

Improving the Mt. San Antonio College Radio/Television Internship Program



Sabbatical Project – Spring 2008
Professor Tammy Trujillo

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**Sabbatical Proposal Fall 2007-Spring 2008
Improving Internships**

**Tammy Trujillo
Fall 2006**

THE GOAL: To create the most effective internship program possible.

INTRODUCTION:

My sabbatical proposal improving the RTV Internship program, both through establishing better contacts and relationships with the Industry and making the internship experience more effective for the students.

Internships are an integral part of a student's education. An increasing number of employers will not even consider applicants who have not done at least one internship...even for an entry-level position.

Internships give students an arena to bring together all the separate components they have learned through their classes and, most importantly, they serve as a bridge between the classroom and the work place.

However, the prospect of interning in the Entertainment business is apparently too big a concept for many of students to grasp. They don't know where to look for internships or even what might be available.

For those who do land a position, other problems arise. Many students, I have discovered, are not adequately prepared to properly deal with what they encounter in this first experience in the real world of the industry.

Some are intimidated, either by the setting or by the on-air personalities that they are now dealing with face-to-face after having listening to for years. Others are swayed by those who suggest that they will be their mentor and, as a result, decide they no longer need to complete their coursework or degree/certificate. Still others, exaggerate what they are doing to convince themselves that they have already made it in the business and success is just a matter of time. Then there are the ones who are fortunate to land an entry level job as a result of the internship, who again, convince themselves that they have found their way onto an 'career escalator' that will ultimately take them where they want to go without any further coursework or completion of the program or 'paying their dues' by working through the business. They are convinced they will begin their careers right here in Los Angeles, the number two market in the nation!

All of these scenarios turn something that should be a launching pad to the start of a career into a potentially detrimental situation. Our goal, ultimately, is to turn out students who don't just get started in the industry, but succeed in it.

Internships are a fantastic opportunity, the most important step any student can take. We do an incredible job at arming students with the technical skills to impress those at the internship sites. We have now begun supporting our students through the process by requiring the one-hour per week seminar session. I want to discover ways to now complete the picture and prepare them to deal with the additional element of coping, for the first time, with the politics, personalities and the overwhelming experience of the entertainment industry itself.

The project will enhance and improve the RTV Internship program in a number of ways.

- Establish a registry of internship opportunities that will not only list the contact information, but the duties and tasks that will be expected of the intern as well as the skills the intern needs to possess in order to competently handle the position.
- Involve students in situations that enable them to work together to mentor other students with respect to problems and situations at the internship site.
- Provide more opportunities for students to share their thoughts and experiences about their internships with other students.
- Increase contact between Mt. SAC students and industry professionals.
- Involve more broadcast professionals in the Mt. SAC RTV program.
- Increase the awareness of the industry of the Mt. SAC RTV program.

Because the teaching staff of the RTV program is made up of working professionals, we have the unique advantage of being on the inside track of the business. This is something that is often cited as setting the program apart from other Community Colleges and four-year Institutions alike.

This project will further establish these connections to both the benefit of the RTV students and the program itself.

THE PLAN:

Part 1: The Industry – Internship Coordinators and Industry Professionals

Part 2: The Program – Students and Curriculum

PART 1: The Industry

To be done during the Fall of 2007:

Preparation of a brochure highlighting the RTV Internship program. I plan to market the program to potential internship coordinators. While many stations already have stated their preference for MT SAC students over those from other schools and actually call me when they have openings, a great many potential internship sites are not yet in the loop. Because internships are so crucial to a student getting into the business and succeeding in it, I want to begin a more proactive approach to this portion of the program.

Create a registry of potential internships. This will involve identifying studios and stations that are interested in RTV interns. I plan to personally visit each location and meet with the internship coordinator with the goal of finding out what skills they are looking for in their interns and what types of duties interns would be involved in when working at their facility.

I also want to introduce them to the variety of skills that Mt. SAC RTV students possess. Our students are training with the same equipment and programs that are used in the broadcasting industry. This is not the norm and internship coordinators need to be aware of the quality of our students, which may not be expected at a community college level. Armed with this information, I believe many will raise their expectations for their interns, thus creating more valuable internship experiences.

For facilities already involved with Mt. SAC students, I also plan a survey to find out how we are measuring up in totally preparing students; not just in terms of technical skills, but also in terms of personal skills. The answers to this survey will be useful in fine-tuning our courses and what is taught in them.

The registry will be a work-in-progress as stations and studios come and go and personnel change, but this effort will provide the basis for a compilation that can continuously be updated as the need arises.

Students will also be contributing to this registry by providing anonymous assessments of their internship experiences at the end of each semester. These will be included with the information about the appropriate site as a way of giving prospective interns some insight what they can expect from that internship.

To be done during the Spring of 2008:

Creation of a mentoring program. This is something that the broadcasting union, AFTRA (American Federation of Television and Radio Artists) started several years ago. Unfortunately, because of budget and staffing cuts, a program that showed great promise was abandoned.

Jean Snow was one of the people involved with the program at the union and she is on the Mt. SAC RTV Advisory board. She and I have talked about reviving this, but the union still does not have the wherewithal to do so.

I plan on re-creating it as a product of the RTV program. I will contact industry professionals and recruit a group who are willing to have contact with one or two students each semester.

Prior to their beginning as mentors, our expectations about course and degree/certificate completion will be discussed. Only broadcasters who share our commitment for completion and our philosophy about preparation will be invited to be mentors.

Their participation will include one face-to-face meeting at the station and then an email exchange once a week, centering around what the student is doing at the internship site and getting feedback and additional questions from the mentor. By doing this, I hope to see students become more grounded in their preparation, expectations and plans.

Benefits of the Mentoring Program:

- The program further ensconces itself with the industry. Every professional that I know is asked, at some time or another, how to get into the industry. The more pros that know about the Mt. SAC program and believe in it, the more they become our ambassadors.
- Students become more excited about the industry and their ability to actually succeed in it, translating into more intensity in their studies.
- Students working with a mentor transfer of their enthusiasm to other students in and out of the program, aiding in recruitment.
- Students have another opportunity to get over an intimidation they might be feeling by interacting with professionals in the industry.

- Students improve their chances of getting internships and jobs by having another impressive reference on their resumes.

PART 2: The Program

To be done during the Fall of 2007:

An in-depth survey of Mt SAC students who have completed internships. Here we will be looking for their reflection on how equipped they were or were not to handle and maximize the experience. I want to hear their ideas on what would have helped them be more thoroughly prepared and how we might have supported them better.

This information will prove invaluable in fine-tuning a variety of areas of the program, both in class and in the 'lab' portions of our classes.

Creation and implementation of a message board:

Due to the current location of the RTV program, we are not able to foster a real sense of 'community'; something I believe it extremely beneficial. Since we cannot do this physically, I plan to do it virtually. (For less outgoing students who still have a lot to say and contribute, this could actually be a plus.)

Students listen to students and students are often much more candid than professors feel they can be. In as much, internship students will be required to participate weekly in a message board and discuss at least one thing that happened at or that they participated in at their internship. I believe that by having to put their perceptions and ideas in writing...and knowing that someone else will be reading and commenting on them, may effectively keep them more based in reality. Students are also usually, I have found, rather keen at seeing through the 'smoke' and pointing out realities versus fantasies.

I believe that this is an important lesson to be learned prior to the first real job. Students need to understand how to relate stories and experiences without embellishment (whether in casual conversation or interviews) because most professionals in the industry can see right through them and this can be very damaging.

I will be moderating this message board and commenting periodically. Again, I believe that students will be more forthcoming even with me in this forum.

Creation and implementation of blogs:

Internship students will also be keeping a public blog of their experiences through the RTV website so that students not involved in the internship program yet can follow along with their experiences. Again, the concept is that by writing down their experiences and publicly presenting this information, students are likely to stay realistic.

I intend to teach this class even while I am on sabbatical as it figures into the project itself. While the information given by students in the message board and blogs will not be tabulated in any way, whether it had an impact on the entire internship experience will be determined through questions on the student's final survey and hopefully, will be noticeable in the quality of the experience at the internship site as evidenced by the site coordinator's evaluation of the student and the student's own assessment of their internship.

Students will complete a final survey at the conclusion of both semesters evaluating their internship and looking at how helpful they felt the blogs, message board and mentoring components were to their overall experience.

To be done during the Spring of 2008:

"Get Real" Forum! This is a panel discussion and Q-and-A with representatives from a variety of areas of the Entertainment Industry, both in performance and behind-the-scenes. It will be held on campus.

The goal is to let students hear directly from these people about what they are looking for in interns and entry-level employees and to provide a very realistic overview of how someone 'makes' it in the business. Emphasis will be put on 'paying your dues' and that you have to earn your way along to your ultimate goal.

The plan is to open this forum not only to students in the program but to any interested students as an opportunity to get them involved in the program.

Results:

An overall report on the results of the project in its entirety will be completed by August 31, 2008 covering the results of the various Fall and Spring surveys and examining the value of the various new components to the Internship program. It will also recommend changes/additions to the Internship program that are deemed necessary or desirable by this project.

A separate report will also be issued that will incorporate the results of this research into a generic internship program that could be used with any vocational program on campus. This report will demonstrate how internship programs can be enriched by employing more student feedback and interaction and involving more closely industry professionals. This report will be completed by August 31, 2008.

Conclusions:

I am a firm believer in the value of internships and believe that what I learn from the project will make me even better at advising students and coordinating the program. Our program is already being sought out by students from other schools because of its heavy involvement with the industry and the scope of our internship program. While it is already considered 'good', it can be better and this is the goal of this project.

The goal of the RTV program, and any other vocational program for that matter, is to help students make the transition from the classroom to the workplace.

To that end, the results of the information gathered from Industry experts and from students will be incorporated into the RTV program to strengthen the value of the internship experience and make the program in its entirety more attractive to students.

Concrete outcomes for students, faculty and the program include:

- The development of contacts and relationships with industry experts through the mentoring program that can be beneficial to the program
- Increased awareness throughout the industry of the Mt. SAC RTV program resulting in new students
- An increase in the number of internships available to Mt. SAC students

- A more comprehensive procedure for helping students locate and secure internships
- Better communication between students from semester to semester concerning internships
- Students who are more committed and more focused
- Increased retention in the RTV program as students see their coursework as a path to obtaining an internship
- Increased recruitment as the program is able to boast more ties to the industry
- Ability to attract more industry professionals to become involved in the Mt. SAC program as instructors or guest lecturers
- Data from this project will be useful to a variety of programs and could be used to develop a model for other vocational programs on campus to make their internship efforts more effective and industry-based.

Abstract:

The project involves the Radio/Television Internship program and seeks to find ways to resolve some difficulties that have been observed while making the experience more valuable to the students. The key to an effective internship in the vocational arena is to make sure students are not only ready with their skills and technology, but ready to cope with the dynamics of the workplace. This is the area in which many RTV students falter. Through surveys with students, past and present, and with internship coordinators at the various stations and production facilities, the project seeks to identify the problem areas, the expectations and ways to help students be better able to handle the workplace. Support for students will be provided through peer-to-peer counseling, professional mentoring and a seminar with internship coordinators from the industry.

NOTE:

I do plan on continuing to teach RTV 97A and 97B (Entertainment Industry Seminar and Internship) while on sabbatical from the rest of my classes as it is part of the research for the project.

In addition, I would request, if this course is approved by Curriculum, to also teach RTV 30-a new broad overview of the Entertainment Industry to be team-taught by Dan Smith and myself. My commitment to this class would be 1 unit. I feel this is an important class to students not yet ready to make a 3-unit commitment to the more intensive RTV 01 Introduction to Broadcasting and will prove to be a very effective tool in steering them into the RTV program. As I wrote the class, I feel it is important to be involved in its first offering.

STATEMENT OF PURPOSE:

Internships are key to students getting into the Broadcasting industry. For most students, the internship provides their first actual encounter with the industry.

Many employers will not even consider a person for an entry-level position if they have not done an internship. However, the 'mystique' of the industry makes the prospect of an internship seem out of reach for many students.

The purpose of this project is multi-fold.

First, to establish better contacts with the people at the local stations, studios and other companies who hire the interns. Mt. San Antonio College has one of the best, if not the best, Radio/Television programs in Southern California.

Companies who have used our interns in the past have stated that interns from Mt. SAC routinely are better trained and better prepared than interns from any of the other schools in the area.

But, because Mt. SAC is a community college and not a four-year school and because of its location in proximity to Los Angeles/Hollywood, it is not that well-known outside of the stations that we are already working with.

A major goal of this project was to make these stations and companies aware of the program and what it entails including the following facts:

- Students are taught by working professionals in a variety of areas of the industry
- Students have the opportunity to hone their skills on two radio stations, terrestrial KSAK 90.1FM and Internet station Audio8ball.com
- Students are trained using the same equipment, software and programs that are utilized in the industry

Secondly, to begin the process of creating a mentoring program for students to act as a sort of bridge between the program and the industry. This consisted of identifying industry professionals who would be willing to maintain a continuing connection with a student for the course of at least one semester. This communication may take on a variety of tones, from advice, to encouragement, to critiquing email samples of projects and shows, to simply someone in the industry paying attention to a student in order to boost self-esteem.

The reasoning behind this part of the plan was that by adding a connection with another professional broadcaster, outside of those teaching in the program on a regular basis, students would develop more confidence and become more savvy with the industry; both of which should translate into more successful internships in the future.

Thirdly, to improve the internship program itself.

This involves several aspects. First, through a survey, to discover if students feel the program is preparing them adequately for their first encounter with the industry. Based on the results, classes might need to be added, changed or perhaps deleted.

Through the use of blogging, make an effort to foster better communication and mentoring between students. Allowing students to follow along with the experiences of the interns will hopefully spur them on to prepare for their own internship. In addition, communication between interns will hopefully spur some creative exchanges and problem-solving.

And finally, to preparation of a renewable resource, The Internship Resource Guide, that would be useful to students from the time they enter the program until they are finished with it.

IMPROVING MT. SAC'S RADIO/TELEVISION INTERNSHIP PROGRAM.

The first step was to develop and complete a survey of students who previously had done internships. They were asked a series of questions that covered their feelings and experiences as they related to both the program and the internship.

Many of the results were expected, but some were surprising and identified some deficits and problems within the program that will likely need to be addressed.

The survey and its results

Q: On a scale of 1 to 10, how prepared were you for your internship?

The average score on this question was 8.

This is what was hoped for. It shows that the program is doing what we had hoped and thought that it was. In building this program over the past 12 years, we have sought to include any and all areas of the broadcasting industry that a student might encounter. We have been vigilant about adding new equipment and keeping up with the latest technology to ensure that our students are seeing and using the same things that the pros are using. This satisfaction number of '8' indicates that we are doing that.

Q: In what area/s did you feel most prepared?

Among the areas cited:

- communication skills, both verbal and written
- working in a real studio environment
- Organizing scripts and logs

Once again, these results were encouraging. We have tried to replicate, in every way possible, environments that mirror professional studios. We have also emphasized communication skills, especially the ability to present ideas and concepts.

Q: In what area/s did you feel least confident?

Among the areas cited:

- Editing using standard programs.
- Uploading sound to the website
- Understanding the 'lingo' used by the jocks

Here, we see some needs that are apparently not being met or not being met as well as they could or should be. The lack of confidence in editing likely does not come from a lack of knowledge, but from a lack of repetition. It indicates that we need to emphasize even more hands-on experience. This will likely help resolve the cited inability to understand industry terminology. The lack of confidence in handling the Internet side of the industry has already been addressed and will be

resolved when the new class, Internet Applications for Broadcasting, debuts in 2010.

Q: Is there any topic or skill that we are not currently teaching that you feel would have been helpful to you?

- More production work

Once again, this indicates that more hands-on experience needs to be included in classes and more encouragement needs to be given to students to take advantage of the two radio stations that are part of the program.

Q: Is there anything that we could do better here at Mt. SAC to prepare students for internships?

- More preparation for interviews and making a good first impression
- Require more classes before students go on to an internship
- Take more classes before attempting internship

This question yielded the most cause for concern. We have been encouraging students to get out into the industry as quickly as possible in order to start gaining experience. The responses given here indicate that perhaps we are rushing them. While most internships do not require much past the basic skills, a professional attitude and enthusiasm, students apparently are feeling pressured by their lack of actual and real knowledge. It is not enough for our interns to quit their positions, in fact 99% of our interns do complete their required hours and

most surpass them, but it is enough apparently to cause students to be concerned and uncomfortable and this is something that needs to be addressed.

Among the remedies being considered:

- Changing the pre-requisite 6 units for enrollment in the Internship program to 12 units.
- Specifying which classes qualify under the pre-requisite.
- Requiring students first do an on-campus internship with either the terrestrial or the Internet radio station prior to participating in an off-campus internship.

Q: How important was doing your internship?

- Very important
- Priceless
- Changed the way one student views the industry...understands the challenge now
- Very important....student has a better understanding of what she needs to learn and what skills she needs to develop before going after her first job.
- Absolutely invaluable

These results were very positive, indicating that although these students apparently struggled a bit during their internship, they understood the value of the experience and felt that it had helped them.

There are 40 English-language radio stations within the Southern California market and at least 12 non-English-language stations. Most of these are Spanish-language stations.

Efforts were made to contact and meet with the internship coordinators at all of these stations. That was successfully done with 27 of the English-language stations and with 4 of the non-English stations.

During the interview, an information sheet was filled out detailing the stations pertinent information such as address and phone numbers, but also outlining information ranging from what tasks a student could expect to be doing during an internship at this particular station to what skills and personal qualities the station would like to see in a prospective intern.

These **questionnaires** are now included in **The Internship Resource Guide** which students will be able to use to identify stations for prospective internship inquiries, ascertain what skills and personality traits each station is looking for and discover what types of duties they might be assigned if they acquire that particular internship.

The responses provided some valuable insight to the program on just how much responsibility certain stations are giving to their interns and how much they are actually relying on them to provide much needed support and assistance. This information will be incorporated into classroom discussions involving internships and in private sessions with students who might be considering applying for an internship.

Among some of the more important responses:

Q: Explain briefly the type of tasks an intern could be assigned:

- Depends on which department the intern is working in.
 - Contact winners
 - Send out prizes
 - Load content onto websites
 - Help with sales projects
 - Board operating
 - Phone screening
 - Office duties
 - Internet research
 - Music library maintenance
 - Working at station events/appearances
 - Produce/edit commercials

Q: What skills should an intern possess before applying?

- Knowledge of the station, DJs and the music
- Pro Tools and/or Cool Edit Pro

Q: Are there any specific computer skills that you require an applying student to have? If so, which?

- Microsoft Office (MS, Word, Excel, Outlook)
- Windows
- Adobe Photoshop
- PowerPoint
- Internet savvy

Q: What personal qualities do you consider most important in an intern?

- A great attitude
- Motivated
- Self-starter
- Enthusiastic
- Positive
- Hard-working
- Flexible
- Pleasant
- Punctual
- Well-spoken

- Well organized
- Detail oriented
- Multi-tasker
- Honesty
- Strong work ethic
- Proper business tact and etiquette
- Ability to prioritize

Q: Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply?

- Resume
- Proof of Credit
- References
- Letter of interest
- Proof of eligibility to work in U.S.
- Letters of recommendation
- Proof that college credit is available for the internship

The final segment of the **Internship Resource Guide** are the reviews of previous internships. Students enrolled in the RTV 97A & B, the Entertainment Industry Seminar and Internship are now and will continue to be writing a comprehensive report at the end of each semester covering their internships. They are told that their reports will be used in the guide, but that they will be

published anonymously, so they can feel free to write openly about their internship experience. They are encouraged to write about what they learned, how they learned it and both the positive and the negative aspects of their internships.

Although this process has just begun, some of the reports have been very eye-opening, including one concerning an internship at one of the most popular stations among our students. This former intern warns others that the internship is a total waste of time and not to do it.

While it is sad that the experience did not turn out well for this student (and this problem will be addressed later in this report), it is important that other students are made aware prior to applying and/or accepting an internship at this station, that there is a possibility that the internship may not be that worthwhile. On the other hand, several of the reports are so positive and display the student's enthusiasm so clearly, that a student reading them should be very motivated to pursue that particular station.

Utilizing this guide should make beginning the internship process far easier for students. Many of them are extremely unaware of the majority of radio stations in the Southern California market place. This guide puts them all in one place and

provides pertinent contact information and details on the application process at each particular station.

Students will be urged to take a look at the guide soon after starting the RTV program so that they can familiarize themselves with the skill sets and other requirements at the stations where they might want to perform their internships in the future. In that way, the student can begin preparing for this step well before they actually are ready to take it.

In addition, by knowing what the stations are looking for prior to applying and interviewing with them, students should be better prepared and more confident when actually dealing with the stations. Making sure that the matches between student and station are correct should also result in more effective internships.

Blogging

The first thoughts concerning blogging was that most of our students engage in it and, as with most assumptions that proved not to be entirely the case.

A blog was set up for internship students during the Fall of 2007 and the Spring of 2008 and they were instructed to utilize it once a week to post information about their activities at their internship site. They were informed that their participation would be part of their grade.

The students in the internship class complied, but without much enthusiasm and the effort turned out to have little benefit.

Through discussions with students, it was revealed that part of the reason for the lack of interest in the project, was that they could see no relevance or benefit in doing this. They felt that since their postings were only being read by other internship students and the instructor, it was really nothing more than a written record of what had been discussed in class. (Each week in the Internship Seminar, students recap for the class their most recent activities at their internship sites.)

In an effort to add that missing component, this semester (Fall 2008) the intern blogs will be incorporated into the RTV website under the heading "Keep Up with the Fall 2008 Interns!). In this way, students outside the internship program will have an opportunity to see what the interns are doing and saying about their experiences. In addition, it sets the internship students up as experts of sort, and it is hoped will be a self-esteem booster for them.

The Mentoring Program

Up until this point, the most contact students had with any actual professionals in the Broadcasting industry was contact with the professors in the program and the professionals who come in as guest lecturers each semester.

Citing information gleaned from the station questionnaires that were sent out as part of the creation of the **Internship Resource Guide**, it was noted that sometimes students do not know how to behave around air-talent or try to avoid interacting with talent at all. Neither of these are workable scenarios for an intern.

The idea of creating a mentoring program was mentioned in a Radio/television Advisory meeting and it seemed to address this problem as well as have a variety of other benefits.

A mass emailing was sent out to working on-air professionals in the Southern California market and Mt. SAC now has a growing list of pros willing to mentor one student per semester.

The mentors were given detailed information about our program and about the RTV department policy that we want the students to be given realistic information about the industry and about their own abilities and skills. Praising work that is sub-standard provides no benefit and in the long run is detrimental. The mentors

were also told that they must be willing to commit to an entire semester with the student and be prompt in their responses to the student's queries.

Due to time constraints on the part of the mentors, most of this will be done through email and possibly by phone. We definitely encouraged the mentors, when possible, to arrange at least one face-to-face meeting with the student, at their station and during their shift, if at all possible.

Contact between the student and the mentor could include anything from just friendly exchanges about what the mentor is involved in, to advising on assignments, listening and critiquing air checks or just generally motivating the student to keep working hard in their classes and extra-curricular activities.

We will be using our mentor list to line up guest lecturers for the program this year. In this way, the mentors will be able to get a first-hand look at our programs and meet our students. For those already assigned a student, that student will be the one to greet the mentor in the parking lot, escort them to the location for their address and introduce them to fellow students.

This should provide for a great speaking experience for the student and a chance for that student to distinguish himself/herself among their peers.

We currently have 17 professionals on our list.

Among the more well-known respondents:

- Randy Kerdoon KNX Sports
- Bruce Chandler KRTH
- Jim Ladd KLOS (Spring only)
- Stryker KROQ
- Sam Phillips KLSX
- Richard Turnage KFWB Traffic
- Pete Demetriou KFWB
- Cindy Dole KTLK
- Lara Scott The Fish
- Jeff Baugh Airborne Traffic/News Reporter
- Mark Wallengren KOST
- Maggie McKay KWVE
- Cater Lee KCAL Channel 9

CONCLUSIONS:

Mt. San Antonio Colleges Radio/Television program is becoming very well-known in the Southern California Broadcasting market. Many stations already call when they have openings and request interns and even applicants for entry-level jobs.

This program has succeeded in moving Mt. SAC's program up a notch. During my discussion with the various stations about their internships, it was brought up time and time again that no other local colleges that offer broadcasting courses, including USC, UCLA and Cal State Fullerton, have a program that is as well-rounded and as active in the industry as Mt. SAC.

While this should bode well in terms of Mt. SAC students continuing to be welcomed as applicants for internships and entry-level jobs, we also now have a very functional mechanism to bring more industry professionals into our program.

There are two types of students attracted to the broadcasting program here at Mt. SAC. There are the ones that are brave enough to become involved and hope that something actually will come of it and there are those that are on the outside looking in, wishing to be involved in it, but sure that nothing WILL come of it.

The more that we can bring the industry into the program, thus proving that we are connected to the 'real world', the more we will be able to encourage and motivate students currently in the program and prove to them that it is very possible for them to actually end up with a career in the business and to entice students yet to join the program by making the industry less of a mystery and something that is unreachable.

Mt San Antonio College has benefited in the following ways from this project:

- Awareness of the program has been dramatically increased among stations and individuals in the Southern California market
- More industry professionals are becoming actively involved in the program
- More stations are open to internships for Mt. SAC students
- There is more communication available between students in the program and those interning
- The internship program is more focused with information more readily available to students through the **Internship Resource Guide**, which will:
 - Give students a better idea of what skills and qualities the industry will expect them to have before they apply for a position so that better matches are made.
 - List all the radio stations in the Southern California market, including all formats and broadcasting in English, Spanish and

even Persian....and include many television stations and some production companies as well.

- Provide the contact information for the person who handles internships at that location as well as a comprehensive listing of what the internship entails.
- Detail the skills required and what type of person the company is looking for.
- Provide reviews from students who previously have done internships at the various sites, so prospective interns can better determine if that particular internship will be right for them.

This resource guide will be an ongoing project. We will continue to add stations and various related companies as we are able and continue to add reviews from students at the conclusion of each semester.

The mentoring program will also be an ongoing effort as we add more industry pros to our list.

There are many challenges to a student considering a career in any of the entertainment arts. Topping the list certainly would be their own fears, but those are often compounded by a lack of support from family and friends and a litany of classes that many students are unable to see the relevance in.

The components this internship project has added to the program have the capability of bridging most of these challenges. Students will go into the internship program having met at least a few people in the industry, other than their professors. They will be able to take that information back to family and friends and hopefully some interest in and support for their endeavours at school and finally, through the internship, tie all the courses they have been taking together.



**Radio/Television Department
Internship Questionnaire Spring 2008**

BASIC INFORMATION:

Station: _____ Internship Contact: _____

Address/City/State/Zip _____

Phone: _____ Email: _____

Prefer phone or email contact: _____

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

What skills should an intern possess before applying to your station/company?_

Are there any specific computer skills that you require an applying student to have? If so, which? _____

What personal qualities do you consider most important in an intern? _____

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____

How many days per week will be required? Any days in particular? _____

Are there any calendar deadlines prospective interns need to be aware of? _____

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

How important are interns to your station/company-how important is their role in your daily activities? _____

Is there a possibility of employment at your station/company following the internship? _____

What would you like a prospective intern to know about interning at your station/company? _____

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

This is the letter which will be sent to your
internship coordinator prior to your starting
your internship.

I am very pleased that you have offered an internship to ----- . I think you will find -----well-qualified and an asset to your company.

Being in the industry myself, I feel an internship is among the most important steps students can take to actually getting a foot in the door of this business.

I work extensively with our students to prepare them for this first entree into the profession. but obviously they still have a lot to learn.

To that end, please read the following agreement and, if all is amenable, sign and return to me ASAP. It can be faxed to me at 909 468-4449.

I have learned over many years of administrating the internship program, that while some of these provisions seem obvious, it is necessary to state them.

---- will also have an internship contact form that needs your signature. Please be advised that he/she cannot begin interning until both forms have been signed and returned to me.

If there are ever any questions or problems, please do not hesitate to contact me. I can be reached at Mt. SAC at 909 594-5611, extension 3344 or by email at ttrujillo@mtsac.edu.

Thank you again for providing this opportunity.

Tammy Trujillo
Broadcasting Professor/Internship Coordinator

As coordinator of the Mt. SAC Broadcasting Internship Program, I ask that you....

- inform me right away of any excessive absenteeism or unsatisfactory performance on the part of the student.
- keep in mind the student's class schedule when scheduling internship hours. The internship cannot take precedence over their classes. Students who are not attending classes regularly and making satisfactory progress will be prohibited by me from attending their internship until the problems are rectified.
- not ask the student to spend any out-of-pocket money for any type of supplies for your facility, even if you plan to reimburse them.
- ask your staff to encourage students to complete their coursework and degree or certificate even though there certainly are people who have made it in the industry without college behind them.
- contact me in advance in the event that you plan to offer the student a paid job. While I would be thrilled, paid positions are handled differently through my program.
- make sure students know that entry-level jobs are just that and should not create an expectation of advancement to on-air or any other professional position at the station.
- avoid asking students to do personal errands for talent or anyone else at the facility. Interns are there to learn about the business.

Agreed to: _____

Station/Facility: _____

Date: _____ Phone: _____

Getting Your Internship.....

Before you start making calls, get your resume and cover letter in order. This is your first assignment as well.

Determine three possible internship locations. This is your second assignment. BEFORE you make contact with any of them, they must be approved by me. You need to list the station and the department or area that you wish to intern in. You need to submit your three choices and have them signed off before you start the process. If you have no luck with any of these, you will need to have subsequent choices approved before contacting them.

Once you have secured an internship, there are two forms that to be dealt with immediately. You guessed it, this is assignment number 3. The first is a station information sheet that also includes your "plan" for your internship. You will need to decide what your objectives are, in other words, what you would like to learn or explore during your internship. Please completely read the information on how to write your objectives. They must be well thought out and written correctly. Please put them on a separate page (not the blue form) and show them to me. If acceptable, you will list them on the blue form. This form as well as the Internship Agreement form must be signed by your on-site supervisor AND returned to me BEFORE you can start your internship. When they are turned into me, completed and correct, I will then call your on-site supervisor and let that person know that you can begin.

You need to complete 60 hours of work at a non-paid internship or 75 hours of work at a paid internship in order to receive credit in the course, so don't procrastinate. In a 16 week course, that breaks down to about 4 hours a week on a non-paid internship and about 4.5 hours a week on a paid one....and we're already through the first week!

You are embarking on one of the most important steps you can take toward having a career in Broadcasting!

Your Internship: What is Expected

First and most importantly, treat your internship seriously. It is a privilege to be allowed to spend time at a professional broadcasting facility and with professionals in the industry. Forget that you are not being paid. While you are not making money, you are not 'working for free'. You ARE being paid. You are gaining valuable experience and making contacts that could prove key to your being successful in this business.

This means:

- Show up when you are scheduled to be there and be on time
- If for some reason, you cannot make it to your internship, make sure you call and let someone know ahead of time
- Act like a professional
- Dress like a professional
- If you are given an assignment, do it to the best of your ability and if you don't know how to do something, ask!
- Be busy. When you complete a task, ask what else you can do. If there is nothing at that moment, ask if you can observe someone else.
- If there is a problem or something is said or done that bothers you, deal with it right away. If you don't feel comfortable discussing it with someone at your Internship, let me know immediately, either in person or by phone so we can resolve it.

Keep things in prospective!

You will meet all kinds of people during your internship and hear all sorts of things. Don't get carried away. This is a big step for you...but it's also a small step. It is a beginning. Don't believe anyone who tells you that this internship will catapult you to the top of the Number 2 market in the nation....or that they are going to take you to the top. You are the one who has to do the most work to get yourself there and the operative word is WORK. Even if you are offered a job at the conclusion of your internship, it will be an entry-level job. It is a starting point, not an ending one.

Make the most of your Internship!

If you are going to do this, do it well! Show your enthusiasm-let people know that you want to be there. Ask questions and don't turn your nose up at some of the menial tasks you may be asked to do. You cannot start at the top, you have to work your way up.

Name: _____

Internship Location: _____

On a scale of 1 to 10, how prepared were you for your internship?

In what area/s did you feel most prepared?

In what area/s did you feel least confident?

Is there any topic or skill that we are not currently teaching that you feel would have been helpful to you?

Is there anything that we could do better here at Mt. SAC to prepare students for internships?

How important was doing your internship?

What would you tell a student who might be considering doing an internship?

Improving Vocational Internships

Internships are a critical part of any vocation program. With today's economy, employers want entry-level employees ready to go; already savvy in terms of what the industry demands and respects.

An internship can provide this and more to students, but many students don't take advantage of this opportunity to make themselves more attractive to a prospective employer....or to **maximize** the internship and its potential opportunities when they are involved in it.

Over the years, the traditional internship has involved a coordinator overseeing the process and verifying that the student has done the required hours for the desired grade. During the course of the internship, there is generally one visit made to the site for a discussion of how the student is performing and a follow-up discussion with the student involving the results.

I believe, for an internship to be truly maximized, the coordinator must be heavily involved, the student must be properly matched to the site and understand prior to starting the internship what will be expected. In addition, it is equally important that the internship coordinator know what the college expects from the internship as well.

As much as we try to make our vocational programs mirror the working environment, there is only so much that can be done. It is certain to be very different for the student once he/she actually begins to function in the real world. The better the synergy between the college coordinator, student and the internship coordinator, the better the more valuable the internship experience will be.

There are several components to this plan. The forms that are reference in this report are in its appendix. They can be customized to fit the needs of the particular internship.

One of the main components of this plan is the **Internship Resource Guide**. It consists of a questionnaire containing information pertinent to the particular internship. This can be done by email, fax, phone or in-person. The questionnaires are then organized into a binder that students are invited to look through prior to applying for an internship. The idea is to give them additional venues that they might want to look into, but more importantly, to make sure the internship will offer them what they are looking for in terms of experience to that their own skills and personality traits match those desired by the particular internship site.

As this book grows and develops, each site's section will also summaries of pervious intern's experiences. While this report is actually the final assignment

for the **Internship Seminar**, students are advised that their names will be removed and that their report will anonymously be included in the Resource Guide. In this way, they are encouraged to be truthful and detail not only what they liked about their internship experience, but also what they did not like.

Through this report, prospective interns to the site will also have first-hand information to help them decide if this internship is the right one for them. In the Radio/TV area, some of the most popular stations with the students have turned out to be the most ineffective internships and students have started to turn away from applying at them from reading about previous intern's experiences.

After researching through the guide, students will then take their three top choices and meet with the coordinator. This is to help ensure that the student will be pursuing the correct internships. The coordinator must sign off on the choices before the student starts making application.

Once the student has secured the internship, a letter from the coordinator goes out to the internship. It provides contact information back to the coordinator and also contains an agreement for the supervisor at the internship site to sign and fax back.

This agreement covers what Mt. SAC expects from the internship supervisor. It covers such things as working around the student's school schedule, contacting

the coordinator if the student is habitually late or does not show up, providing encouragement to students and informing the coordinator if the student is going to be offered a paid position.

Once this agreement as well as the school-mandated forms are filled out, signed and turned in, the student can begin his/her internship. At this time, the student is also given a sheet detailing what is expected at the internship and most importantly, what to expect and what not to expect.

While most internship programs operate on a TBA format, I believe that this allows the students to stray too far and leaves them to handle too many new experiences and, in some cases, problems on their own. In this model, the internship class is offered as a 2-unit class. The first unit being the actual on-site internship; the second unit being a once-per-week meeting.

This meeting is very informal in nature, with students verbally reporting what they did during their internship the prior week. The idea is to encourage other students in the class, but also to deal with anything that has come up that the student did not understand and/or to deal with problems that might have occurred.

This gives students more practice in verbally communicating ideas, but also on problem-solving as each has his/her say on how they might have handled the

situation. Ultimately, under the guidance of the coordinator, the group comes up with the best way that the situation might have been dealt with.

Another key to this weekly meeting is to keep students realistic in what is going on at their internships. In several occasions in the past, I have had students come in with wild stories about having been on the air during their internship. In reality, what had happened is that they were given a second or two to do a "shout out" (aka...say hello) to their friends over the air. In their minds, though, they had just completed their first air shift ever. It is important that they be reminded of what the experience really was and what it really means.

I have also had situations where someone at the workplace has told a student that they really didn't need to complete the program that they would get them into the business. While that might be true, chances are good that it is not and when this came up in the weekly meeting, we were able to discuss it and the fact that it might be foolish for the student to put their entire future in the hands of a person they had only just met.

In each circumstance, the weekly meeting was the forum for the information to be revealed and dealt with.

At this weekly meeting, students also turn in a timesheet, so the coordinator can make sure that they are keeping up proper pace to finish the required number of hours by the end of the semester. In addition, the timesheet requires them to again list several things they did on their internship in the preceding week and to list the most important thing they did. The idea here is to make them reflect on their internship experience and to realize the value of what they are doing.

Finally, at the close of the semester, the interns prepares the final report on his/her experiences, which ultimately becomes part of the **Internship Resource Guide**.

A new component of the program is the addition of **Intern Blogs**. This is a component of the Radio/TV website.

Interns are required to post their experiences on their blog on a weekly basis. Only they can post, but other students in the program are encouraged to read the blogs to get an idea of what the interns are doing. In this way, it is hoped that more students will become interested and excited about the program.

Recapping the goals of the program:

- To make sure students are matched with the internship that will be of the most benefit to them.
- To keep students focuses and grounded during their internship.
- To make sure that there is faculty support already scheduled to deal with problems, questions or overall confusion.

Using these methods in my program, I have seen an increase in stations calling Mt. SAC requesting additional interns and seen more students complete their internships with more of them being offered entry-level jobs at the conclusion.

The students are more enthusiastic as they get to share their experiences each week and there actually becomes some competition between them to have the best story to tell.

Internships are the most important component of a vocational program and can be a key to the student getting a job once graduated. But within that, they can also be a promotional tool within the department and within the industry.



**Radio/Television Department
Internship Questionnaire Spring 2008**

BASIC INFORMATION:

Station: _____ Internship Contact: _____

Address/City/State/Zip _____

Phone: _____ Email: _____

Prefer phone or email contact: _____

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

What skills should an intern possess before applying to your station/company?_

Are there any specific computer skills that you require an applying student to have? If so, which? _____

What personal qualities do you consider most important in an intern? _____

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____

How many days per week will be required? Any days in particular? _____

Are there any calendar deadlines prospective interns need to be aware of? _____

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

How important are interns to your station/company-how important is their role in your daily activities? _____

Is there a possibility of employment at your station/company following the internship? _____

What would you like a prospective intern to know about interning at your station/company? _____

What is the ONE reason why a prospective intern would want to intern at your station/company? _____



Mt. San Antonio College

RTV 97A & B - Weekly Internship Report

Name: _____ Internship Site: _____

Week of: (Monday's Date: _____)

Days/Hours Worked this Week: _____

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Saturday: _____

Sunday: _____

Total Hours Worked this Week: _____

List three things that you did on your Internship this week:

List one thing that you were involved in on your internship during this week that you consider important:

Signed: _____ Date: _____

Getting Your Internship.....

Before you start making calls, get your resume and cover letter in order. This is your first assignment as well.

Determine three possible internship locations. This is your second assignment. BEFORE you make contact with any of them, they must be approved by me. You need to list the station and the department or area that you wish to intern in. You need to submit your three choices and have them signed off before you start the process. If you have no luck with any of these, you will need to have subsequent choices approved before contacting them.

Once you have secured an internship, there are two forms that to be dealt with immediately. You guessed it, this is assignment number 3. The first is a station information sheet that also includes your "plan" for your internship. You will need to decide what your objectives are, in other words, what you would like to learn or explore during your internship. Please completely read the information on how to write your objectives. They must be well thought out and written correctly. Please put them on a separate page (not the blue form) and show them to me. If acceptable, you will list them on the blue form. This form as well as the Internship Agreement form must be signed by your on-site supervisor AND returned to me BEFORE you can start your internship. When they are turned into me, completed and correct, I will then call your on-site supervisor and let that person know that you can begin.

You need to complete 60 hours of work at a non-paid internship or 75 hours of work at a paid internship in order to receive credit in the course, so don't procrastinate. In a 16 week course, that breaks down to about 4 hours a week on a non-paid internship and about 4.5 hours a week on a paid one....and we're already through the first week!

This is the letter which will be sent to your internship coordinator prior to your starting your internship.

I am very pleased that you have offered an internship to ----- . I think you will find -----well-qualified and an asset to your company.

Being in the industry myself, I feel an internship is among the most important steps students can take to actually getting a foot in the door of this business.

I work extensively with our students to prepare them for this first entree into the profession. but obviously they still have a lot to learn.

To that end, please read the following agreement and, if all is amenable, sign and return to me ASAP. It can be faxed to me at 909 468-4449.

I have learned over many years of administrating the internship program, that while some of these provisions seem obvious, it is necessary to state them.

----- will also have an internship contact form that needs your signature. Please be advised that he/she cannot begin interning until both forms have been signed and returned to me.

If there are ever any questions or problems, please do not hesitate to contact me. I can be reached at Mt. SAC at 909 594-5611, extension 3344 or by email at ttrujillo@mtsac.edu.

Thank you again for providing this opportunity.

Tammy Trujillo
Broadcasting Professor/Internship Coordinator

As coordinator of the Mt. SAC Broadcasting Internship Program, I ask that you....

- inform me right away of any excessive absenteeism or unsatisfactory performance on the part of the student.
- keep in mind the student's class schedule when scheduling internship hours. The internship cannot take precedence over their classes. Students who are not attending classes regularly and making satisfactory progress will be prohibited by me from attending their internship until the problems are rectified.
- not ask the student to spend any out-of-pocket money for any type of supplies for your facility, even if you plan to reimburse them.
- ask your staff to encourage students to complete their coursework and degree or certificate even though there certainly are people who have made it in the industry without college behind them.
- contact me in advance in the event that you plan to offer the student a paid job. While I would be thrilled, paid positions are handled differently through my program.
- make sure students know that entry-level jobs are just that and should not create an expectation of advancement to on-air or any other professional position at the station.
- avoid asking students to do personal errands for talent or anyone else at the facility. Interns are there to learn about the business.

Agreed to: _____

Station/Facility: _____

Date: _____ Phone: _____

You are embarking on one of the most important steps you can take toward having a career in Broadcasting!

Your Internship: What is Expected

First and most importantly, treat your internship seriously. It is a privilege to be allowed to spend time at a professional broadcasting facility and with professionals in the industry. Forget that you are not being paid. While you are not making money, you are not 'working for free'. You ARE being paid. You are gaining valuable experience and making contacts that could prove key to your being successful in this business.

This means:

- Show up when you are scheduled to be there and be on time
- If for some reason, you cannot make it to your internship, make sure you call and let someone know ahead of time
- Act like a professional
- Dress like a professional
- If you are given an assignment, do it to the best of your ability and if you don't know how to do something, ask!
- Be busy. When you complete a task, ask what else you can do. If there is nothing at that moment, ask if you can observe someone else.
- If there is a problem or something is said or done that bothers you, deal with it right away. If you don't feel comfortable discussing it with someone at your Internship, let me know immediately, either in person or by phone so we can resolve it.

Keep things in perspective!

You will meet all kinds of people during your internship and hear all sorts of things. Don't get carried away. This is a big step for you...but it's also a small step. It is a beginning. Don't believe anyone who tells you that this internship will catapult you to the top of the Number 2 market in the nation....or that they are going to take you to the top. You are the one who has to do the most work to get yourself there and the operative word is WORK. Even if you are offered a job at the conclusion of your internship, it will be an entry-level job. It is a starting point, not an ending one.

Make the most of your Internship!

If you are going to do this, do it well! Show your enthusiasm-let people know that you want to be there. Ask questions and don't turn your nose up at some of the menial tasks you may be asked to do. You cannot start at the top, you have to work your way up.

Name: _____

Internship Location: _____

On a scale of 1 to 10, how prepared were you for your internship?

In what area/s did you feel most prepared?

In what area/s did you feel least confident?

Is there any topic or skill that we are not currently teaching that you feel would have been helpful to you?

Is there anything that we could do better here at Mt. SAC to prepare students for internships?

How important was doing your internship?

What would you tell a student who might be considering doing an internship?

Internship Resource Guide



- Station Listings
- Station Information
- Internship Reviews
- Tips and Ideas

Internship Resource Guide

Radio Stations

KABC 790 AM
TalkRadio with Passion

KATY 101.3 FM
The Best Mix of the 70's, 80's & More

104.3 MY FM

KCAA 1050 AM
News Talk
The Station That Leaves No Listener Behind

KCAL 96.7 FM
96-7 KCAL Rocks!

KCBS 93.1 FM
93.1 JACK/fm – Playing What We Want

KCXX 103.9 FM
The Inland Empires Independent Alternative

KDAY 93.5 FM
93.5 KDAY

KDIS 1110 AM
Radio Disney

KDLD/KDLE 103.1 FM
Indie One-O-Three-1

KFI 640 AM
More Stimulating Talk Radio

KFSH 95.9 FM
The Fish 95.9 FM

KFWB 980 AM
News 980
You give us 22 minutes, we'll give you the world.

KGIL 1260 AM
LA's News/Talk

KHHT 92.3 FM
Hot 92.3
Forever Old Skool and Today's R&B

KHTS AM 1220
Santa Clarita's Hometown Station

KIIS 102.7 FM
102.7 KIIS FM

KJLH 102.3 FM

KKGO 105.1 FM
Go Country 105 FM

KKLA 99.5 FM
The Talk of Los Angeles

KLAC 570 AM
AM 570 KLAC Sports

KLOS 95.5 FM
95.5 KLOS
Southern California's #1 Classic Rock Station

KLSX 97.1 FM
97.1 Free FM

KMLT 92.7
92.7 Jill FM

KMPC 1540 AM
AM 1540 The Ticket

KMVN 93.9 FM
Movin 93.9

KNX 1070 AM
KNX 1070 NewsRadio

KOLA 99.9 FM
KOLA 99.9

KOST 103.5 FM
KOST 103.5 FM

KPWR 105.9 FM
Power 106 FM

KRLA 870 AM
Where Your Opinion Counts

KROQ 106.7 FM
World Famous KROQ

KRTH 101.1 FM
K-Earth 101

KSPA 1510 AM
The Station of the Stars

KSPN 710 AM
ESPN Radio 710

KSWD 100.3 FM
100.3 The Sound

KTLK 1150 AM
Progressive is the New Mainstream

KTWV 94.7 FM
94.7 The Wave

KYSR 98.7 FM
Star 98.7

XEPRS 1090 AM
The Mighty 1090 AM

TV

KCBS
Channel 2 Los Angeles

KABC
Channel 7 Los Angeles
ABC 7

KCAL
Channel 9 Los Angeles
KCAL 9

KTLA
Channel 5 Los Angeles
The CW

Other Language Stations

KBUE/KBUA 105.5 FM/94.3 FM
Que Buena

KHJ 930 AM
La Ranchera

KLAX 97.9 FM
La Raza

KLVE 107.5 FM

KLYY 97.5 FM

KRCD/KRCV 103.9 FM
Super Hits of the 70s, 80s & 90s "Recuerdo"

KTNQ 1020 AM

KSSE 107.1 FM
Super Estrella

KWIZ 96.7 FM
Sonido 96.7 FM

KWKW 1330 AM
ESPN Deportes

KXOL 96.3 FM
Latino 96.3

KIRN 670 AM
Best Iranian Radio Station in the World

Other Companies

CBS Sports Mobile



KABC (790AM)

(Owned by Citadel Broadcasting)

3321 La Cienega Blvd.

Los Angeles, CA 90016

310.840.4900

All-Talk for 40 years in the Southland

Home of the LA Dodgers beginning with 2008 season

"TalkRadio with Passion"

www.kabc.com

John Davison - General Manager

Erik Braverman - Operations Manager

5 a.m. - 9 a.m. - Doug McIntyre

9 a.m. - 11 a.m. - Bill O'Reilly

11 a.m. - 11:45 a.m. - Al Rantel

11:45 a.m. - noon - Paul Harvey

Noon - 3 p.m. - Sean Hannity

3 p.m. - 7 p.m. - Larry Elder

7 p.m. - 10 p.m. - Al Rantel

10 p.m. - midnight - Mark Levin

Midnite - 3 a.m. - Midnite Radio Program

3 a.m. - 5 a.m. - Don Imus

Weekends

Motorman Leon Kaplan, Bob Brinker, Leo Terrell, Tammy Bruce,
John Phillips



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KABC-AM Internship Contact: Arleen Miya

Address/City/State/Zip 3321 S. La Cienega Blvd, Los Angeles, CA
90016

Phone: 310 840-4808

Email: arleen.miya@citcomm.com

Prefer phone or email contact: _____

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

It would depend on the department that is willing to use an intern.

What skills should an intern possess before applying to your station/company?_

_____ They need
excellent communication both written and verbal as well as computer skills, word,
excel, Outlook.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

What personal qualities do you consider most important in an intern? _____

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____

How many days per week will be required? Any days in particular? __ Each department is different _____

Are there any calendar deadlines prospective interns need to be aware of? _____

_____ No _____

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____ Must submit to a background check. _____

How important are interns to your station/company-how important is their role in your daily activities? __ We don't use interns very often. _____

Is there a possibility of employment at your station/company following the internship? Rare

What would you like a prospective intern to know about interning at your station/company? _____

What is the ONE reason why an prospective intern would want to intern at your station/company? _____



KATY (101.3/fm)

(Owned by All Pro Broadcasting Inc.)

27450 Ynez Road Suite 316

Temecula, CA 92591

951.506.1222

"The Best Mix Of The 70's, 80's & More"

www.1013katy.com

Kevin Watson - Station Manager

Tom Lazar - Program Director

Weekday Line-up

6 a.m. - 10 a.m. - Bob Madden

10 a.m. - 2 p.m. - Cyrene Jagger

3 p.m. - 7 p.m. - Amy Cross

7 p.m. - Midnight - John Tesh



KBIG (104.3/fm)
(Owned by Clear Channel, Inc.)
3400 W. Olive, Suite 550
Burbank, CA 91505
818.559.2252

www.kbig.com

Greg Ashlock - Station Manager
Dave "Chachi" Denes - Program Director

Weekday Line-up
6 a.m. - 10 a.m. - Valentine
10 a.m. - 2 p.m. - Kari Steele
2 p.m. - 7 p.m. - Saint John
7 p.m. - 11 p.m. - Billy Bush



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Clear Channel – 104.3 MY FM Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_

Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable, goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____

Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 8

How many days per week will be required? Any days in particular? _____

1

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.

My assessment of my radio internship at KBIG with Gary Spears is that it was a great learning experience. I learned many things in the six weeks I interned at KBIG. I was taught how to load commercial spots into the Prophet system. I learned how to produce public services announcements and load them into Prophet for on air use. I was taught to run the digital board and to edit phone calls from listeners for on air use by using Vox Pro. I was taught and given the responsibility of writing the entertainment reports for the "Big Dirt" segment of the show as well as the weather. I was also given the responsibility of making music beds and pulling material that I thought would be good for rejoiners. I really enjoyed my internship with KBIG. The whole staff was great to work for and gave me great opportunity to learn things I was interested in. I feel the KBIG staff utilized me and my skills very well. This internship did not change what I want to do next, pursue a career on air, but enforced and encouraged my future goals. Overall my internship at KBIG with on air talent Gary Spears and Gary's producer Mia was an excellent learning experience.



KBUE/KBUA (105.5fm/94.3fm)

Lieberman Broadcasting Inc.
1845 Empire Avenue
Burbank, California 91504
818.729.5300
WWW.Aquisuena.com

Program Director: Pepe Garza

"Que Buena" is an uptempo, exciting, contemporary Regional Mexican Music station playing Contemporary Regional Mexican Music; Banda, Norteña, and Ranchera

Weekday Lineup:

5 a.m. - 10 a.m. - "El Mandrill"
10 a.m. - noon - Juan Carolos Razo "El Melon"
Noon - 2 p.m. - "Don Cheto"
2 p.m. - 3 p.m. - Juan Carolos Razo "El Melon"
3 p.m. - 7 p.m. - Angel Garay
7 p.m. - midnight - Gerado Tello, "El Carnalillo"
Midnight - 5 a.m. - Jesus Perez "El Muneco"



KCAA (1050AM)

Owned by Broadcast Management Services, Inc.
254 Carousel Mall
San Bernardino, California 92401
909.885.8502

Local News/Talk (NBC)

"THE STATION THAT LEAVES NO LISTENER BEHIND"

www.kcaaradio.com

Daren Lane - General Manager
Dennis Baxter - Program Director

6 a.m. - 9 a.m.	Baxter in the Morning
9 a.m. - 10 a.m.	The Truth about Nutrition
10 a.m. - 11 a.m.	Alex Jones
11 a.m. - noon	Ed Schultz
Noon - 1 p.m.	George Putnam
1 p.m. - 2 p.m.	Barry Lynn 'Culture Shocks'
2 p.m. - 3 p.m.	KCAA Specials
3 p.m. - 4 p.m.	Ed Schultz
4 p.m. - 5 p.m.	Capital Gold Show/On the Money
5 p.m. - 7 p.m.	Free Talk Live
7 p.m. - midnight	(See current listings on www.kcaaradio.com)



KCAL (96.7/fm)

(Owned by SBR Broadcasting Corporation)

96-7 KCAL Rocks

1940 Orange Tree Lane

Redlands, CA 92374

www.kcalfm.com

Tel: 909.793.3554

Fax: 909.798.6627

General Manager – Jeff Parke
Program Director – Steve Hoffman

Weekday Line-Up

5 a.m – 6 a.m	The Best of Your Morning Stiffy
6 a.m. – 10 a.m.	Your Morning Stiffy
10 a.m. – 3 p.m.	Kelli Cluque
3 p.m. – 7 p.m.	Daryl
7 p.m. – midnite	Filthy Sanchez
12 a.m. – 5 a.m.	The Bob Show

Weekends

Frankie Di Vita, Rob Kiszko, Razz, Syeda Jafri, Lacey Kendall, Sara Veza, Mike Z, 40,
Max Wood, Chris Donovan, Kimberly Stone, Six Pack



Radio/Television Department Internship Questionnaire Spring 2008

In an effort to make our Internship Program even more effective, we would greatly appreciate your help. Please take a few minutes and provide us with the following information so that we can send you the perfect students for your station! You can return by email to TTrujillo@mtsac.edu or by fax to 909 468-4449. Thanks so much!

BASIC INFORMATION:

Station: KCAL Internship Contact: Devona Garrigus
Address/City/State/Zip 1940 Orange Tree Lane, Redlands 92374
Phone: 909-793-3554
Email: devona@kcalfm.com
Prefer phone or email contact: Either is fine.

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: Anything that a radio station would typically have available to be done.

What skills should an intern possess before applying to your station/company?
Positive attitude and dependability are more important than prior experience.

Are there any specific computer skills that you require an applying student to have? If so, which? None, though familiarit with Microsoft Office is helpful. Any Adobe Audition experience is likewise very helpful.

What personal qualities do you consider most important in an intern? Please see above under Skills.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) There is no minimum or maximum time figure.

How many days per week will be required? Any days in particular?
Same as above.

Are there any calendar deadlines prospective interns need to be aware of? No.

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? We ask for two references.

How important are interns to your station/company-how important is their role in your daily activities? While we're an entirely self-sufficient operation, we're open to having an intern become as important as their skills, attitude and availability warrant.

Is there a possibility of employment at your station/company following the internship? Yes, although positions are by no means promised.

What would you like a prospective intern to know about interning at your station/company? We expect interns to be very upbeat and entirely trustworthy. Further, while we do not make schedule demands, we do expect interns to be here when they promise to be. We are committed to providing interns with a positive experience and opportunities to learn and to gain career guidance and experience commensurate with the intern's contributions to KCAL.

What is the ONE reason why an prospective intern would want to intern at your station/company? We're a very fun and positive place to learn and grow.



so...what do you think? jackfm1131jackfm.com

KCBS (93.1/fm) - JACK/fm

(Owned by Infinity Broadcasting)

5901 Venice Blvd.

Los Angeles, CA 90034

"JACK/fm"

www.931jackfm.com

TBA - General Manager

John Ryan - General Sales Manager

Kevin Weatherly - Program Director

Weekday Line-up

Station runs jockless



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: 93.1 JACK FM KCBS **Internship Contact:** DEANZA DOMINGUEZ

Address/City/State/Zip: 5901 VENICE BLVD/ LA/CA 90034

Phone: 323.930.7544

Email: deanza@931jackfm.com

Prefer phone or email contact ? email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: **Our internship will include the in's & out of radio marketing as well as anything other aspect of radio the intern is interested in. They will be a part of our "street team", promoting the station at all events. They will also be assigned an office day to learn everything from promotional proposals to helping listeners w/prizes they've won as well as daily office duties.**

What skills should an intern possess before applying to your station/company?
It's important for students to have great communications skills as well as a "think on your feet". Computer friendly students are a must.

Are there any specific computer skills that you require an applying student to have? If so, which? **Interns should be familiar with Windows Office 2003 & a plus would be for them to be familiar with Adobe Photo shop & Calendar Creator 10.**

What personal qualities do you consider most important in an intern? **It's important that the intern has an outgoing personality with a hardworking and a good work ethic.**

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) **5 - 15 (what ever intern can do for the week)**

How many days per week will be required? **Any days in particular? Any day the intern can work. We have hours Mon – Sun.**

Are there any calendar deadlines prospective interns need to be aware of? **No**

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? **Just their resume and any paper work required from their school.**

How important are interns to your station/company-how important is their role in your daily activities? **Any staff member (intern or not) is a very important part of the JACK FM team. All team member as investments to the company.**

Is there a possibility of employment at your station/company following the internship? **yes**

What would you like a prospective intern to know about interning at your station/company? **It's important to know that this internship is what they make of it. They have the opportunity to see all aspects of a radio station & the ability to voice their interests. We here are to hopefully give them the tools to determine whether or not radio is the right profession for them.**

What is the ONE reason why an prospective intern would want to intern at your station/company? **Our internship program is very thorough & and huge opportunity in this market.**



KCXX (103.9/fm)

(Owned by All Pro Broadcasting Inc.)
242 E. Airport Drive Suite 106
San Bernardino, CA 92408
909.384.1039

"The Inland Empires Independent Alternative"
www.x1039.com

Bill McNulty - Station Manager
John DeSantis - Program Director
Bobby Sato - APD/MD

Weekday Line-up

5 a.m. - 10 a.m. - Doug, Jenn & Cisco
10 a.m. - 3 p.m. - Bobby Sato
3 p.m. - 5 p.m. - John DeSantis
5 p.m. - 7 p.m. - Happy Hour With John & Steve
7 p.m. - Midnight - Steve Inman
Midnight - 5 a.m. - Promo Guy

Weekends:

Terri Fox, Jeff Duran, Funk, Rip



Radio/Television Department Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KCXX – X103.9 Internship Contact: Jim Daniels
Address/City/State/Zip 242 E. Airport Drive, San Bernardino, CA 92408
Phone: (909) 890-5904 Email: jd@1039.com
Prefer phone or email contact: _____ Email _____

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Interns will work closely with the Promotion Department and will be trained on how to run promotional events. This will include preparing and executing the events. Interns will largely learn how to work with clients and listeners.

What skills should an intern possess before applying to your station/company?_

The ideal intern candidate will be someone who is outgoing as they will be interacting with the station listeners. As with any company, potential interns need to be able to take direction in order to learn and grow during their time with KCXX.

Are there any specific computer skills that you require an applying student to have? If so, which?

No. However, the intern will have the opportunity to learn how to update the official station website and myspace as well as learn some Adobe Photoshop skills.

- What personal qualities do you consider most important in an intern?

An intern needs to be humble and willing to learn from people who have spent most of their working career in the radio industry. Previous interns who developed bloated egos became difficult to work with and as a result were discharged from the KCXX intern program.

- How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed)

KCXX is willing to work with the students schedule in order to help them fulfill school requirements. The station requires that the intern work with KCXX at least once a week either in the office or out on promotional events.

- How many days per week will be required? Any days in particular?

The intern needs to make it to the radio station at least once a week. The station will work with the students schedule.

- Are there any calendar deadlines prospective interns need to be aware of?

No.

- Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply?

The intern will need to provide the necessary paperwork from the school in order to be approved of fulfilled hours with KCXX.

- How important are interns to your station/company-how important is their role in your daily activities?

Interns are very important to ensure that events are executed in a way that properly represents the radio station to the clients and listeners.

- Is there a possibility of employment at your station/company following the internship?

Yes.

- What would you like a prospective intern to know about interning at your station/company?

Potential interns should know that experience in the entertainment industry is crucial in order to obtain a job within the entertainment industry. Interning is a great opportunity and experience that will benefit the student in the long run.

- What is the ONE reason why a prospective intern would want to intern at your station/company?

Experience.



KDAY (93.5/fm)

5055 Wilshire Blvd. #720

Los Angeles, CA 90036

Phone 323.337.1600

Fax 323.337.1633

www.935kday.com

Market Manager - Karla Santos
General Manager - Kimberly Fletcher
GSM - Steve Natole
Programming Director - Theo

Weekday Line-up

5:30 a.m. - 10 a.m. - Steve Harvey
10 a.m. - 2 p.m. - Theo
2 p.m. - 6 p.m. - Tha' Goodfellas
6 p.m. - 10 p.m. - YoYo
10 p.m. - 2 a.m. - Theo

Weekends: Randy Jackson, Baka Boyz, Yo Yo



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: 93.5 KDAY Internship Contact: KATIE MARTIN
Address/City/State/Zip 5700 WILSHIRE BLVD, SUITE 250
LOS ANGELES, 90036
Phone: 323-900-6141 Email: kmartin@entravision.com
Prefer phone or email contact: Email please.

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: It really depends on which department the intern gets assigned to. We really use interns in the promotions department to contact winners, send out prizes and other related tasks. The internet department needs someone to help load content onto the website. And the sales department needs those computer savvy interns to help with proposals and recaps for clients

What skills should an intern possess before applying to your station/company?

We require knowledge of the station, its DJ's and the music. We also look for self motivators, organized, enthusiastic people who really want to continue on in a career in radio.

Are there any specific computer skills that you require an applying student to have? If so, which? We use Microsoft Office mostly. Any other programs we will train.

What personal qualities do you consider most important in an intern?
Motivated, self starter, enthusiastic, positive, hard working, flexible and happy.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) 15

How many days per week will be required? Any days in particular?
Minimum of 3. We are flexible with days and hours as long as they are consistent and between 9a-5p

Are there any calendar deadlines prospective interns need to be aware of? NO

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? Interns must supply a resume, proof of credit and complete an interview prior to working here.

How important are interns to your station/company-how important is their role in your daily activities? Being that we are a smaller radio station with a smaller staff we depend a lot on interns. We often hire and promote within.

Is there a possibility of employment at your station/company following the internship? YES

What would you like a prospective intern to know about interning at your station/company? We all work very hard for the love of radio and music. It is what makes us the station we are.

What is the ONE reason why an prospective intern would want to intern at your station/company? That we want to be the best station in our format in Southern California and our interns can help us do that.



KDIS (1110AM)

(Owned by ABC/Disney)
3221 S. La Cienega Blvd.
Los Angeles, CA 90016
310.840.4900
Radio Disney

John Davison - General Manager
Natalie Eig - Program Director



KDLB/KDLE (103.1fm-Santa Monica and Newport Beach)

(Owned by Entravision Communications Corporation)

Indie 103

5700 Wilshire Blvd., #250

Los Angeles, CA 90036

www.indie1031.fm

Tel: 310.447.3870

Fax: 310.447.3899

General Manager - Dawn Girocco

Sales Manager - TBA

Program Director - TBA

Weekday Line-Up

7 a.m. - 10 a.m. Joe Escalante

Noon - 2 p.m. - Jonesy

2 p.m. - 7 p.m. - TK



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: INDIE 103.1 Internship Contact: KATIE MARTIN
Address/City/State/Zip 5700 WILSHIRE BLVD, SUITE 250
LOS ANGELES, 90036
Phone: 323-900-6141 Email: kmartin@entravision.com
Prefer phone or email contact: Email please.

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: It really depends on which department the intern gets assigned to. We really use interns in the promotions department to contact winners, send out prizes and other related tasks. The internet department needs someone to help load content onto the website. And the sales department needs those computer savvy interns to help with proposals and recaps for clients

What skills should an intern possess before applying to your station/company?

Indie 103.1 is a station that is true to the music. We require knowledge of the station, its DJ's and the music. We also look for self motivators, organized, enthusiastic people who really want to continue on in a career in radio.

Are there any specific computer skills that you require an applying student to have? If so, which? We use Microsoft Office mostly. Any other programs we will train.

What personal qualities do you consider most important in an intern?

Motivated, self starter, enthusiastic, positive, hard working, flexible and happy.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) 15

How many days per week will be required? Any days in particular?

Minimum of 3. We are flexible with days and hours as long as they are consistent and between 9a-5p

Are there any calendar deadlines prospective interns need to be aware of? NO

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? Interns must supply a resume, proof of credit and complete an interview prior to working here.

How important are interns to your station/company-how important is their role in your daily activities?

Indie will take on as many as we need, this may change month to month. Being that we are a smaller radio station with a smaller staff we depend a lot on interns. We often hire and promote within.

Is there a possibility of employment at your station/company following the internship? YES

What would you like a prospective intern to know about interning at your station/company? Indie is a small very tight family. We all work very hard for the love of radio and music. It is what makes us the station we are.

What is the ONE reason why an prospective intern would want to intern at your station/company? Indie 103.1 was named the Best Commercial Radio Station by Rolling Stone Magazine in 2006. And in 2008 we were named the Best Radio Station. We are very proud of that... there are a lot of things that go into being the best station, but I can only give one reason so that is it!



KFI (640AM)

(Owned by Clear Channel, Inc.)
3400 W. Olive Avenue, Suite 550
818-559-2252
Burbank, CA 91505
"More Stimulating Talk Radio"
www.kfi640.com

Greg Ashlock - General Manager
Robin Bertolucci - Program Director

Weekday Line-Up

5 a.m. - 9 a.m. - Bill Handel
9 a.m. - Noon - Rush Limbaugh
Noon - 3 p.m. - Dr. Laura Schlessinger
3 p.m. - 7 p.m. - John & Ken
7 p.m. - 10 p.m. - Bryan Suits
10 p.m. - 5 a.m. - George Noory

Weekends

Wayne Resnick, Jesus, Art Bell, Captain Dale Dye, Eric Leonard, Dr. Dean Edell



**Radio/Television Department
Internship Questionnaire Spring 2008**

BASIC INFORMATION:

Station: Clear Channel – KFI Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_

Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable,
goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____

Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 8

How many days per week will be required? Any days in particular? _____

1

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.



KFSH (95.9/fm) "The Fish"

(Owned by Salem Communications)

701 Brand Blvd., #550

Glendale, CA 91203

818.956.5552

Contemporary Christian Music

www.fish959.com

Salem Communications took over August 25, 2000.

Terry Fahy - General Manager

Chuck Tyler - Program Director

Weekday Line-Up

6 a.m. - 10 a.m. - Bobby Shaw

10 a.m. - 3 p.m. - Lara Scott

3 p.m. - 7 p.m. - "Big Wave" Dave Benzing

7 p.m. - Mid - John Tesh

Mid - 5 a.m. - Ryan James



KFWB (980AM)

(Owned by CBS Broadcasting)

5670 Wilshire Blvd

Los Angeles, CA 90036

323.525.0980

All-News

www.kfwb.com

Dan Weiner - General Manager

Andy Ludlum - Program Director

Paul Gomez - News Director

Weekday Line-up

5 a.m. - 10 a.m. - Jack Popejoy, Judy Ford, Bret Lewis, Steve Kindred

10 a.m. - 3 p.m. - Susanne Whatley, Larry Carroll, Steve Kindred, Laura Gregory

3 p.m. - 8 p.m. - Tracie Savage, Bill Polish, Bill Seward, Laura Gregory

8 p.m. - 1 a.m. - Phil Hulett, Tammy Trujillo

1 a.m. - 5 a.m. - Bob Howard

Are there any specific computer skills that you require an applying student to have? If so, which? _____

What personal qualities do you consider most important in an intern? _____

Outgoing, willing to interact with all levels of management and with all employees.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 20 hours

How many days per week will be required? Any days in particular? _____

Depends on individual department

Are there any calendar deadlines prospective interns need to be aware of? _____

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Letter from college/university stating class and number of credit units to be earned and will be awarded upon completion of program.

How important are interns to your station/company-how important is their role in your daily activities? _____

Very important. We want to provide interns with a meaningful work experience.

Is there a possibility of employment at your station/company following the internship? _____

Yes, there is a possibility of employment.

What would you like a prospective intern to know about interning at your station/company? _____

Will gain practical work experience, better understanding of the business, promote career and personal development, exposure to industry professionals.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

Hands-on experience.

My time at KFWB was interesting. It is a great opportunity to learn about the news format. I first say with the NPAs (News Production Assistants) they showed me how to pull cuts from Associated Press and CNN. We learned how to set up a story so the writers can use the sound clips we pulled to write a story around. I also got to sit with the writers and editors and learn how stories fit into the format. I also got to sit with the anchors and learned how they do live broadcasts. I also got to shadow the reporters which was very cool. I got to go out to a report a wildfire which was interesting to see the fire up-close and learn how they cover the information at the command posts. If you want to experience how the news format works I would suggest you take this internship.

However, parking maybe a issue, we had to park across the street at a supermarket, but the experience was well worth it. You will get to learn how to use Newsboss which is the program that KFWB uses to deliver the news.

I was very happy to have been selected as an intern at KFWB. It presented a unique opportunity to experience to not only observe a working radio broadcast outlet, but to also see how news is produced and presented. I can say that I have a much greater appreciation for those who are working in an all-news format station. It is true that in broadcasting the professionals are the ones who make it sound easy while the reality is that it can be quite the opposite. What stood out to me was the keen sense of roles. Everyone in the newsroom from NPA's to anchors understood their place in the flow and worked together to produce the best product possible. If each person ran his or her own show, so to speak, the quality would be greatly diminished.

In terms of personal critique, it must be said that this was the first internship that KFWB has launched in many years. This fact helped prepare me for any glitches or bumps that could occur. Thankfully, there were few. With that in mind, I will list an assessment of my internship experience at KFWB.

POSITIVE:

- Staff was easy to work with and open to my questions. They were supportive of what I was there to accomplish. I never felt that I was in the way or bothering the staff or talent.
- The news director was available for my questions and invited comment as well.
- The format of the internship allowed me to experience the many different facets of the radio station from the NPA desk all the way to the anchor booth. In the end, I was asked if there were any areas I would look to see or revisit.
- I was encouraged to participate by completing a project. This project was then implemented. It was great to have hands-on experience with the software the station uses on a daily basis.
- Learning the NPA position was beneficial in that I learned what it takes to pull stories and set up live shots and prepare them for air. The NPA's were very supportive and did not make me feel out of place or incompetent while I was learning the ropes.

NEGATIVE:

- A clearer plan for the rotation of interns. Again, I believe this will be corrected in future internships, as the program at KFWB is fine-tuned.

TIPS FOR FUTURE INTERNS:

- Be assertive. Do not wait to be asked to do something; you will not. The news director is watching even when you do not think he is. Remember the NIKE ad: JUST DO IT!
- Manners count. Always offer to move to another desk when a writer or anchor comes in for a shift. Many of them have a favorite location for a variety of reasons including necessity due to physical issues.
- ASK QUESTIONS! Don't try to fake your way if you don't know what you are doing. No one will fault you for asking questions in the newsroom. One piece of advice on this point: write things down! This will eliminate the need to ask the same question several times and you will appear to be organized and prepared.
- Get to know the names of those you work with and address them on a first name basis. Who knows, maybe they will remember YOUR name when it counts!
- Remember: these are working folks so get rid of the stars in your eyes as soon as possible. The on-air talent are great to talk with especially if you act professional.
- ENJOY THE EXPERIENCE! You may have to do some repetitive tasks that seem unimportant. Trust me, everything that has to be done has a purpose so make it fun! After all, you are working in major market station. Use the moments you are there to make yourself memorable to management and staff. If you seem interested and alert, you benefit!



KGIL (1260AM)

(Owned by Saul Levine, Mt. Wilson Broadcasting)

PO Box 250028

Los Angeles, CA 90025

310.478.5540

www.1260.am

Saul Levine - Owner/GM

Kane Biscaya - General Sales Manager

Mike Johnson - Program Director

6 a.m. - 7 a.m. - Wall Street Journal This Morning

7 a.m. - 9 a.m. - Michael Savage

9 a.m. - 10 a.m. - Ed Shultz

10 a.m. - noon - Michael Jackson

Noon - 2 p.m. - Dr. Drew Pinsky

2 p.m. - 4 p.m. - Lou Dobbs

4 p.m. - 6 p.m. - Lars Larson

6 p.m. - 7 p.m. - Larry King

7 p.m. - 10 p.m. - Alan Colmes

10 p.m. - midnight - Dr. Joy Browne

Midnight - 6 a.m. - The Great American Songbook

HOT 92.3

Old School and R&B

KHHT "Hot 92.3" (92.3/fm)

(Owned by Clear Channel, Inc.)

3400 W. Olive #550

Burbank, CA 91505

818.559.2252

www.hot92jamz.com

"Forever Old Skool and Today's R&B"

"Hot 92.3" debuted August 9, 2001

Mega" swapped frequencies on 6/30/2000 to 92.3FM

Greg Ashlock - General Manager

R Dub - Program Director

Weekday Line-Up

6 a.m. - 9 a.m. - Victor Zaragosa

9 a.m. - 2 p.m. - Al B. Sure

2 p.m. - 7 p.m. - Renee Taylor

7 p.m. - 10 p.m. - Art Laboe

10 p.m. - Midnight - R Dub

Weekends

Josefa Salinas, Damon Knight



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Clear Channel – KHHT Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_

Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable,
goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____

Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 8

How many days per week will be required? Any days in particular? _____

1

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.

Spring 2008

Overall my experience at Clear Channel's HOT 92.3 was great. I got to edit audio, promote the show and station out on the streets, research material for the shows entertainment section, and attend several remote broadcast. However, within a month my tasks became routine.

It did not matter because if you want to do something new or different all you have to do is ask your supervisor. During my internship I learned to use Vox Pro, Prophet, and the audio console. Plus, you get first look at politics of a major radio station. There are no boundaries.

At HOT 92.3 you will find yourself in a professional, fun, and friendly environment with many professionals who have been in the business several years. Your experience at HOT 92.3 will be whatever you make of it.



KHJ (930AM)

Liberman Broadcasting, Inc.
1845 Empire Avenue
Burbank, CA 91504
www.LaRanchera.com



KHTS AM-1220

(Owned by Jeri Lyn Broadcasting)
27225 Camp Plenty Road Suite 8
Santa Clarita, CA 91351
661.298.1220
661.298.2020 fax

"Santa Clarita's Hometown Station"

Full Service/Soft AC Station - ALL LOCAL News, Weather, Traffic, Sports
Santa Clarita's Home for the Dodgers Baseball and Kings Hockey!

www.hometownstation.com

6 a.m. - 10 a.m. - John Summers



KIIS (102.7/fm)

(Owned by Clear Channel)
3400 W. Olive, Suite 550
Burbank, CA 91505
818.559.2252
CHR
www.KIISFM.com

Greg Ashlock - General Manager
John Ivey - Program Director

Weekday Line-Up

5:30 a.m. - 10 a.m. - Ryan Seacrest, Ellen K
10 a.m. - 3 p.m. - Sisanie
3 p.m. - 7 p.m. - Boy Toy Jesse
7 p.m. - midnight - Jo Jo Wright
10 p.m. - 1 a.m. - ODM
Midnight - 5 a.m. - David Styles

Weekends

American Top 40 with Ryan Seacrest, Chris Leary, DJ Drew, ODM



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Clear Channel – KIIS Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_

Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable, goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____

Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 8

How many days per week will be required? Any days in particular? _____

1

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.

Internship: 102.7 KIIS fm
Type: Promotions

I have three words for anyone thinking about interning in promotions here, don't do it! You really don't learn very much other than office work. Here is what you will be doing as an intern:

Answer phones

Do prize pickups

Help pick promotion winners

Make copies

Fax winners information

Run items around the building

Cover people's desk while they are out. (It's really boring!)

Be under a lot of stress for nothing

There are possibilities of getting hired while doing your internship or even after. It depends on the market and when the numbers come out. I had asked to possibly speak or shadow someone and was told "yeah, we will see." It never happened. I am not sure if it never happened because I didn't nag them enough or if it was something they just don't do. You will have fun in the office and of course it has its perks. Just don't do this internship just for the perks, do it to learn! If you want to do any internship in Radio, talk to Tammy. She knows her stuff!

KIRN (670 AM)

(Best Iranian radio Station in the world)

www.670amkirn.com

3301 Barham Blvd.

Los Angeles, CA 90068

Business: 323.851.5476

Fax: 323.512-7452



Radio/Television Department Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KIRN 670 AM Internship Contact: John Paley

Address/City/State/Zip 3301 Barham Blvd., Los Angeles, CA 90068

Phone: (323) 878-1266 Email: pmozaffari@670amkirn.com

Prefer phone or email contact: Poopak Mozaffari

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Office work, screening on-air calls, help Traffic Department.

What skills should an intern possess before applying to your station/company? _____

Computer knowledge, multi-tasking, be able to work in fast-paced

environment, good written skills.

Are there any specific computer skills that you require an applying student to have? If so, which? Microsoft Word, Excel

What personal qualities do you consider most important in an intern? _____

Be able to prioritize tasks, work with many people at the same time.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 10 hours

How many days per week will be required? Any days in particular? _____

2 Days

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Help in preparation of monthly and yearly records.

How important are interns to your station/company-how important is their role in your daily activities? _____

This will be the first time.

Is there a possibility of employment at your station/company following the internship? _____ Yes

What would you like a prospective intern to know about interning at your station/company? _____

They will have the opportunity to learn all aspects of radio and get familiarized with day-to-day operation of radio.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

Our station has a little bit of everything. Programming contains talk shows, music, and entertainment.

KJLH (102.3/fm)

(Owned by Stevie Wonder)

161 N. La Brea

Inglewood, CA 90301

310.330.5550

Urban and r&b Oldies

www.kjlhradio.com

Karen Slade - General Manager

Program Director - Aundrae Russell

Weekday Line-up

6 a.m. - 10 a.m. - Levi Booker, Adai Lamar

10 a.m. - 3 p.m. - Kevin Nash

3 p.m. - 7 p.m. - Lon McQ and Janine Haydel

7 p.m. - Midnight - Tammi Mac

Midnight - 5 a.m. Delores Thompson

5 a.m. - 6 a.m. - Front Page with Dominique DiPrima

Weekends

Milt Little, Roland Bynum, Aundrae Russell, Jacque Stephens, Zenja Dunn, Stretch,
Elvee, Ricky Waddas



Radio/Television Department Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KJLH Internship Contact: Greg Johnson
Address/City/State/Zip 161 North La Brea Avenue, Inglewood, CA 90301
Phone: (310) 330-5550 Email: gregj@kjlhradio.com
Prefer phone or email contact: Email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Working with Programming and on on-air talent, planning and executing live remotes and broadcasts, set-up of contests and merchandising, representing KJLH at remotes, expos, fairs, and other appearances, public relations, client relations, promotion and event planning, promotion and event implementation.

What skills should an intern possess before applying to your station/company?_

They should be able to critically analyze a broadcast situation, have familiarity with current events, both entertainment and hard news as well as have a top of mind recognition of the station's broadcast lineup and target demographics, and a basic knowledge of Arbitron terms and other basic industry terms.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

No

What personal qualities do you consider most important in an intern? _____

Good communications skills, positive attitude, works well with others.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 15 Hours

How many days per week will be required? Any days in particular? _____

Days vary

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Proof of college credit.

How important are interns to your station/company-how important is their role in your daily activities? _____

Very important.

Is there a possibility of employment at your station/company following the internship? _____

Yes

What would you like a prospective intern to know about interning at your station/company? _____

Intern's hours must be flexible enough to allow work on weekends during station events and appearances.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

Good hands-on learning experience



KKGO (105.1/fm)

(Owned by Saul Levine, Mt. Wilson Broadcasting)

PO Box 250028

Los Angeles, CA 90025

310.478.5540

www.gocountry.am

Saul Levine - Owner/GM

Kane Biscaya - General Sales Manager

Mike Johnson - Program Director

Weekday Line-Up

5 a.m. - 10 a.m. - Sean Parr

10 a.m. - 2 p.m. - Tonya Campos

2 p.m. - 7 p.m. - Paul Freeman

7 p.m. - midnight - Zack Taylor

Mid - 5 a.m. - Mike Johnson

Weekends: Tommy Jaxson, Gary Campbell, Jim Duncan, Whitney Allen



KKLA (99.5/fm)

Owned by Salem Communications)
701 Brand Blvd., #550
Glendale, CA 91203
818.956.5552
www.kkla.com

Terry Fahy - General Manager
Chuck Tyler - Program Director

Weekday Line-up

5 a.m. - 10 a.m. - Jim Governale
10 a.m. - 4 p.m. - Reba Toney
4 p.m. - 8 p.m. - Frank Pastore
8 p.m. - 5 a.m. - Steve Geiger



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KKLA Internship Contact: Balvina Sheffield
Address/City/State/Zip 701 North Brand Blvd. #550, Glendale, CA 91203
Phone: (818) 662-3701 Email: balvina.sheffield@salemia.com
Prefer phone or email contact: Email please

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____
Board operating, phone screening, office duties, news writing/observing.

What skills should an intern possess before applying to your station/company?_
Passion for news and current events, self motivated, audio editing, journalistic writing.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Knowledge of Windows, internet browsing, audio editing.

What personal qualities do you consider most important in an intern? _____

Self starter, highly motivated, punctual, well spoken.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 10-15

How many days per week will be required? Any days in particular? _____

3-5

Are there any calendar deadlines prospective interns need to be aware of? _____

Avoid holidays

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

References, resume, letter of interest

How important are interns to your station/company-how important is their role in your daily activities? _____

Interns have become an integral part of our operations. They provide extra help as well as provide opportunities for staff to expand their training skills.

Is there a possibility of employment at your station/company following the internship? _____

If there is an open position that the intern is qualified for, they are encouraged to apply.

What would you like a prospective intern to know about interning at your station/company? _____

It takes hard work and dedication to succeed in our operation.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

To learn and grow their skill sets in a positive and supportive environment.



KLAC (570AM)

(Owned by Clear Channel, Inc.)
3400 W. Olive Avenue, Suite 550
Burbank, CA 91505
818.559.2252

Home of UCLA Football, the LA Lakers, Oakland Raiders, and Avengers
www.am570radio.com

KLAC flipped to Fabulous 570 Adult Standards on December 12, 2002 and moved
Adult Standards to 690 AM on February 3, 2005

Don Martin - General Manager
Don Martin- Program Director

Weekday Line-up

6 a.m. - 9 a.m. - Dan Patrick
9 a.m. - Noon - Jim Rome
Noon - 4 p.m. - Mychal Thompson, Steve Hartman and Vic the Brick Jacobs
4 p.m. - 7 p.m. - Matt "Money" Smith, Petros Papadakis
7 p.m. - 11 p.m. - Joe McDonnell
11 p.m. - 6 a.m. - Fox Sports Radio

Weekends and Sports

L.A. Lakers, Lee "Hacksaw" Hamilton, Rich Marotta



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Clear Channel – KLAC Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_

Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable, goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____

Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 8

How many days per week will be required? Any days in particular? _____

1

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.



KLAX "La Raza" (97.9/fm)

(Owned by Spanish Broadcasting System)

10281 W. Pico Blvd.

Los Angeles, CA 90064

310.203.0900

<http://www.979laraza.com>

"El Cucuy De La Mañana"

"25 Pegaditas"

Peter Remington – VP / General Manager

Brad West – VP / Director of Sales

Martin Avila – Sales Manager

4 a.m. - 11 a.m. – El Cucuy de La Mañana y su Tropa Loca

11 a.m. – 3 p.m. – Lupita Del Castillo

3 p.m. – 7 p.m. – Alonso Romero "El Raton"

7 p. m. – 12mid. – Jesus Garcia "El Peladillo"

12mid – 4 p.m. – Mari Murillo

Weekends

Noches de Pachanga w/ Barzon and Juventina, Jose Acosta "El Bigotes"



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: La Raza 97.9 KLAX Internship Contact: Arturo Hernandez
Address/City/State/Zip 10281 Pico Blvd., Los Angeles, CA 90064
Phone: (310) 229-3244 Email: arturoh@sbslosangeles.com
Prefer phone or email contact: (310) 229-3294

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

The assignment will be mostly in the online department. Creating content for
online web pages. Interviewing artists, celebrities. Taking photographic images.
Videotaping events, concerts, interviews. Editing photos and video and
prepping them for online web pages.

What skills should an intern possess before applying to your station/company?_

Good communication skills. Must have a friendly, outgoing, responsible
punctual, and hard-working personality.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Must be computer savvy. Must know how to surf on the internet.

What personal qualities do you consider most important in an intern? _____

Must be willing to be pro-active and willing to learn lots of new stuff.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) 20 hours

How many days per week will be required? Any days in particular? _____

Any day will be fine. We are very flexible.

Are there any calendar deadlines prospective interns need to be aware of? _____

None.

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Must complete the Volunteer Internship Agreement provided by us.

How important are interns to your station/company-how important is their role in your daily activities? _____

We honor anyone willing to learn how the radio field works. Any support is good support.

Is there a possibility of employment at your station/company following the internship? _____

Not at the moment. The online division is currently under new business development. Maybe in the future.

What would you like a prospective intern to know about interning at your station/company? _____

Must love music.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

Every day is a new learning experience.



KLOS (95.5/fm)

(Owned by Citadel Broadcasting)

3321 La Cienega Blvd.

Los Angeles, CA 90016

310.840.4900

"Southern California's #1 Classic Rock Station"

www.955klos.com

John Davison - General Manager

Rita Wilde - Program Director

Weekday Line-Up

5 a.m. - 10 a.m. - Mark & Brian

10 a.m. - 3 p.m. - Cynthia Fox

3 p.m. - 8 p.m. - Joe Benson

8 p.m. - 1 a.m. - Jim Ladd

1 a.m. - 5 a.m. - Continuous music

Weekends

Kelly Cox, Mark Miller, Joe Reiling, Dion Jackson, Frank Sontag, Tony Scott, Denise Westwood, Teri Gladstone, Steven Van Zandt, Chris Carter (Breakfast with the Beatles)



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KLOS-FM Internship Contact: Arleen Miya

Address/City/State/Zip 3321 S. La Cienega Blvd, Los Angeles, CA
90016

Phone: 310 840-4808

Email: arleen.miya@citcomm.com

Prefer phone or email contact: _____

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

____ It would depend on the department that is willing to use an intern.

What skills should an intern possess before applying to your station/company?_

_____ They need
excellent communication both written and verbal as well as computer skills, word,
excel, Outlook.

Are there any specific computer skills that you require an applying student to
have? If so, which? _____

What personal qualities do you consider most important in an intern? _____

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____

How many days per week will be required? Any days in particular? __ Each department is different _____

Are there any calendar deadlines prospective interns need to be aware of? _____

No _____

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____ Must submit to a background check. _____

How important are interns to your station/company-how important is their role in your daily activities? __ We don't use interns very often. _____

Is there a possibility of employment at your station/company following the internship? __ Rare _____

What would you like a prospective intern to know about interning at your station/company? _____

What is the ONE reason why an prospective intern would want to intern at your station/company? _____



KLSX (97.1/fm)

(Owned by CBS Broadcasting)
5670 Wilshire Blvd., 2nd Floor
Los Angeles, CA 90038
323.971.9710
fax: 323.954.0971
FREE/fm

Bob Moore - General Manager
Jack Silver - Program Director

Weekday Line-up

5 a.m. - 10 a.m. - Adam Carolla and Teresa Strasser
10 a.m. - 2 p.m. - Frosty, Heidi & Frank
2 p.m. - 3 p.m. - Danny Bonaduce
3 p.m. - 8 p.m. - Tom Leykis
8 p.m. - 11 p.m. - Tim Conway, Jr.
11 p.m. - 3 a.m. - John & Jeff
3 a.m. - 5 a.m. - Reruns

Weekends and Sports

Leo Quinones, Sam Phillips, Lauren & Gretchen, Two Chicks and a Bunny, Sunday
Edition with Nelson Salsa and Socorro Serrano



Radio/Television Department Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KLSX Internship Contact: Ron Escarsega
Address/City/State/Zip 5670 Wilshire Blvd., Los Angeles, CA 90036
Phone: (323) 930-7317 Email: rfescarsega@cbs.com
Prefer phone or email contact: Email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Update databases, input information on the station website, handle prize fulfillment, assist with day-to-day operations, call listeners to remind them to attend movie screenings and concerts, research topics for talk shows, office work, write press releases for station events, edit audio, upload podcasts, contact public relations agencies for on-air giveaways, make air checks for account executives and clients, and obtain information on existing events in Southern California.

What skills should an intern possess before applying to your station/company?_

Able to perform under pressure, computer skills, good communication skills.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Knowledge of Sound Forge, Vegas, Audio Vault, Audacity, Easy CD Creator, Click 'N Design, and Photoshop.

What personal qualities do you consider most important in an intern? _____

Works well with others, willing to learn, punctual.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) 60 hours minimum

How many days per week will be required? Any days in particular? _____

Depends on school's requirements.

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Proof student is receiving college credit for course.

How important are interns to your station/company-how important is their role in your daily activities? _____

They are the oil that keeps the cogs turning.

Is there a possibility of employment at your station/company following the internship? _____

Yes

What would you like a prospective intern to know about interning at your station/company? _____

KSLX encourages teamwork and leadership while providing an educational experience for students with a passion for the radio industry.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

Interns assist in the overall event process from creation through execution and follow-up. This is a great learning experience.

Spring 2008

My internship at 97.1 KLSX Free FM was very beneficial to me. I liked the people that I worked with very much and they were all very helpful to me. I enjoyed mailing out prizes and doing work for Frosty, Heidi and Frank's website and doing air checks. I just wish I could have done even more as far as on-air voicing goes. It was a pleasure working with all of the employees at the radio station. Having this internship really made me realize that I want to work in the radio industry. The good things were that I learned a lot and the work wasn't very hard. The bad things were that I wish that there was a little more variety. I am really interested in working at a radio station for my career after being an intern at a radio station for the last sixteen weeks or so. I would definitely recommend working at this radio station for anyone that is interested in getting an internship at KLSX. I learned a lot and worked with very nice and helpful people. I did not have one bad experience at this radio station. It was a lot of fun and it was very interesting too.

Working as an intern at KLSX was a lot of fun at first, I'm always excited to start something new. I learned some digital editing programs; Sound Forge, Vegas, and Audiovault. I learned how to do sound checks for the salesmen, which also included learning how to rip the programming and turn it into podcasts. I learned what it takes for the station to get ready for a public event that they are going to be promoting at. Also, a lot about what goes into the promotions department and getting things to give away on-air. My favorite was sitting in with Rob and seeing how he creates commercials and other productions for the station. I also learned a lot about what goes into the production of the shows and all the behind the scenes action. I changed by learning all this knowledge and in my idea of the station. I used to listen to it a lot, and now it's not that great of a station to me. It's too simple and the shows aren't, in my opinion, produced very well. I also changed my idea of what I really want to do with my life, and learned what I do not want to end up doing. Next, I want to work harder at school and get it done!! I want to go do that internship with Tyson and be on the air. After that I want to try and do more T.V. or film work. Radio is cool but if I'm not on air or doing voice overs I don't feel enough work for me. This semester I'm thinking my ultimate goal is to work for the Travel Channel, but like always it will probably change. Overall, driving down there, paying for parking, and driving home was not cool. I felt like that was too much effort for the lack of things there was to do while at the station. If asked to do it again, I would pass. However, it was invaluable knowledge that I learned and an okay experience.

KLVE (107.5fm)
(Owned by Univision)
Spanish AC
www.univision.com

Mornings: Pepe Barreto



KMVN (93.9/fm)

(Owned by EMMIS Broadcasting)

2600 W. Olive Avenue #800

Burbank, CA 91505

818.525.5000

www.movin939.com

Val Maki - President / General Manager

Rick Cummings- President Emmis Radio Division

Jimmy Steal - Vice President Programming Emmis Radio

Dianna Jason - Sr. Director of Marketing Emmis/LA

Eman - Music Director

Director of Sales - Janet Brainin

Local Sales Manager - John Wortsman

National Sales Manager - Aly Montes

Weekday Line-Up

5 a.m. - 10 a.m. - Rick Dees, Patti "Long Legs" Lopez, Mark Wong

10 a.m. - 3 p.m. - Tera Bonilla

3 p.m. - 7 p.m. - Mario Fuentes

7 p.m. - midnight - TBA

Weekends

Nena



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KMVN

Internship Contact: TERRI DOURIAN

Address/City/State/Zip 2600 W. OLIVE AVE., 8TH FL., BURBANK, CA 91505

Phone: 818 525-5000

Email: tdourian@movin939.com

Prefer phone or email contact: email preferred

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

SPECIFIC INTERN TASKS WILL DEPEND ON WHICH DEPARTMENT THE INTERN IS WORKING IN. SALES INTERNS ASSIST WITH VARIOUS GENERAL OFFICE DUTIES (FILING, FAXING, PHONES, LIGHT COMPUTER WORK, ETC.). PROMOTION INTERNS ASSIST WITH ENTERING WINNER INFO INTO OUR DATABASE, MANAGING & MAINTAINING THE PRIZE CLOSET, CALLING WINNERS AND GIVING THEM SPECIFICS ON THE PRIZE THAT THEY WON. AND PRODUCTION INTERNS ASSIST WITH PRODUCING AND EDITING OF COMMERCIALS AND STATION IMAGING.

What skills should an intern possess before applying to your station/company?_

PRODUCTION INTERN CANDIDATES MUST HAVE PRIOR EXP. WITH PRO TOOLS AND/OR COOL EDIT PRO. INTERNS MUST POSSESS A STRONG PASSION AND DESIRE TO WORK IN RADIO. WE EXPECT INTERNS TO

POSSESS A PROFESSIONAL ATTITUDE AND DEMEANOR WHILE AT THE STATIONS. WE EXPECT ALL INTERNS TO RESPECT THE PRIVACY OF ALL STATION STUDIOS, ITS EQUIPMENT, AND THE ON-AIR TALENT AS THEY HAVE A JOB TO CONDUCT AND NEED AS LITTLE INTERRUPTION AS POSSIBLE. WE EXPECT INTERNS TO APPLY THE SKILLS THAT THEY HAVE ALREADY LEARNED IN THEIR RADIO/BROADCAST SCHOOLING AND APPLY THEM TO THE INTERN WORKPLACE.

Are there any specific computer skills that you require an applying student to have? If so, which? PROFICIENCY WITH MICROSOFT WORD, EXCEL, & POWERPOINT ARE VERY HELPFUL FOR OUR SALES INTERNS.

What personal qualities do you consider most important in an intern? GENUINE LOVE & PASSION FOR RADIO, DESIRE TO PURSUE A RADIO CAREER, GREAT INTERPERSONAL SKILLS, AND PROPER BUSINESS TACT AND ETIQUETTE.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) A MIN. OF 5 HRS. /WEEK

How many days per week will be required? Any days in particular? AT LEAST ONE DAY PER WEEK IS REQUIRED. HOWEVER, INTERNS WILL GET MORE OUT OF THEIR INTERNSHIP IF THEY INTERN AT LEAST 2 OR 3 DAYS PER WEEK.

Are there any calendar deadlines prospective interns need to be aware of? NONE

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? NO, BUT LETTERS OF RECOMMENDATION ARE ALWAYS HELPFUL.

How important are interns to your station/company-how important is their role in your daily activities? WE HEAVILY RELY ON THE ASSISTANCE OF INTERNS, ESPECIALLY WITHIN SALES AND PRODUCTION. THEIR ASSISTANCE HELPS BOTH DEPARTMENTS REACH VERY IMPORTANT AND CRITICAL DEADLINES.

Is there a possibility of employment at your station/company following the internship? THERE IS ALWAYS A POSSIBILITY; JUST NOT A GUARANTEE.

What would you like a prospective intern to know about interning at your station/company? OUR STATION IS VERY WELL RESPECTED IN LOS ANGELES RADIO DUE TO OUR WONDERFUL MANAGEMENT TEAM, AND OUR PARENT COMPANY AND ITS BUSINESS TACTICS/PRACTICES.

What is the ONE reason why an prospective intern would want to intern at your station/company? THEY WILL DEFINITELY HAVE FUN INTERNING AT OUR STATION.



KNX (1070AM)

(Owned by Infinity Broadcasting)
5670 Wilshire Boulevard, 2nd floor
Los Angeles, CA 90036-5679
office: 323.569.1070
fax: 323.964.8343

All-News with many CBS News features, including top-of-the-hour news
www.knx1070.com

David G. Hall - Program Director
Julie Chin - News Director

Weekday Line-Up

5 a.m. - 9 a.m. - Dave Williams, Vicky Moore, Randy Kerdoon, Chris Rowe
9 a.m. - 1 p.m. - Tom Haule, Linda Nunez
1 p.m. - 2 p.m. - Business Hour with Frank Mottek
2 p.m. - 3 p.m. - Tom Haule
3 p.m. - 7 p.m. - Jim Thornton, Diane Thompson
7 p.m. - midnight - Larry Van Nuys
Mid - 5 a.m. - Jack Salvatore

Weekends: Melinda Lee (Food Talk), CBS News Weekend Roundup, Presidential
Radio Address, *60 Minutes* simulcast, Todd Leitz, Pat Haslam, Colin Fluxman



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KNX Internship Contact: Anabel Magana
Address/City/State/Zip 5670 Wilshire Blvd. #200, Los Angeles, CA 90036
Phone: (323) 930-8732 Email: anabel.magana@cbsradio.com
Prefer phone or email contact: Email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Observation and hands-on experience working with station news
announcers, reporters, news writers, editors, and production assistants.

What skills should an intern possess before applying to your station/company?_

Type 45+ words per minute, be able to prioritize, computer literate.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

What personal qualities do you consider most important in an intern? _____
Outgoing, willing to interact with all levels of management and with all employees.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 20 hours

How many days per week will be required? Any days in particular? _____
Depends on individual department

Are there any calendar deadlines prospective interns need to be aware of? _____

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Letter from college/university stating class and number of credit units to be earned and will be awarded upon completion of program.

How important are interns to your station/company-how important is their role in your daily activities? _____

Very important. We want to provide interns with a meaningful work experience.

Is there a possibility of employment at your station/company following the internship? _____

Yes, there is a possibility of employment.

What would you like a prospective intern to know about interning at your station/company? _____

Will gain practical work experience, better understanding of the business, promote career and personal development, exposure to industry professionals.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

Hands-on experience.



KOLA (99.9FM)

1940 Orangetree Lane, Suite 200

Redlands, CA 92374

www.kolafm.com

909.793.3554

Weekday Schedule

5 a.m. - 10 a.m. - Brian Casey

10 a.m. - 3 p.m. - Cindy Davis

3 p.m. - 7 p.m. - Vic Slick

7 p.m. - midnight - Kevin Machado

Weekends: Lee Chambers, Marina Wilson



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KOLA 99.9 Internship Contact: Gary Springfield

Address/City/State/Zip 1940 Orange Tree Lane Suite 200, Redlands, CA 92374

Phone: (909) 793-3554 Email: gary@kolafm.com

Prefer phone or email contact: _____

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Depends on the department the intern is in.

What skills should an intern possess before applying to your station/company?_

Computer skills, communication skills.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

No.

What personal qualities do you consider most important in an intern? _____

Willing to learn.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ Open

How many days per week will be required? Any days in particular? _____

Open but generally weekdays.

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

References from the college/school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Open

Is there a possibility of employment at your station/company following the internship? _____

That's a possibility but it depends on the interests of the intern. _____

What would you like a prospective intern to know about interning at your station/company? _____

The hours can be odd. _____

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

I think It would be the same for all radio stations. The ability to learn the difference between theory and practice. _____



KOST (103.5FM)

(Owned by Clear Channel, Inc.)
3400 W. Olive Avenue, Suite 550
Burbank, CA 91505
818.559.2252
Mainstream AC
<http://www.kost1035.com>

Greg Ashlock - Station Manager
Stella Schwartz - Program director/music director

Weekday Line-Up

6 a.m. - noon - Mark Wallengren
noon - 6 p.m. - Bryan Simmons
6 p.m. - midnight - Karen Sharp (Lovesongs)

Weekend Line-Up

Brie Tennis, Cathi Parrish, Christine Martindale, Ted Ziegenbusch



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Clear Channel – KOST Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_

Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable, goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____

Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 8

How many days per week will be required? Any days in particular? _____

1

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.

KOST 103.5 Radio

From the weeks of May 29th to July 31st, I interned at the KOST studios in Burbank. Working with on-air talent, Christine Martindale, I learned many things. I learned what it was like working in a live broadcasted radio station, and all of the techniques and components needed to make it work. I learned how to project my voice into sounding better on the air, how to take calls, and how to organize a show. I also learned how to use editing devices such as Vox-Pro, how to run and use the various pods and buttons on the switchboard, and how to select and delete songs out of Selector. Knowing only what I learned in RTV-01 during the spring, the experience at the KOST studios has shown me just how much goes into making a radio station happen, and how it is all put together. Whether it is promoting the station in public, finding spots to go on the air, selecting songs to be played by the station, or announcing live on the air, there is a lot more to radio than I had ever thought. Getting the internship at KOST was one of the greatest things I had ever done, and has opened my eyes to the many possibilities in the industry. There are so many things to learn from, and has many opportunities. KOST by far, was a great experience because of its open door to broadcasting students, friendly staff, and all of the things it has taught me.



KPWR (105.9FM)

(Owned by Emmis Broadcasting)
2600 W. Olive Avenue, Suite 850
Burbank, CA 91505
818.953.4200

Hip-Hop and "Old School"

www.power106.fm

Val Maki - Vice President / General Manager
Rick Cummings - President Emmis Radio Division
Jimmy Steal - Vp Programming Emmis Radio
Dianna Jason - Sr. Director of Marketing Emmis Los Angeles
Eman - Assistant Program Director and Music Director
Felli Fel - Mix Show Coordinator
Janet Brainin - Director of Sales
John Mentasana - Local Sales Manager
Aly Montes - National Sales Manager

Weekday Line-up

6 a.m. - 10 a.m. - Big Boy's Neighborhood
10 a.m. - 3 p.m. - Yesi Ortiz
3 p.m. - 7 p.m. - DJ Syphe and DLux
7 p.m. - Mid - Miguel Barrazo
Mid - 5 a.m. - TBA
5 a.m. - 6 a.m. - Big Boy's Neighborhood Pre-Show



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KPWR

Internship Contact: TERRI DOURIAN

Address/City/State/Zip W. OLIVE AVE., 8TH FL., BURBANK, CA 91505

Phone: 818 953-4200

Email: tdourian@movin939.com

Prefer phone or email contact: email preferred

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

SPECIFIC INTERN TASKS WILL DEPEND ON WHICH DEPARTMENT THE INTERN IS WORKING IN. SALES INTERNS ASSIST WITH VARIOUS GENERAL OFFICE DUTIES (FILING, FAXING, PHONES, LIGHT COMPUTER WORK, ETC.). PROMOTION INTERNS ASSIST WITH ENTERING WINNER INFO INTO OUR DATABASE, MANAGING & MAINTAINING THE PRIZE CLOSET, CALLING WINNERS AND GIVING THEM SPECIFICS ON THE PRIZE THAT THEY WON. AND PRODUCTION INTERNS ASSIST WITH PRODUCING AND EDITING OF COMMERCIALS AND STATION IMAGING. _____

What skills should an intern possess before applying to your station/company?_

PRODUCTION INTERN CANDIDATES MUST HAVE PRIOR EXP. WITH PRO TOOLS AND/OR COOL EDIT PRO. INTERNS MUST POSSESS A STRONG PASSION AND DESIRE TO WORK IN RADIO. WE EXPECT INTERNS TO POSSESS A PROFESSIONAL ATTITUDE AND DEMEANOR WHILE AT THE STATIONS. WE EXPECT ALL INTERNS TO RESPECT THE PRIVACY OF ALL

STATION STUDIOS, ITS EQUIPMENT, AND THE ON-AIR TALENT AS THEY HAVE A JOB TO CONDUCT AND NEED AS LITTLE INTERRUPTION AS POSSIBLE. WE EXPECT INTERNS TO APPLY THE SKILLS THAT THEY HAVE ALREADY LEARNED IN THEIR RADIO/BROADCAST SCHOOLING AND APPLY THEM TO THE INTERN WORKPLACE.

Are there any specific computer skills that you require an applying student to have? If so, which? PROFICIENCY WITH MICROSOFT WORD, EXCEL, & POWERPOINT ARE VERY HELPFUL FOR OUR SALES INTERNS.

What personal qualities do you consider most important in an intern? GENUINE LOVE & PASSION FOR RADIO, DESIRE TO PURSUE A RADIO CAREER, GREAT INTERPERSONAL SKILLS, AND PROPER BUSINESS TACT AND ETIQUETTE.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) A MIN. OF 5 HRS. /WEEK
How many days per week will be required? Any days in particular? AT LEAST ONE DAY PER WEEK IS REQUIRED. HOWEVER, INTERNS WILL GET MORE OUT OF THEIR INTERNSHIP IF THEY INTERN AT LEAST 2 OR 3 DAYS PER WEEK.

Are there any calendar deadlines prospective interns need to be aware of?
NONE

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? NO, BUT LETTERS OF RECOMMENDATION ARE ALWAYS HELPFUL.

How important are interns to your station/company-how important is their role in your daily activities? WE HEAVILY RELY ON THE ASSISTANCE OF INTERNS, ESPECIALLY WITHIN SALES AND PRODUCTION. THEIR

ASSISTANCE HELPS BOTH DEPARTMENTS REACH VERY IMPORTANT AND CRITICAL DEADLINES.

Is there a possibility of employment at your station/company following the internship? THERE IS ALWAYS A POSSIBILITY; JUST NOT A GUARANTEE.

What would you like a prospective intern to know about interning at your station/company? OUR STATION IS VERY WELL RESPECTED IN LOS ANGELES RADIO DUE TO OUR WONDERFUL MANAGEMENT TEAM, AND OUR PARENT COMPANY AND ITS BUSINESS TACTICS/PRACTICES.

What is the ONE reason why a prospective intern would want to intern at your station/company? THEY WILL DEFINITELY HAVE FUN INTERNING AT OUR STATION.

Well to start off my internship was the best at KPWR Power 106. I first started off taking a trip up there with my intro to broadcasting class and filled out an application hoping that I can get any job over there but it didn't happened, so then I took the internship class and found my self with my foot through the door. I started off in the sales department, and any job for me is fun as long as it had to do with radio I am ok with that. Then I started to show up as much as I can learning the ropes and doing a lot of work from filing to making copies of paper work yeah this was hard work at times because I would be having to do stacks and stacks of filing but to me if I was getting the job done I was happy with myself.

I then started to meet people and started asking them if they need help because I had my foot through the door and I wanted to take it for advantage and help with doing as many things as possible. Not to a point were I am bothering them because I knew that I had a limit and I didn't want to make it seem that I am trying to hard because I don't want to come off that way to people. But I eventually worked my way around and met really cool people and found myself applying for the street team with our sister station kzla. To me I would take anything right now as long as it involves radio. I then realized to that there are times were you could just get let go just like that, but that's the business and you just have to learn to deal with it. I had also met a young lady by the name of Yesi Ortiz and she has a show from 10am to 3pm and I wanted to ask her if she needed help for her show she then got back to me like in about a week and told me yeah she did need help and if I was willing to do it every Monday and I said sure.

It was also very nice of her because she had told me she would be willing to teach me how to work the board and all that so I thought that was cool. So meeting people and trying to get as much involved as I can was a good thing for me yeah I didn't want to come off to strong to people and I am hoping that I didn't do that but my overall experience was a good one and I had the best time doing it and I also don't plan on stopping. I want to enroll again in this internship class because I feel that it's getting me some were where I want to be.

KRCD/KRCV (103.9fm)

(Owned by Univision Radio)

www.Univision.com

Super Hits of the 70s, 80s & 90s "Recuerdo"



KRLA (870AM) (formerly KIEV)

(Owned by Salem Broadcasting)

701 Brand Blvd., #550

Glendale, CA 91203

818.956.5552

www.krla870.com

Terry Fahy - General Manager

Chuck Tyler - Program Director

Weekday Line-up

6 a.m. - 9 a.m. - Laura Ingraham

9 a.m. - Noon - Dennis Prager

Noon - 3 p.m. - Michael Medved

3 p.m. - 6 p.m. - Hugh Hewitt

6 p.m. - 9 p.m. - Dennis Miller

9 p.m. - 11 p.m. - Kevin James

11 p.m. - 1 a.m. - Roy Masters

Midnight - 3 a.m. - Mike Gallagher

3 a.m. - 6 a.m. - Bill Bennett

Weekends

Terry Anderson, Dr. Gene, Warren Eckstein, Michael Harrison, Cindy Dole



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KRLA Internship Contact: Balvina Sheffield
Address/City/State/Zip 701 North Brand Blvd. #550, Glendale, CA 91203
Phone: (818) 662-3701 Email: balvina.sheffield@salemia.com
Prefer phone or email contact: Email please

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Board operating, phone screening, office duties, news writing/observing.

What skills should an intern possess before applying to your station/company?_

Passion for news and current events, self motivated, audio editing, journalistic writing.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Knowledge of Windows, internet browsing, audio editing.

What personal qualities do you consider most important in an intern? _____

Self starter, highly motivated, punctual, well spoken.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 10-15

How many days per week will be required? Any days in particular? _____

3-5

Are there any calendar deadlines prospective interns need to be aware of? _____

Avoid holidays

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

References, resume, letter of interest

How important are interns to your station/company-how important is their role in your daily activities? _____

Interns have become an integral part of our operations. They provide extra help as well as provide opportunities for staff to expand their training skills.

Is there a possibility of employment at your station/company following the internship? _____

If there is an open position that the intern is qualified for, they are encouraged to apply.

What would you like a prospective intern to know about interning at your station/company? _____

It takes hard work and dedication to succeed in our operation.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

To learn and grow their skill sets in a positive and supportive environment.



KROQ (106.7FM)

(Owned by CBS Broadcasting)

5901 Venice Blvd.

Los Angeles, CA 90034

www.kroq.com

TBA - General Manager

Kevin Weatherly - Program Director

Weekday Line-Up

5 a.m. - 10 a.m. - Kevin & Bean, Doc on the Roq, Lisa May

10 a.m. - 1 p.m. - Kat Corbett

1 p.m. - 4 p.m. - Jed the Fish

4 p.m. - 7 p.m. - Sluggo

7 p.m. - 10 p.m. - Nicole Alvarez

10 p.m. - Mid - Loveline with Dr. Drew Pinsky and Stryker

Mid - 5 a.m. - Rotating hosts

Weekends

Scott Mason, John Michael, Jason Bentley, Rodney Bingenheimer



KRTH (101.1FM)

(Owned by CBS Broadcasting)

5670 Wilshire Blvd, Suite 200

Los Angeles, CA 90036

323. 936.5784

Greatest Hits on Earth

www.kearth101.com

Dan Weiner - General Manager

Jhani Kaye - Program Director

Weekday Line-Up

5 a.m. - 10 a.m. - Gary Bryan, Lisa Stanley, Bob Malik

10 a.m. - 3 p.m. - Jim Carson

3 p.m. - 7 p.m. - "Shotgun Tom" Kelly

7 p.m. - midnight - Christina Kelley

Midnight - 5 a.m. - Jhani Kaye



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KRTH-FM Internship Contact: Jackie Juico
Address/City/State/Zip 5670 Wilshire Blvd., #200, Los Angeles, CA 90036
Phone: 323 930-5532 Email: Jackie.Juico@cbsradio.com
Prefer phone or email contact: email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Depends on the area the intern is working in: Duties could include:
Scannign newspapers, Internet, etc. for timely items that can used on the
air. Researching items on topical events happening in the area. Copying
items for show content. Sorting and distributing incoming faxes.
Answering incoming calls from listeners. Answering request lines and
taking winner info. We are also willing to train the right candidate to use
Audio Vault, Adobe Audition, Skimmer Tapes, Board
Operation

What skills should an intern possess before applying to your station/company?_

Good computer and Internet skills. Any production skills are helpful.

Are there any specific computer skills that you require an applying student to have? If so, which? Proficient in PC and Microsoft Office(Word, Excel, PowerPoint and Outlook), Windows 2003/XP and Internet Savvy.

What personal qualities do you consider most important in an intern? Commitment, professionalism, punctuality,

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) Flexible

How many days per week will be required? Any days in particular? Flexible, depends on the student's schedule

Are there any calendar deadlines prospective interns need to be aware of? No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? Must show proof on school's letterhead that student will be earning college credit for internship.

How important are interns to your station/company-how important is their role in your daily activities? Interns are a huge help to our staff and hopefully, the interns gain a valuable learning experience from the company.

Is there a possibility of employment at your station/company following the internship? _____

Yes

What would you like a prospective intern to know about interning at your station/company? _____

The opportunity is theirs to make what they will of the internship. They will have the oppoprtnuity to learn as much as they can about the radio station.

What is the ONE reason why an prospective intern would want to intern at your station/company? _____

Our most important requirement is for the interns to have fun while learning.



KSPA (1510AM)

(Owned by the Astor Broadcast Group
9485 Haven Avenue, Suite 101
Rancho Cucamonga, CA 91730
909.483.1500/f. 909.483.1515
www.thesparadio.com

KSPA flipped to Adult Standards on December 26, 2006

Susan Burke - VP/General Manger
Jeff Gehringer - Program/music director

Weekday Line-Up

6 a.m. - 9 a.m. - Taz
10 a.m. - 3:00 p.m. - Continuous music
3 p.m. - 6 p.m. - Billy the Kid

Inland Empire home of the Los Angeles Angels of Anaheim



KSPN (710AM)

(Owned by ABC/Disney)

3321 La Cienega Blvd.

Los Angeles, CA 90016

310.840.4900

www.espnradio710.com

ESPN Sports Radio

Bob Koontz - Station Manager
Larry Gifford - Program Director

6 a.m. - 10 a.m. - Colin Cowherd
10 a.m. - noon - Mike Tirico
Noon - 1 p.m. - Stephen A. Smith
1 p.m. - 4 p.m. - Steve Mason and John Ireland
3 p.m. - 7 p.m. - Dave Denholm and Brian Long
7 p.m. - 10 p.m. - Pete Fox

Home of the USC Trojans Football and Men's Basketball

Weekends: Speed Freaks with Kenny Sargent

KSSE (107.1fm)
(Owned by Entravision)

5700 Wilshire Blvd, Suite 250
Los Angeles, CA 90038

Office: 323-900-6100 Fax: 323-900-6119

Super Estrella - Dance-oriented pop Spanish hits
www.superestrella.com

Karl Meyer - General Manager
Nestor Rocha - Program Director



KSWD (100.3/fm)

(Owned by Bonneville International)
5900 Wilshire Blvd., #1900
Los Angeles, CA 90036
213.634.1800

Peter Burton - General Manager
Dave Beasing - Program Director

5 a.m. - 10 a.m. - Larry Morgan
10 a.m. - 3 p.m. - Julie Slater
3 p.m. - 8 p.m. - Andy Chanley
8 p.m. - midnight - Mike Powers

Weekends: Mimi Chen



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: **KSWD-FM (100.3 The Sound)** Internship Contact: **Maxine Morrow**
Address/City/State/Zip **5900 Wilshire Blvd. 19th Floor Los Angeles, CA 90036**
Phone: **323.634.1800** Email: **mmorrow@thesoundla.com**
Prefer phone or email contact: **email**

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned:

Light office work, answering studio and office phones, internet research, music library maintenance, working at events or station appearances, contest coordination, prize fulfillment and more.

What skills should an intern possess before applying to your station/company?

Must be well organized, detail oriented, courteous and able to handle many tasks at once in a fast paced environment. Excellent customer service skills and a can-do attitude required. Working knowledge of Microsoft Office applications (MS Word, Excel, Outlook), Adobe Photoshop and Web 2.0, a plus.

Are there any specific computer skills that you require an applying student to have? If so, which? **See above.**

What personal qualities do you consider most important in an intern?

Honesty, strong work ethic, positive attitude. Thirst for knowledge and learning about the radio industry.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) We can gladly commit to 60 hours per semester.

How many days per week will be required? Any days in particular? Schedule TBD.

Are there any calendar deadlines prospective interns need to be aware of? There will be times when we are working with deadlines, but on a project by project basis.

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? Proof of eligibility to work in the United States.

How important are interns to your station/company-how important is their role in your daily activities? We are a small station so EVERYONE is integral to the success of the company. This is a great opportunity for an intern to be exposed to all areas of radio.

Is there a possibility of employment at your station/company following the internship? Possible opportunities exist seeing that we are a brand new station and we are building a staff from the ground up.

What would you like a prospective intern to know about interning at your station/company?

Bonneville International has a reputation for being an innovative and dynamic radio company that holds its employees, community and clients in high regard.

What is the ONE reason why a prospective intern would want to intern at your station/company? See the 2008 Values Report at <http://bonneville.com/>



KTLK (1150AM)

(Owned by Clear Channel, Inc.)
3400 W. Olive Avenue, Suite 550
Burbank, CA 91505
818.546.1035

<http://www.progressivetalk1150.com/>

General Manager: John Quinlan
Program Director - Don Martin

Weekday Line-Up

6 a.m. - 9 a.m. - Stephanie Miller
9 a.m. - noon - Thom Hartmann
Noon - 3 p.m. - Randi Rhodes
3 p.m. - 6 p.m. - Rachel Maddow
6 p.m. - 9 p.m. - Mike Malloy
9 p.m. - 1 a.m. - Phil Hendrie
1 a.m. - 3 a.m. - Clout
3 a.m. - 6 a.m. - Bill Press



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Clear Channel – KTLK Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____
Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_
Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable, goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____
Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____
Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____
8

How many days per week will be required? Any days in particular? _____
1

Are there any calendar deadlines prospective interns need to be aware of? _____
No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____
18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____
Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.



KTWV "The Wave" (94.7/fm)

(Owned by Infinity Broadcasting)
5670 Wilshire Boulevard, Suite 200
Los Angeles, CA 90036
The birthplace of NAC/Smooth Jazz
www.947wave.com

Dan Weiner - General Manager
Paul Goldstein - Program Director

Weekday Line-Up

5:30 a.m. - 9 a.m. - Brian McKnight, Pat Prescott, Allan Lee
9 a.m. - 2 p.m. - Talaya
2 p.m. - 7 p.m. - Don Burns
7 p.m. - Mid - Keri Tombazian
Mid - 5:30 a.m. - TBA

Weekends

Lawrence Tanter, Hugh Fuller, Barbara Blake, Bill Dudley, Dave Caprita, Shadoc Stevens, Sandy Kelley, Maggie McKay



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KTWV-FM Internship Contact: Jackie Juico

Address/City/State/Zip 5670 Wilshire Blvd., #200, Los Angeles, CA 90036

Phone: 323 930-5532 Email: Jackie.Juico@cbsradio.com

Prefer phone or email contact: email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Depends on the area the intern is working in:

Morning Show Intern: Scan newspapers for timely news/entertainment items to be used on-air. Research Internet for relatable events for on-air.

Copy and distribute all show prep items for voice-tracking sessions.

Confirm guests for the morning show. Filing of past show documents.

Potentially hands-on technical work using CD library, Audiovault, Adobe Audition.

Promotion Department Interns: interact with listeners, talent and clients.

Conduct Internet research projects.

Sales Department Interns: Assist Sales Managers and Account Executives, help with client proposals and projects. Download air checks. Internet research.

What skills should an intern possess before applying to your station/company?_

Good computer and Internet skills. Any production skills are helpful.

Are there any specific computer skills that you require an applying student to have? If so, which? Proficient in PC and Microsoft Office(Word, Excel, PowerPoint and Outlook), Windows 2003/XP and Internet Savvy.

What personal qualities do you consider most important in an intern? Commitment, professionalism, punctuality, organized, responsible, proactive, able to interact well with people energetic, hard working, outgoing.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) Flexible
How many days per week will be required? Any days in particular? Flexible, depends on the student's schedule

Are there any calendar deadlines prospective interns need to be aware of? No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? Must show proof on school's letterhead that student will be earning college credit for internship.

How important are interns to your station/company-how important is their role in your daily activities? Interns are a huge help to our staff and hopefully, the interns gain a valuable learning experience from the company.

Is there a possibility of employment at your station/company following the internship? _____

Yes

What would you like a prospective intern to know about interning at your station/company? _____

The opportunity is theirs to make what they will of the internship. They will have the oppoprtnuity to learn as much as they can about the radio station.

What is the ONE reason why an prospective intern would want to intern at your station/company? _____

Our most important requirement is for the interns to have fun while learning.



KWIZ (96.7fm)

Liberman Broadcasting, Inc
3101 West Fifth Street
Santa Ana, California. 92703
714.554.5000
www.sonido967.com

Contemporary international music featuring soloists, Mariachis, and romantic groups.
Orange County's only local Spanish language radio station, serving a large and
rapidly growing Hispanic market of over 800,000 people.

1330 AM
ESPN
DEPORTES
RADIO

KWKW (1330AM)

(Owned by Lotus Communications.)

3301 Barham Blvd., Suite 201

Los Angeles, CA 90068

323.851.5959

Spanish Sports Talk

Home of Los Angeles Angels of Anaheim, the LA Lakers, NFL,
Chivas soccer, Super Liga soccer, US Nat'l soccer and LA Avengers

www.espn1330.com

Jim Kalmenson - General Manager

Juan Rodriguez - Program Director

6 a.m. - 8 a.m. - Rafael Ramos, Oscar Restrepo

8 a.m. - 10 a.m. - Aramando Arguayo, Edu Villamar

Noon - 2 p.m. - Jorge Ramos, Hernan Pereyra

4 p.m. - 7 p.m. - Rolando Gonzalez, Alvaro Riet



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KWKW Radio Internship Contact: Vanesa Geiberger
Address/City/State/Zip 3301 Barham Blvd. #201, Los Angeles, CA 90068
Phone: (323) 851-5959 Email: vanesa@kwkwradio.com
Prefer phone or email contact: (323) 512-7460

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Accounting work, promotions, sales support.

What skills should an intern possess before applying to your station/company?_

A great attitude.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Decent recent skills.

What personal qualities do you consider most important in an intern? _____

Positive attitude, willing to help, and someone who advances our goal.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____

How many days per week will be required? Any days in particular? _____

Flexible.

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

How important are interns to your station/company-how important is their role in your daily activities? _____

Every employee and intern is important.

Is there a possibility of employment at your station/company following the internship? _____

Yes

What would you like a prospective intern to know about interning at your station/company? _____

We have two divisions: Radio Station and website.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

We attempt to make the internship a good learning experience (no pay).



KXOL (Latino 96.3fm)

(Owned by Spanish Broadcasting System)

10281 W. Pico Blvd.
Los Angeles, CA 90064
310.203.0900
<http://www.latino963.com>

"Reggaeton & Hip Hop"

Peter Remington – VP / General Manager
Jason Wilberding – VP / Director of Sales
Matt Cardenas – Sales Manager

5 a.m. – 10 a.m. – Kid Corona, Joey Medina, Alysha, Smoochy
10 a.m. – 2 p.m. – Sandra
2 p.m. – 6 p.m. – Nio Encendio
6 p.m. – 10 p.m. – Raq-C
10 p.m. – 2 a.m. – Chuey Martinez
2 a.m. – 5 a.m. – Nachin

Weekends
David Rolas



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Latino 96.3 KXOL Internship Contact: Arturo Hernandez
Address/City/State/Zip 10281 Pico Blvd., Los Angeles, CA 90064
Phone: (310) 229-3244 Email: arturoh@sbslosangeles.com
Prefer phone or email contact: (310) 229-3294

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____
The assignment will be mostly in the online department. Creating content for
online web pages. Interviewing artists, celebrities. Taking photographic images.
Videotaping events, concerts, interviews. Editing photos and video and
prepping them for online web pages.

What skills should an intern possess before applying to your station/company?_
Good communication skills. Must have a friendly, outgoing, responsible
punctual, and hard-working personality.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Must be computer savvy. Must know how to surf on the internet.

What personal qualities do you consider most important in an intern? _____

Must be willing to be pro-active and willing to learn lots of new stuff.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) 20 hours

How many days per week will be required? Any days in particular? _____

Any day will be fine. We are very flexible.

Are there any calendar deadlines prospective interns need to be aware of? _____

None.

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Must complete the Volunteer Internship Agreement provided by us.

How important are interns to your station/company-how important is their role in your daily activities? _____

We honor anyone willing to learn how the radio field works. Any support is good support.

Is there a possibility of employment at your station/company following the internship? _____

Not at the moment. The online division is currently under new business development. Maybe in the future.

What would you like a prospective intern to know about interning at your station/company? _____

Must love music.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

Every day is a new learning experience.

98★7fm

KYSR (98.7FM)

(Owned by Clear Channel, Inc.)
3400 W. Olive Avenue, Suite 550
Burbank, CA 91505
818.559.2252

"Star 98.7" features Pop/Alternatives
www.star987.com

Greg Ashlock - General Manager
Michael Martin - Program Director
Deanne Saffren - APD/MD
Pat Thomasson - General Sales Manager
Robert Lyles - Marketing Director

Weekday Line-Up

5:30 a.m. - 10 a.m. - Ozomatli
10 a.m. - 4 p.m. - Yvonne Velazquez
4 p.m. - 9 p.m. - Josh Venable
9 p.m. - midnight - Darren Rose

Weekends: Lisa Foxx



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: Clear Channel – KYSR Internship Contact: Steve Reisig
Address/City/State/Zip 3400 West Olive Avenue #550, Burbank, CA 91505
Phone: (818) 566-4732 Email: stevereisig@clearchannel.com
Prefer phone or email contact: Phone

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Program, marketing, sales, integrated media/web.

What skills should an intern possess before applying to your station/company?_

Personable, available to intern within Monday-Friday 8:30 to 5:30, dependable, goal oriented.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Comfort with computers, Excel, Word.

What personal qualities do you consider most important in an intern? _____

Integrity

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 8

How many days per week will be required? Any days in particular? _____

1

Are there any calendar deadlines prospective interns need to be aware of? _____

No

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

18+ and proof from school.

How important are interns to your station/company-how important is their role in your daily activities? _____

Become an integral shared partnership.

Is there a possibility of employment at your station/company following the internship? _____

Yes. Many go on to fill part-time vacancies.

What would you like a prospective intern to know about interning at your station/company? _____

Relaxed environment, expect passionate intern who will be comfortable around high achievers, dependable.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

In-depth learning experience surrounded by passionate professionals.



XEPRS (1090 AM)

(Broadcast Company of the Americas (BCA) operates the station under a Local Marketing Agreement)

Home of the San Diego Padres, Mighty Ducks, SDSU, Del Mar Race Track

www.themighty1090.com

3655 Nobel Drive #470

San Diego, CA 92122

858.535.2500

John T. Lynch - CEO - President
Frank A. De Francesco - Executive VP/CFO
Kara Guthrie - VP of Sales
Jim Shean - Sales Manager
Mira Simon - National Sales Manager
Bill Pugh - VP Programming
Rich Bachman - Promotion Director

Weekday Line-Up

5 a.m. - 9 a.m. - Scott Kaplan and Billy Ray Smith
9 a.m. - noon - Jim Rome
Noon - 3 p.m. - John Kentera
3 p.m. - 7 p.m. - Philly Billy Werndl and Daren Smith
7 p.m. - 10 p.m. - Dan Patrick
10 p.m. - 5 a.m. - FOX Sports Radio



KCBS Channel 2 Los Angeles
(Owned by CBS)

4200 Radford Ave.
Studio City, CA 91604



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KCBS-TV Channel 2 Internship Contact: Paul Skolnick
Address/City/State/Zip 4200 Radford Avenue, Studio City, CA 91604
Phone: 818-655-2230 Email: pdskolnick@cbs.com
Prefer phone or email contact: email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: learning to produce TV newscasts

What skills should an intern possess before applying to your station/company?
Successfully completed a TV newswriting class.

Are there any specific computer skills that you require an applying student to have? If so, which? Familiarity with PCs.

What personal qualities do you consider most important in an intern?
Willingness to learn

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) 8 hours/week

How many days per week will be required? Any days in particular? One day per week. Weekdays only.

Are there any calendar deadlines prospective interns need to be aware of? Three internship cycles per year – Fall, Winter, and Summer. Inquiries and applications should come about 90 days prior to start of cycle.

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? **Basic application**

How important are interns to your station/company-how important is their role in your daily activities? **Interns do no real work in our operation. They are important to us to build goodwill in the community, help us to prepare the next generation of broadcast journalists.**

Is there a possibility of employment at your station/company following the internship? **No**

What would you like a prospective intern to know about interning at your station/company? **It will be the most intense learning experience of their academic careers.**

What is the ONE reason why an prospective intern would want to intern at your station/company? **Because the intern has a burning desire to produce TV news.**

Entering the field of broadcast journalism can be intimidating. Especially for a college student who's hopes and dreams lay in the hands of the TV newsroom and the professionals who have already made a place for themselves in the industry. Entering the newsroom as a college intern is frightening and very intimidating not knowing what the expectations of your superiors and others are can leave you on the edge. No matter what you do to try to set your mind into a stable mode it seems to be impossible at first.

Despite the goals that you set for yourself before actually getting to the studio it seems like your plans always take a turn not necessarily for the worst but sometimes for the best. Before starting at CBS I arranged a list of goals and objectives that I wanted to accomplish before leaving the station. Some of my goals were to learn how to properly work the prompter and control the speed of it to the likings of each anchor, to gather information and facts about breaking news through the proper methods, and to learn how to edit and operate the equipment in each edit bay.

During my stay at CBS I was surrounded by a great group of professional who were thrilled to help me obtain all I needed to know to become a successful T.V. reporter. Not only was I fortunate enough to learn all the things that I originally hoped to learn but I was taught more than I could ever image. While at CBS 2 I spent a lot of time out in the field covering stories as if I was an actual reporter. I was able to go out with a photographer and a unit (news van) and cover my own stories hands on. For each story that I covered I meet a reporter from the station at the seen with his or her photographer and we covered the stories from a shooting in South L.A to the deaths of two high school students in Glendora. Each story I went out to I made my own packages. While putting together my package I wrote my stories and directed the photographer to the shoots I wanted and need for the package. I also learned that a successful reporter always gathers their shoot first then writes to the pictures. This enables you to work your story into the images that your viewers are watching. Learning time management was a very valuable lesson that I got out of my internship. Being able to put together a package in any given amount of time is a very important part of being a great reporter. I learned several different writing techniques from different reporters all very helpful.

During my time spent at the station I was able to network and meet a lot of great people that have been the industry for years and who are very well know. A lot of the knowledge I gained while at the station was from some of the most highly acclaimed people in the industry. Harold Green taught me the skill of add lib. Laura Diaz taught me the art of making sure that your story sounds like something you would say despite someone else writing it .You always want a story to be read the way you think it sounds never be afraid to make correction to your likings, especially if you're the anchor. Jackie Johnson explained the complications of the green screen and in reality it's not hard at all it's like looking into a mirror. From Paul Magers I learned to always put personality into your newscast it keep the viewer tuning in.

My experience at KCBS was more than I could have ever imagined it to be. The experience and knowledge that I gained will be carried on throughout my career. Not only did I learn a lot but I've had a lot of doors opened for me. I'll be sending over my resume to CBS in Palm Springs for some work and with the references of some of the industries best. I look forward to what is to come, and most of all I look forward to delivering the news to Southern California some time soon.



KTLA Channel 5 Los Angeles
(Owned by Tribune Interactive)

5800 Sunset Blvd.
Los Angeles, CA, 90028



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KTLA Internship Contact: Doris Quesada
Address/City/State/Zip 5800 Sunset Blvd., Los Angeles, CA 90028
Phone: (323) 460-5540 Email: www.ktla.com
Prefer phone or email contact: www.ktla.com

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____
We offer different internships company wide. Tasks depend on the
department the internship is in, i.e. News, Sales, Finance, HR, Creative
Services.

What skills should an intern possess before applying to your station/company?_
Able to perform under pressure, computer skills, and communication skills.

Are there any specific computer skills that you require an applying student to have? If so, which? _____

Internet savvy, Outlook, and Microsoft.

What personal qualities do you consider most important in an intern? _____

Punctual, attentive, responsible.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) _____ 16 hours _____

How many days per week will be required? Any days in particular? _____

2 days per week. Days vary depending on the supervisor's and intern's schedule.

Are there any calendar deadlines prospective interns need to be aware of? _____

Deadline to apply for the internship. Each session has a different deadline.

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? _____

Proof of school credit.

How important are interns to your station/company-how important is their role in your daily activities? _____

Very important to all the departments. Internships at KTLA are very hands on.

Is there a possibility of employment at your station/company following the internship? _____

Occasionally there are part-time or full-time positions open that interns apply for. We have hired interns for production assistant and entry clerical positions.

What would you like a prospective intern to know about interning at your station/company? _____

Very fast paced and a great experience.

What is the ONE reason why a prospective intern would want to intern at your station/company? _____

We have a very hands-on internship and offer a great learning experience.



KABC Channel 7 Los Angeles

500 Circle Seven Dr.
Glendale, CA 91201



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KABC-TV (ABC7) Internship Contact: Jose Mayorquin
Address/City/State/Zip 500 Circle Seven Dr, Glendale, CA 91201
Phone: 818-863-7233 Email: jose.m.mayorquin@abc.com
Prefer phone or email contact: Email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

This internship provides an overview of the workings of the news department for Eyewitness News including the production of five-and-a-half hours of daily news. Interns attend production meetings, assist the assignment desk, research news topics, aid in the planning of news series, view and log tapes, and transcribe interviews. Interns also observe editors, writers, producers, directors, and technical crews and on occasion travel with reporters and field crews for stories and live remotes.

What skills should an intern possess before applying to your station/company?_
Interns should possess an interest and general understanding of the media.

Are there any specific computer skills that you require an applying student to have? If so, which? Basic Word Processing and Internet Search

Skills

What personal qualities do you consider most important in an intern? _____

The qualities most important in an intern are a genuine passion for journalism and the media, good communication skills and a healthy work ethic.

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) **8-16 hours/week minimum**

How many days per week will be required? Any days in particular? _____

Two days per week M-F

Are there any calendar deadlines prospective interns need to be aware of? _____

We review applications in December for Spring Interns, April for Summer Interns, and July for Fall Interns

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? **Proof of Credit Eligibility**

How important are interns to your station/company-how important is their role in your daily activities? **Interns are an important, everyday part of our news operation.**

Is there a possibility of employment at your station/company following the internship? **Although there is no guarantee of employment after the completion of an internship at the station, we strongly consider past interns for news assistant positions, among other entry-level positions**

What would you like a prospective intern to know about interning at your station/company? **We value our interns and offer a truly professional, well-rounded internship experience.**

What is the ONE reason why an prospective intern would want to intern at your station/company? We exposed interns to the inner-workings of the most successful television station in the number two market in the United States.



KCAL Channel 9 Los Angeles
(Owned by CBS)

4200 Radford Ave.
Studio City, CA 91604



Radio/Television Department Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: KCAL-TV Channel 9 Internship Contact: Paul Skolnick
Address/City/State/Zip 4200 Radford Avenue, Studio City, CA 91604
Phone: 818-655-2230 Email: pdskolnick@cbs.com
Prefer phone or email contact: email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: learning to produce TV newscasts

What skills should an intern possess before applying to your station/company?
Successfully completed a TV newswriting class.

Are there any specific computer skills that you require an applying student to have? If so, which? Familiarity with PCs.

What personal qualities do you consider most important in an intern?
Willingness to learn

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) 8 hours/week

How many days per week will be required? Any days in particular? One day per week. Weekdays only.

Are there any calendar deadlines prospective interns need to be aware of? Three internship cycles per year – Fall, Winter, and Summer. Inquiries and applications should come about 90 days prior to start of cycle.

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? **Basic application**

How important are interns to your station/company-how important is their role in your daily activities? **Interns do no real work in our operation. They are important to us to build goodwill in the community, help us to prepare the next generation of broadcast journalists.**

Is there a possibility of employment at your station/company following the internship? **No**

What would you like a prospective intern to know about interning at your station/company? **It will be the most intense learning experience of their academic careers.**

What is the ONE reason why an prospective intern would want to intern at your station/company? **Because the intern has a burning desire to produce TV news.**



CBS Sports Mobile
(Owned by CBS)

7800 Beverly Blvd., Room 2280
Los Angeles, CA 90036



Radio/Television Department
Internship Questionnaire Spring 2008

BASIC INFORMATION:

Station: CBS Sports Mobile Internship Contact: Curtis Kadohama
Address/City/State/Zip 7800 Beverly Blvd., Rm. 2280, Los Angeles, CA
90036
Phone: 323-575-2145
Email: curtis.kadohama@cbs.com
Prefer phone or email contact: Email

INTERN/INTERNSHIP INFORMATION:

Explain briefly the type of tasks an intern will be assigned: _____

Script writing, editing, logging/reviewing tapes, field
production _____

What skills should an intern possess before applying to your station/company?_

Knowledge of FinalCut editing software, sound design, studio awareness, love of
sports, writing

skills _____

Are there any specific computer skills that you require an applying student to have? If so, which? _____ FinalCut Pro editing software,

What personal qualities do you consider most important in an intern? _____
____ Willingness to learn new skills, ability to be flexible,
creativity _____

How many hours per week (minimum) will be required? (Our program requires a minimum of 60 hours per semester be completed) __ 25 _____

How many days per week will be required? Any days in particular? __ 3-4 _____

Are there any calendar deadlines prospective interns need to be aware of? _No _____

Are there any materials (records, references, etc.) that a prospective intern will be required to produce to apply? ____ Samples of past editing work, writing samples would be helpful but not required _____

How important are interns to your station/company-how important is their role in your daily activities? _____

Very important to easing workload off of fulltime producers, script writers. Very helpful in daily operations. _____

Is there a possibility of employment at your station/company following the internship? _____ Potentially _____

What would you like a prospective intern to know about interning at your station/company?

You will work hard but do your share of useful, meaningful work, rather than busywork. You will also have the idea to give creative input and give your opinion _____

What is the ONE reason why an prospective intern would want to intern at your station/company?

Cutting edge, innovative nature of the mobile entertainment industry _____
