



WEBSITE and SOCIAL MEDIA INTERNSHIPS

In addition to our on-air efforts to attract and retain listeners, the CMG stations are active in "new media" as well including station websites, social media and other cutting edge technology designed to build our audience and station loyalty.

As a WEBSITE and SOCIAL MEDIA Intern, you will learn:

- Developing a station website;
- Keeping a site fresh and encouraging click-throughs and page-views;
- Sharing information across multiple websites;
- Incorporating links and 'stock' content;
- Legal issues in online content;
- How to design advertising space that works for the client;
- Making a site interactive;
- Utilizing email for building relationships and station loyalty;
- Online contesting;
- Incorporating Facebook and Twitter in a station website;
- Streaming, on-demand and archived content;
- How we use the intranet to share company information and access;
- Managing email access

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

- Creative thinking and web design skills;
- Strong computer and technical skills;
- Broad social media experiences;

Required Homework

Students will be required to design a website for a fictional station incorporating the various elements above as well as an interactive social media promotion to kick it off.