

## **WLUC-TV6 Undergraduate Internship Program**

As a service to the educational community, the broadcast industry, and aspiring multi-platform communications students, WLUC-TV6 is working with colleges and universities offering internships to qualified students. TV6 is committed to the belief that practical work experience adds realism to classroom theory and concepts. TV6 views internships as a vital part of a student's preparation for employment. Our Upper Michigan facilities provide unique settings where students can experience firsthand the reality of working in broadcasting and interactive environments. Through our program, TV6 invests in tomorrow's workforce by offering challenging educational opportunities every day. If you are interested in augmenting your education with real-world, hands-on experience, WLUC-TV6 has the internship program for you. These are not coffee-gopher internships.

### **What can students gain from the program?**

The classroom setting provides an excellent forum for acquiring and analyzing information; likewise, a successful internship affords students the chance to apply what they have learned in class to real life situations. As an intern at TV6, students can test their creative talent, exercise their analytical skills, and increase their understanding of broadcast operations and industry trends. In addition, through their interactions with established professionals, interns often find mentors and role models who can facilitate their career planning.

### **In what department are internship opportunities available?**

WLUC-TV6 has internships available in News, Sports, Weather, Interactive, Information Technology, Production, Marketing, Promotions, Sales, Broadcast/Electrical Engineer, and special projects. Please note that we cannot guarantee that internships will be available in every department each quarter.

### **What does TV6 look for in an intern?**

Ideal candidates for TV6 internships are current college students in their junior or senior year, with at least one quarter remaining before graduation, and maintaining an overall 2.8 GPA. Specifically related majors are preferred, however, students majoring in other areas will also be considered. Qualified students must have strong written and oral communication skills and be interested in an interactive, journalism or broadcasting, or similar career. At the end of an internship, TV6 requires all interns to file a written report on the experience with their supervisor, to be endorsed and then forwarded to the intern's faculty advisor or internship coordinator, and to the TV6 HR Manager, along with an evaluation by their TV6 supervisor.

### **When are internships available?**

Internships are available year-round. Most internships are one quarter long (approximately ten weeks); however, some can last up to six months. The number of part-time and full-time internships available may vary from quarter to quarter.

### **How many hours are required?**

Hours are to be arranged according to the needs of the department and the scheduling requirements of individual interns. Most part-time interns will work at least 10 hours per week, with specific days and times agreed upon in advance.

### **Can I receive college credit for my internship hours?**

You *must* receive credit for your internship; however, the allocation of college credit is at the discretion of your college or university. Students are expected to obtain and complete any forms necessary to receive credit for their internship experience. Students are also responsible for meeting any university registration requirements to continue their full-time status. TV6 will assist students with the completion of such forms or provide information concerning the intern duties and responsibilities. The final authority on credits received remains with the university and/or its designated representative.

### **What are some of the things I might expect to do as an intern?**

#### Creative Services

Interns will be exposed to the world of commercial production. They will follow the process of putting together a TV commercial from concept development to final client approval. Students will get hands-on experience in all aspects of pre-production, production and post-production. In addition, students will get insight into how the Creative Services Department coordinates their efforts with other departments at TV6. Under the direct supervision of a Creative Services Producer, students will also have an opportunity to create a commercial or PSA from concept to air. They will be provided with a copy of all materials they worked on while an intern at TV6.

#### Sales

This is an interactive and dynamic internship that relies on the intern to be self-motivated and disciplined. The intern will create sales marketing materials that will be used to up-sell current clients and sell prospects advertising campaigns on WLUC-TV6. The intern will make phone calls to set up meetings with potential clients as well as go on actual sales calls with Account Executives to learn about the sales process. The intern will work on sales initiatives that connect TV advertising with online advertising opportunities.

#### Interactive

An Interactive intern will provide support for our Web site and Interactive Content Manager. Candidates should have a real interest in the Internet and have working knowledge of tools to research, edit, and post content including video from any source.

### Special Projects

A Special Projects intern will be assigned specific projects to take from concept/idea all the way to completion and establishment as a new system, feature, or process within our station and/or on-line. The selected candidate will have the intelligence and ambition to be successful with any project presented. Mentoring and guidance will, of course, be provided, but the steps and brain power to get from A to Z will depend on the determination and perseverance of this individual.

### News/Sports/Weather

An intern in News and Sports will get hands-on work with shooting, editing, writing, story research, and set-up, as well as posting stories on the WLUC Web site. Interactive abilities are essential. A Weather intern will work closely with our three meteorologists for on-air and online projects. These are not “job-shadowing” positions. Rather, the interns will contribute to the News, Sports, and Weather product daily.

### Marketing

An intern in Marketing will be given an inside look at TV6 from a promotion and programming standpoint. He or she will be expected to assist in working on and executing our overall marketing plan, participate in promotion meetings, and provide creative input in achieving our marketing goals. The intern will learn editing skills, both audio and video, as well as work on the creating and scheduling of promotional announcements. Our intern will also assist in the organization of two craft shows.

### Engineering/Information Technology

Interns within the Engineering and Information Technology departments can expect to gain hands- and mind-on experience in all technical aspects of a TV station infrastructure and will learn to perform a variety of analytical, troubleshooting, and resolution skills. The selected candidates will gain useful experiences from dealing with the simplest of electronics, from 3D and HD computers, to full power television transmission systems and everything in between.

### Production

An intern in Production will have the opportunity to work hands-on operating studio cameras, the audio board, Chyron and tape loading. The intern may also have the opportunity to work on live remotes and learn Master Control.

### On-Campus Internship

This special type of internship will allow you to intern at TV6 without the long commute. This internship is designed for those students within the U.P who are attending school out of our general area and can't economically and physically report to TV6. A wide variety of tasks are available through this internship. A computer and internet access is a must, but may be provided if your internship is at one of our bureaus in Houghton/Hancock, Iron Mountain /Kingsford, or Escanaba.

### **How do I apply for an internship?**

Application materials can be obtained at your campus internship or student employment office. You may also request an application packet by calling the TV6 Human Resources Department at

(906) 475-4161, by e-mailing us with your current mailing address at [HR@wluctv6.com](mailto:HR@wluctv6.com) or by printing the application below. [You can also open the form in PDF form here.](#)

The completed application and internship materials should be returned by mail to:

WLUC-TV6  
Attn: Human Resources  
177 US 41 East  
Negaunee, MI 49866

Although requests for internship materials are accepted at any time, preference will be given to applications received by the second week of each semester and the second week of summer break.

Finalists will be contacted for a personal interview (out-of-state finalists may be interviewed by phone only). All internship offers will be confirmed by written agreement.



List skills or prior work experience relevant to the internship (a resume may be substituted):

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PC experience (specify hardware/software):

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Typing: \_\_\_\_\_ WPM

References (list three business references):

<u>Reference Name</u>	<u>Phone Number</u>	<u>Years Known</u>
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Emergency Contact:

Name \_\_\_\_\_ Relationship: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

I certify that the statements I have made are true, and I authorize TV6 to investigate the accuracy and completeness of the information provided.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please attach a copy of your resume and respond to the following essay question on a separate sheet:

Why are you interested in an internship at TV6, and what are your expectations of the program? (your response should be one-half to one full page in length).

It is the policy of **WLUC-TV6** not to discriminate in its employment and personnel practices because of a person's race, color, creed, religion, sex, national origin, age, sexual orientation, or disability. Discriminatory employment practices are specifically prohibited by the Federal Communications Commission and by federal, state, and local laws and regulations. If you believe your equal employment rights have been violated, you may contact the FCC, Washington, DC 20554; The Equal Employment Opportunity Commission, Washington DC 20506; or other appropriate federal, state, or local agencies.

## WLUC-TV6 Internship Agreement

WLUC-TV6 agrees to offer \_\_\_\_\_ an internship under the following conditions:

- Candidate must be either a junior or senior at an approved college or university and must be at least 18 years of age.
- Candidate must have a declared major, a direct interest in a broadcast or interactive career field, and maintain an overall 2.8 grade point average (GPA).
- Interns are not considered employees of WLUC-TV6 and are not eligible to receive any benefits. There is no promise of future employment.
- Any work to be done under this agreement is for educational advancement and is of mutual benefit to the intern and WLUC-TV6.
- The intern is required to receive credit from a college or university for successful completion of this internship.
- Any materials created by the intern under this agreement shall remain the sole property of WLUC-TV6, to be used as WLUC personnel may decide, with any compensation.
- This internship will begin on or about \_\_\_\_\_ and will end on \_\_\_\_\_. WLUC-TV6 reserves the right to terminate this agreement at any time, and should that happen, the college or university shall be notified immediately.
- The intern will file a written report on the internship experience with their TV6 supervisor by the last day of the internship, to be endorsed and forwarded to the faculty advisor or internship coordinator, along with an evaluation by the TV6 supervisor.

The intern must have the approval of his/her college or university, as indicated by their signature and the signature of their advisor below.

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**WLUC-TV6**

\_\_\_\_\_  
**Student**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
**Advisor/Internship Coordinator**

\_\_\_\_\_  
Date