



**INTERNSHIP PROGRAM WITH NEW SOUTH RADIO, INC.
Dba THE RADIO PEOPLE**

Our internship program focuses on learning the in and out of radio. Not just what you hear on your radio, but also sales, marketing, strategic planning and administration.

Programming:

- a. Working with Production director on producing and writing commercials
- b. Input of commercials into broadcast network system
- c. Operation of NexGen and recording programs
- d. Board operation for remotes and special events
- e. Follow-up on commercial production orders
- f. Keeping files up to date for FCC rules
- g. Working with on-air staff of each station
- h. Helping develop promotions for sales
- i. Execution of promotions
- j. Working at remotes and special events
- k. Shadowing on-air personalities in various tasks
- l. Use of Nielsen Training for program directors
- m. Refreshing marketing materials for the stations
- n. Includes any duties necessary

Sales:

- a. Learning how sales proposals are formulated
- b. Shadowing sales staff on appointments
- c. Working on promotions for clients
- d. Help work remotes for the sales staff
- e. Access to P1 Training for staff development on sales and selling techniques
- f. Research of the Jackson market on Nielsen
- g. Learning how to use Nielsen for research for sales
- h. Includes any duties necessary

Marketing:

- a. Interaction with civic and non-profit groups
- b. Interaction with listeners
- c. Strategic planning on benchmark events
- d. Includes any duties necessary

Office Administration:

- a. Office etiquette
- b. Necessary business knowledge
- c. Basic accounting
- d. Traffic Scheduling System
- e. Includes any duties necessary

