



## **PROMOTIONS and STATION MARKETING INTERNSHIPS**

In the same way that we encourage our clients to advertise, the CMG stations are active in promoting our on-air and internet products to listeners. To that end, we use on-air promotions, various media and other marketing tools to build our audience and establish our stations' brand.

### **As a PROMOTIONS and STATION MARKETING Intern, you will learn:**

- Image is everything and how to shape it;
- Developing a station's "brand";
- The key elements that make a promotion work;
- How we determine what events and opportunities our stations become involved in and how we make our own opportunities;
- When to say 'no' to promotional opportunities;
- When a client promotion makes sense for the station too;
- How we use other forms of marketing such as direct mail, tv and print to increase our audience or time spend listening;
- How we evaluate the success of our marketing efforts, and adjust them accordingly;
- FCC and other legal contest rules and procedures;

### **Time Commitment**

- Student must commit to 10-15 hours per week;
- A 2-3 day per week schedule is preferred, business hours and weekdays only;

### **Talents/Skills**

- Energetic, positive personality; strength and stamina for physical work and long hours; a real "people person";
- Creative thinking and writing skills;
- Strong organizational and execution skills;
- Ability to handle multiple priorities and shift gears quickly;

### **Required Homework**

Students will be required to research, write and present an advertising and promotional campaign for a mutually agreed-upon client, using co-op and vendor marketing concepts in addition to a radio schedule.