



SHARON SIEGEL-COHEN INTERNSHIP PROGRAM





Available Internships by Department

- ▲ Research
- ▲ Sales & Marketing
- ▲ Creative Services
 - Promotion & Marketing
 - Commercial Production
- ▲ Art
- ▲ Digital Design
- ▲ Production
- ▲ Engineering/IT
- ▲ News
- ▲ Web
- ▲ Community Affairs

Contact

Keira Gwin
Human Resources
904.393.9832

Research



This internship program started in 1980. For over 30 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: Gretchen Harrell, Research Director

904.393.9830 gharrell@wjxt.com

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: Charles Chunn, General Sales Manager

904.393.9883 cchunn@wjxt.com

Creative Services/Promotion & Marketing



Experience the high pressure world of local television!

The Creative Services Department is the fun place to be in any television station... but especially at WJXT/WCWJ! 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 and CW17'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 promotional spots across all platforms for daily news topicals, programming, social media, web and special projects.
- Attending news and social media task force meetings.
- Work on our local entertainment show River City Live. Tasks Include but not limited to helping on segment shoots, live studio production, and segment planning.
- Help on production of various documentaries with our award winning production team.
- Logging video and sound for spots across all of our platforms.
- 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 can 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, classes in television production, creative writing, marketing a plus.

Contact: Tom Swider, Exec Producer of Sales Presentations 904.393.9886 tswider@wjxt.com

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.

Required: Working knowledge of Adobe Photoshop and Adobe Illustrator.

Knowledge of InDesign, After Effects, Cinema 4D, and Microsoft Office are a plus!

Must be familiar with Mac and PC systems.

Must be a junior/senior with a major in design/art/communication.

Must have a portfolio link available for review.

Contact: Earl Bersamin, Art Director

904.393.9890 ebersami@wjxt.com

Digital Design



If you can help create topical and editorial content for social, digital and broadcast media in a fast-paced environment, this internship could be for you. We need an idea-driven, self-motivated designer to help communicate stories through visual design.

You will be working under the direction and guidance of the art department, digital team and newsroom to make infographics, story art, graphics for videos and much more. We will put your typography and composition skills to the test as you create artwork for current events and adapt them for various canvas sizes and platforms. You will be working within the station's established brand design, but there will be freedom to conceptualize with new and trending styles.

Must be proficient with Adobe Photoshop. Bonus points for experience working with Adobe Illustrator, Premiere, After Effects, and any of the other programs in the Creative Cloud.

Must be a junior/senior with a major in design/art/communication.

Must have a portfolio link available for review.

Contact: Earl Bersamin, Art Director

904.393.9890 ebersami@wjxt.com

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: Tara Molloy, Senior Director

904.391.3661

tmolloy@wjxt.com

Engineering/IT



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.

Acquisition/Feed Room

The student will become familiar with the basic operation and management of downlink facilities while being exposed to the basics of automation support for feeds and acquisition. This position will require focus on timely completion of assignments with accuracy. 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 Support

A firm understanding of Acquisition 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: Ali Hassan, Director of Technology

904.393.9865

ahassan@wjxt.com

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.

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: Marilyn Vaca, Digital Director

904.393.9845

mvaca@wjxt.com

INTERNSHIP APPLICATION



WJXT-TV / WCWJ-TV - Jacksonville
4 Broadcast Place
Jacksonville, FL 32207

JACKSONVILLE • FLORIDA



ATTN: INTERNSHIP PROGRAM/HUMAN RESOURCES, kbarnard@wjxt.com

Student Name

Choose 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)

Beginning & Ending Dates

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 FOLLOWING MUST BE COMPLETED BY YOUR INSTRUCTOR/COUNSELOR.

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

Instructor/Counselor _____

Date Signed _____

=====

TO BE COMPLETED BY A STATION REPRESENTATIVE

_____ has been accepted for a paid internship position with STATION.

Signed by STATION Representative _____

Date Signed _____

As a condition of employment, GMG/WJXT/WCWJ requires that all newly hired employees be fully vaccinated against the coronavirus by the first day of employment, to the extent permitted by applicable law, unless you qualify for a medical or religious accommodation, or as otherwise allowed by law. Any offer of employment is conditional upon the successful completion of a pre-employment drug screening, investigative background check, employment/education verifications and reference checks. GMG/WJXT/WCWJ is an Equal Opportunity Employer. In addition to complying with the requirements of federal law, GMG/WJXT/WCWJ will comply with applicable state and local laws prohibiting employment discrimination.