

What is the Des Moines Radio Group Special Internship?

Do you love listening to the radio and finding a new favorite song? But, do you also like commercials? Are you a quick study with a creative bent? Are you ready to get hands-on in digital advertising? And, of course, do you want to have some fun this summer, AND get paid? Then this is likely the internship for you!

The **2020 Special Internship with the Des Moines Radio Group** will concentrate on learning about Digital Marketing, Strategy & Sales for broadcasting. Additional time will be spent learning about the radio business from studio to the business office, to marketing to assisting with events. After 12-weeks, you will have a working knowledge of radio, digital marketing, sales, branding, and a few fun stories to share this fall.

The position is up to 26-hours a week, including some weekends. You will start with a 1-week overview of the radio business, then move into an intensive 9.5-week work/ study experience in the Digital Sales and Marketing department (and a stop in web design during that time), followed by 10-days with promotions, including time at the Iowa State Fair. (*Length of assignments may vary.*)

Skills or classes that may be helpful for an applicant (applicants will be considered without these):

Microsoft Office Suite including Excel, PowerPoint, Outlook, and OneDrive. Classes or skills in marketing, data tracking/analytics, creative writing, communication – including computer studies, media, and broadcasting. Also, web and/ or graphic design.

Details: The DMRG Special Internship is awarded to a graduating high school senior or current college student with an interest in, and aptitude for, the business of Radio Broadcasting.

Applicants must:

- 1) Demonstrate their ambition to pursue a career in radio broadcasting.**
- 2) Be in possession of a good academic record. (Please enclose *unofficial* transcript.)**
- 3) Return the attached application – completed, and a cover letter - including a paragraph about: **A. Your favorite e-commerce website B. What sets them apart from their competition? C. How do they keep in contact with you?****
- 4) Be willing to commit to a 12-week, first-hand, summer internship at the Des Moines Radio Group in Des Moines, Iowa from June 1 – August 23, 2020.**
 - The DMRG Scholarship is \$5,000 (gross) to be paid as taxable wages bi-weekly during the internship. The student is responsible for any housing costs during the internship.

(Employees and family members of Saga Communications, its subsidiaries or competing companies within a 100-mile radius are not eligible.)



2020 Des Moines Radio Group Paid Internship Information and Application

The **DMRG Special Internship** is awarded to a graduating high school senior or current college student with an interest in, and aptitude for, the business of Radio Broadcasting – with a concentration in Branding and Sales. Applicants must: **1) Demonstrate their ambition to pursue a career in radio broadcasting.** **2) Be in possession of a good academic record.** (Must attach *unofficial* transcript.) **3) In the cover letter, include a paragraph about: A. Your favorite e-commerce website B. What sets them apart from their competition? C. How do they keep in contact with you?** **4) Be willing to commit to a 12-week, first-hand, summer internship at the Des Moines Radio Group in Des Moines, Iowa from June 1 – August 23, 2020.**

The position is up to 26 hrs/ week, including some weekends. The student will be working with managers and leaders in: digital marketing, radio programming, promotions and marketing, branding, web/ graphic design, and music; and will concentrate for up to 10 weeks in the Digital Marketing Department.

The DMRG Scholarship is \$5,000 (gross) to be paid as taxable wages bi-weekly during the internship. *The student is responsible for any housing costs during the internship.*

(Employees and family members of Saga Communications, its subsidiaries or competing companies within a 100-mile radius are not eligible.)

Print full legal name _____

Street _____ **City** _____

State _____ **Zip** _____ **Email** _____ **Telephone ()** _____

I graduated/ received my GED/will graduate from (name of high school/city) _____
(year) _____

Do you have college/vocational school education? No or Yes How many years & where? _____

Have you been paid for any work in broadcasting? No or Yes If yes, where did you work? And what were your responsibilities? _____

References (non-family members) –

Name: _____ **Phone Number:** _____

How do you know this person? _____

Name: _____ **Phone Number:** _____

How do you know this person? _____

Where did you hear about this scholarship? _____

I certify that the above information, and any attachments I have shared, are factual and complete –

Signature _____

Date _____

Please return application to: Des Moines Radio Group, c/o Kate Garner, 1416 Locust St., Des Moines, IA 50309 or kgarner@dsmradio.com. Deadline is Monday, March 31, 2020.