Sales & Marketing Department
Internship Program

Summer 2012
Fall 2012
Winter 2013
WTAE-TV Sales & Marketing Department*
2012 Summer Internship

- Applicant must be a college junior or senior
- The internship is FULL TIME, unpaid, and students must be registered for college internship credit
- Internship runs from mid-May to early August; start and end dates are negotiable (prefer minimum of 10-13 weeks / 350-450 hours)
- Hours are negotiable (prefer 9am-6pm, 1 hour lunch)

EXPERIENCE OPPORTUNITIES IN:

SALES
- Compile information and prepare sales presentations
- Accompany account executives on sales presentations
- Work with Local and General Sales Managers
- Assist Sales Managers with contract spot placement
- Work with Nielsen ratings information

MARKETING
- Management of Summerfest at Kennywood in July including: preparation of activities and flyers, coordination of daily events and announcements, and prize distribution
- Create Special Projects proposals
- Help write/produce promotional and public service announcements
- Assist with client marketing events
- Help create marketing research presentations using various resource tools

TV PRODUCTION
- Attend client pre-production meetings
- Write scripts; shadow videographer and editor
- Observe live broadcasts of news in studio and director’s booth

WEB SITE/DIGITAL PLATFORMS
- Help coordinate web campaigns on wtae.com and other WTAE-TV digital platforms

SEND COVER LETTER & RESUME TO BOTH:

**Internship Supervisor**
Leslie Wojdowski
Director of Marketing
WTAE-TV
400 Ardmore Boulevard
Pittsburgh, PA 15221
lwojdowski@hearst.com

**Internship Coordinator**
Dan Henninger (mail only)
Director of Human Resources
WTAE-TV
400 Ardmore Boulevard
Pittsburgh, PA 15221

*Please indicate on your cover letter that you are applying to intern in the Sales and Marketing Department

DEADLINE FOR APPLICATION IS MARCH 1, 2012
WTAE-TV Sales & Marketing Department*
2012 Fall Internship

- Applicant must be a college junior or senior
- The internship is unpaid, can be full or part-time, and students must be registered for college internship credit
- Internship runs from September to December; start and end dates are negotiable (prefer minimum of 25 hours weekly / 250-390 hours)
- Hours are negotiable (prefer 9am-6pm; mornings or afternoons feasible if classes conflict)

EXPERIENCE OPPORTUNITIES IN:

SALES
- Compile information and prepare sales presentations
- Accompany account executives on sales presentations
- Work with Local, National, and General Sales Managers
- Assist Sales Managers with contract spot placement
- Work with Nielsen ratings information

MARKETING
- Create Special Projects proposals
- Help write/produce promotional and public service announcements
- Assist with client marketing events
- Help create marketing research presentations using various resource tools

TV PRODUCTION
- Attend client pre-production meetings
- Write scripts, shadow; videographers and editor
- Observe live broadcasts of news in studio and director's booth

WEB SITE/DIGITAL PLATFORMS
- Help coordinate web campaigns on wtae.com and other WTAE-TV digital platforms

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DEADLINE FOR APPLICATION IS APRIL 15, 2012
WTAE-TV Sales & Marketing Department*  
2013 Winter Internship

- Applicant must be a college junior or senior  
- The internship is unpaid, can be full or part-time, and students must be registered for college internship credit  
- Internship runs from mid-January to early May; start and end dates are negotiable (prefer minimum of 25 hours weekly / 250-390 hours)  
- Hours are negotiable (prefer 9am-6pm; mornings or afternoons feasible if classes conflict)

EXPERIENCE OPPORTUNITIES IN:

SALES
- Compile information and prepare sales presentations  
- Accompany account executives on sales presentations  
- Work with Local, National, and General Sales Managers  
- Assist Sales Managers with contract spot placement  
- Work with Nielsen ratings information

MARKETING
- Management of Winterfest at Seven Springs in February including: preparation of activities and flyers, coordination of daily events and announcements, and prize distribution  
- Create Special Projects proposals  
- Help write/produce promotional and public service announcements  
- Assist with client marketing events  
- Help create marketing research presentations using various resource tools

TV PRODUCTION
- Attend client pre-production meetings  
- Write scripts; shadow videographer and editor  
- Observe live broadcasts of news in studio and director’s booth

WEB SITE/DIGITAL PLATFORMS
- Help coordinate web campaigns on wtae.com and other WTAE-TV digital platforms

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DEADLINE FOR APPLICATION IS OCTOBER 31, 2012