perfect intern is reliable, communicative, easy-going, hard-working, entertaining, and a quick learner.

- **Jason & Deb Morning Show (101.5 FM)**  
Must be available at least 2-3 days a week, early morning (5:45am to 11am)
- **Dudley & Bob Morning Show (93.7 FM)**  
Must be available at least 2-3 days a week, early morning (5:45am to 11am)
- **ACL-Radio (97.1 FM)**  
Must be available at least 2-3 days a week, late morning/early afternoon (11am to 3pm)

## **REPORTER**

Interns will work alongside KLBJ-AM News Reporters and learn how to develop live news updates for radio, web, and social media properties.

Learning objectives:

- Learn how to monitor news from multiple sources
- Collects, analyzes and presents information about newsworthy events for the radio, web and social media

Ideal interns have strong writing skills and are driven. Must be knowledgeable in local community and national events.

## **SPORTS MKTG & ADVERTISING SALES**

As the Sports Marketing & Advertising Sales intern you will gain hands-on radio sales experience with capital traffic and weather segment sponsorships. Interns will assist with organizing and executing events such as the LBJ 100, MDA Muscle Walk, Ronald McDonald, Color Run, and MS 150.

Learning objectives:

- Learn about promotions, charity event planning, and continuity
- Acquire hands on training in the daily activities of an Account Executive
- Assist sales manager with emails, sales, and order input

Ideal interns must be reliable, hardworking, organized, and possess a “can do” attitude.