



PROGRAMMING INTERNSHIPS

The Curtis Media Group Programming and Production Departments are responsible for all on-air material. Depending on the station, this may include music, news, talk shows, public affairs, sports, commercials and other programming elements.

As a Programming Intern, you will learn:

- How music lists are determined, titles classified and songs rotated;
- How the station handles listener comments, emails, and letters;
- How the station books guests for talk shows (if News/Talk format);
- What makes a successful commercial or promotional announcement;
- How commercials are written and produced;
- How to operate recording equipment;
- How the programming clock is determined, and how it works;
- How stations utilize the services of programming consultants;
- How Arbitron works, and how the station works to maximize ratings;
- How the traffic and billing system works.
- How automation and streaming work.
- The differences between local, syndicated and satellite radio;

Time Commitment

- Student must be available during business hours;
- 10 - 15 hours per week, preferably over 2-3 days

Talents/Skills Required

- A love for terrestrial radio;
- An interest in listener behavior; analytical and creative mindset;
- A planner who can quickly pivot to take advantage of unexpected opportunities;
- On-air skills are a plus.

Required Homework

Student will be required to write a paper dissecting one hour of the morning show and another hour by his or her favorite announcer (Music formats) or a paper dissecting an hour of open news/talk and a guested hour by their favorite talk host (News/Talk format).