



Omaha, NE Internship

Summit Media LLC
10714 Mockingbird Drive



Internship Guide

Thank you for your interest in Summit Media's Broadcast Internship Program. Our Program is designed to give first-hand, real life experience in the radio, digital and entertainment industry while earning academic credit and life experiences.

Internships enhance classroom learning through practical, career-related work experience. Interns will have an opportunity to observe and gain hands-on experiences.

How the Program Works:

- Student must provide school internship requirements at the beginning of the program.
- Student's behavior, attendance, and attitude will be reviewed with all department leaders. All evaluations will be discussed with the student and shared with school officials.

Internship Terms:

- Spring Term is approximately 16 weeks (January - April)
- Summer Term is approximately 16 weeks (May- August)
- Fall Term is approximately 14 weeks (September -December)

Internship Training

During the Internship program students will be exposed and receive virtual training on the following items listed, but not limited to:

- Proposal research and creation
- Requesting bids for commercial avails, cost analysis from suppliers/vendors
- Contact with listeners and clients
- Production for commercial spot creation and/or station promos
- Work with sales on client needs analysis, sales calls, and WO Traffic system
- Work with the traffic department in scheduling commercial spots
- Work with accounting department on client collections
- Work with the programming department to learn programming in's & out's
- May include some local travel (if class schedule/workload permits and all Covid 19 guidelines are agreed upon and met)

During this internship, the student will become familiarized with the daily demands of a highly engaged and demanding premier local media and digital marketing solutions company. Students will work in a dynamic team environment virtually with opportunities to practice and exhibit professional behaviors and skills in areas listed, but not limited to:

- Effective written and verbal communication skills
- Attention to detail and organization
- Assisting multiple projects and tasks simultaneously
- Mastering time management and prioritization
- Maneuvering through a fast-pace organization
- Being proactive and goal-orientated
- Exhibiting problem-solving, analytical and creative thinking skills
- Proficiency in all Microsoft Office applications (including Word, Excel and PowerPoint)
- Working cooperatively in a team environment



Internship Application

Full (Legal) Name: _____
Last First Middle

Address: _____
City State

Phone: _____ Email: _____

Are you a U.S. Citizen Yes No

Current College/University: _____

Major: _____ Minor: _____

GPA: _____ Expected Graduation Date: _____

Internship Semester Applying for: _____

Please list your availability in the appropriate box below. (For example: 10 AM to 2 PM)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

- I do not know my availability yet.
- I can determine my schedule around the needs of the Internship

I certify that the information contained on this form and in my application pack is true and complete to the best of my knowledge.

SIGNATURE: _____ DATE: _____

All qualified applicants will receive consideration for an Internship without regard to race, color, sex, age, national origin, religion, disability, veteran status, sexual orientation, marital status, citizenship, or any other protected status. No question on this application is intended to secure information to be used for such discrimination. Summit Media offers equal opportunity and treatment to all who apply and is committed to diversity.



1. In 250 words or less, please explain your reasons for applying for the Summit Media Internship Program. Please include specific objectives and expected benefits of the internship (a separate page maybe attached if more space is needed).

INTERNSHIP SKILLS CHECK LIST

Upon conclusion of this internship you should be able to successfully complete the following items in the chosen internship department:

PROGRAMMING

Skill	Date Completed
Write promo & liner copy	
How to properly do show prep	
Develop an on-air "personality"	
How to voice track	
Develop one show feature	
How to schedule music	
How to write and produce station imaging	

PROMOTIONS

Skill	Date Completed
Sit in on promotion meetings	
Creation of event recap	
Join a brainstorming session between promotions and sales	
Join a brainstorming session between promotions and programming	
Pull and contact winners for either on air or online give ways	

DIGITAL (O&O/3RD PARTY)

Skill	Date Completed
Research local shows/event for content curation	
Assist in creating social media assets (gifs, videos, images)	
Capture creative content from station/market events	
Assist with social media presence (FB, Insta, Twitter, TicTok) to unsure brand recognition	
Curate 2/3 custom content pieces per week for digital inclusion	

SALES/MARKETING

Skill	Date Completed
Attend sales meeting	
Market/Client research	
Attend CNA client meeting	
Cold call prospects	
Copy writing commercial creative	
Create a sales proposal	
Enter sales order	

PRODUCTION

Skill	Date Completed
Aging Manager	
Payment History	
Order Review/Processing	
Collection Review	
Mail Invoices	
Past Due Invoice Review	
HR Code of Conduct/Employee Handbook	

TRAFFIC

Skill	Date Completed
Schedule commercials	
Schedule traffic breaks	
Schedule website streaming	

ACCOUNTING

Skill	Date Completed
Aging Manager	
Payment History	
Order Review/Processing	
Collection Review	
Mail Invoices	
Past Due Invoice Review	
HR Code of Conduct/Employee Handbook	