



Dear Internship Candidate:

Thanks for your interest in the KDKA Radio promotions internship program! We take interns during any semester and throughout the summer! This package tells you what you need for further consideration for an internship in the promotions department of the world's first commercial radio station.

If you're considering a career in communications, public relations, or marketing, this is the place for you!

Although we cannot make any guarantees of future employment, many former KDKA interns now have permanent, paid positions with all departments at KDKA.

Our requirements:

- You must be a rising sophomore, junior or senior at a college, university, community college or technical school.
- You must receive course credit for the internship.
- You need an exceptional attitude and a desire to learn!

Some things you should know:

- Our internships are unpaid.
- We do not provide housing, transportation, parking or any form of compensation.
- We're flexible with the start date, length and schedule (work days and hours) of your internship. But we expect you to arrive on time for each assignment, and complete the internship as agreed.

If you're up for the challenge of interning at one of America's great radio stations, and working with and learning from one of the industry's most experienced staffs, complete this application today!

Sincerely

Amy Mauk  
Promotions Director

**KDKA Radio Promotions internship application**

Please type and print form

Date	
Name	
E-mail address	
School address	
School phone	
Home address	
Home phone	
Alternate phone	
Emergency contact/relationship	
Emergency contact phone number(s)	
Date of birth	
School	
Classification	
Major/minor	
Overall GPA	
School advisor	
Broadcast-related courses already taken	
Advisor's phone	
Advisor's e-mail address	
Number of internship hours needed	
Your available starting date	
Your available ending date	
Schedule requests	
Areas of interest	

**KDKA Radio Pittsburgh  
FACULTY SPONSOR  
QUESTIONNAIRE  
\*\*\*PLEASE ATTACH  
A LETTER OF  
RECOMMENDATION\*\*\***

Student's Name:

\_\_\_\_\_

Will the student receive credits for the internship?

(Note: *Internships will not be provided unless the student receives credit for that internship.*)

Yes \_\_\_\_\_ How Many? \_\_\_\_\_ No \_\_\_\_\_

What will the student submit as evidence of the field study accomplished at our station?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Does the school's liability insurance cover the student while he/she is an intern?

Yes \_\_\_\_\_ No \_\_\_\_\_

\_\_\_\_\_  
(Signature of Faculty Sponsor) (College/University)

\_\_\_\_\_  
(Please print Sponsor's name) (Title/Department)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City, State and Zip)

\_\_\_\_\_  
(Area code and phone number)

**PLEASE ATTACH  
A LETTER OF  
RECOMMENDATION**

**CBS CORPORATION  
KDKA RADIO PITTSBURGH**

**INTERNSHIP AGREEMENT**

This will confirm our understanding that you are currently enrolled at \_\_\_\_\_ and that you will be participating in the college internship program at KDKA Radio Pittsburgh from \_\_\_\_\_ to \_\_\_\_\_, 20\_\_\_\_. Upon your successful completion of this program, you will receive credit from your college/university.

You understand that you are not an employee of CBS Corporation, KDKA Radio or KDKA-TV/CW Pittsburgh and will not receive compensation or benefits of any kind from CBS Corporation, KDKA Radio or KDKA-TV/CW Pittsburgh. Please be advised that you are expected to honor all the terms of the KDKA Radio Pittsburgh Internship Agreement, which you must sign, as well as comply with all workplace policies and always conduct yourself in a professional and business appropriate manner. Failure to do so may subject you to immediate termination from the program.

Further, you understand that participation in the internship program is not a guarantee of future employment with CBS Corporation, KDKA Radio or KDKA-TV/CW Pittsburgh. Finally, you understand that all business transactions and information you may learn of during your internship are to be considered confidential and must not be disclosed to anyone outside the CBS Corporation, or the department in which your internship occurs, unless you receive express permission to do so from Station management.

Best wishes to you as you begin this exciting opportunity as a member of this semester's student internship class at KDKA Radio Pittsburgh.

To accept that this letter accurately reflects our agreement, please sign below and return immediately.

Sincerely,

ACCEPTED AND AGREED:

\_\_\_\_\_  
Signature of Intern  
\_\_\_\_\_  
Name of Intern (please print)  
\_\_\_\_\_  
Date

**KDKA Radio/CBS PITTSBURGH (Internal)**  
\_\_\_\_\_  
**Michael Young, VP/GM**  
\_\_\_\_\_  
**Date**

### **Intern duties**

Interns may assist station personnel in various projects including but not limited to:

- Planning and creation of station promotions, on-site, on-site, and online
- Coordination, writing and scheduling of promotional announcements
- Development of individual promotional event descriptions to be utilized by sales department
- Working with sales and programming staffs in creating client/station promotional ideas
- Management, selection, purchase and distribution of station promotional items
- Database management for various station functions

### **About us**

Your history books tell you that KDKA, the world's pioneer broadcast station, signed on the air Nov. 2, 1920, with Harding-Cox election returns. Today, we employ one of the industry's largest staffs, with ten full-time anchors, reporters and editors. We broadcast news and talk programming 24 hours a day over a 50,000-watt signal that reaches 38 states and several Canadian provinces at night. CBS Radio owns KDKA and three FM stations in Pittsburgh: WBZW (93.7 B-94), WDSY (Y108) and WZPT (Star 100.7). Our FM studios are at a separate location in Green Tree. We share a building and some news resources with KDKA-TV and Pittsburgh's CW, Pittsburgh's CBS-TV affiliates. You can learn more about us at [KDKARadio.com](http://KDKARadio.com).

### **To apply**

Please send the following materials, via fax, email or USPS:

- Completed internship application
- Faculty sponsor questionnaire
- A letter of recommendation from your school advisor
- Internship agreement
- A copy of your school's internship requirements
- Your school's internship contract
- Current resume
- References

**Amy Mauk**  
**Promotions Director**  
**NewsRadio 1020 KDKA**  
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**(412) 575-2345**  
**Fax: 412-575-2845**