

## Internship Opportunities with WFAA

Prospective Intern Candidates WFAA believes that providing quality-learning experiences for college students is an important component in developing the workforce of the future. WFAA's longstanding commitment to continuing education extends through our station's internship program, which is designed to provide practical experience and training, observation and mentoring to those entering broadcast, digital media and other communications-related fields. It is our goal to expose students to "real world" environments and provide the best possible experience to help them meet the requirements for their course work. These opportunities allow us to touch potential employees, support local colleges and universities and provide positive community exposure for WFAA. Internships are paid and offered exclusively to college juniors and seniors earning academic credit. A letter of verification from the student's institutional adviser is required for acceptance into the program. Interested students should initiate application to the program by applying online at [www.wfaa.com/about/jobs](http://www.wfaa.com/about/jobs). Internships are available in the following departments: NEWS DEPARTMENT - Internships at WFAA are a unique opportunity to observe and train with experienced, award-winning journalists. Interns in the WFAA Newsroom will have the opportunity to observe and participate in various immersive and hands-on roles in the multi-platform news gathering process – including as producers, reporters, photojournalists, and editors. Interns will receive some instruction and guidance in broadcast writing, editing, and on-air performance. The internship also provides to students experience with digital news gathering, reporting, and social media. Interns will be expected to be active, engaged, and productive members of the WFAA newsroom. In addition to general assignments reporting, internships are available specifically for: News 8

Daybreak, News 8 Investigates, Sports and Weather. PRODUCTION - Observe the live production of newscast and production of recorded and/or live programs. Hands-on learning opportunities in editing, in-studio operation and remote shoots, as well as a variety of technical aspects of control room operations and more. Students will learn various techniques and practices working on news broadcasts as well as local programming such as "Good Morning Texas" and more. SALES & MARKETING - The WFAA Media Sales & Marketing Internship program is designed to provide college juniors or seniors with a meaningful experience while learning all facets of television and digital media sales. The course curriculum consists of experiences in the following areas, research, and digital media, and sales production, national and local sales products. During the course of this 8 week program your student can expect to gain a vast knowledge of television media while experiencing the reality of a media marketing professional. Students are partnered with a staff mentor. The mentor will guide the student through the assigned competency for each week including the opportunity of going on sales calls with an experienced A/E. Students can expect to role play various sales positions and to present a final marketing presentation that will be a sales pitch that has been vetted by an A/E panel and the student's staff mentor. At the end of the internship students will walk away with a final marketing presentation. Students are expected to dress business casual; attire that is representative of a professional. Students must be enrolled in the intern or practicum within the university system. WFAA.com Students will have the opportunity to observe and participate in the creation of online content for the station website and various digital platforms. Hands-on experience may include story writing and editing, mobile journalism and technical aspects of the content management system (CMS) and news website operations. We look forward to working with students and their respective school on WFAA's internship program. SPORTS -

Sports Interns are provided guidance and instruction on how to shoot, edit and produce sports stories and sportscasts. Interns will spend time observing WFAA's professional sports journalists in the field and in studio. Students will produce their own stories and work on an intern newscast (not for air), with occasional opportunity to gain experience by performing tasks such as logging tape, interviewing an athlete/sports figure, posting a story online, editing a voice over or sound bite, among other daily newsroom tasks. At the conclusion of the internship, the student should have created a resume tape and have had the opportunity to gain knowledge of a

working newsroom from observation and practical training experiences. They will understand the day-to-day operation and process for producing sports stories, sportscasts and web content for a local news organization