



## DCB INTERNSHIPS

At Deer Creek Broadcasting (DCB) we offer a variety of internships through CSU, Chico, Butte College, Pleasant Valley and Chico High Schools. Students receive college or high school credit. Many departments provide us with interns such as Journalism, Communications, Public Relations, Music Industry Program, Regional Occupational Program, and more. Ask your academic advisor or visit your career counseling office for more information. Then send your application to the Radio Station. Here's how:

1. Email or mail or Fax your resume to the Department Head below who supervise interns for a particular department. Some departments may have more than one internship slot available, or internship slots for a particular department may be full or unavailable for the Spring, Summer or Fall semester.
2. Make sure your schedule is such that you can work some of the M-F 8am-5pm and be prepared to work weekends and some nights.

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internship coordinator

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National Sales Manager / Jaime Perry [jperry@dcbchico.com](mailto:jperry@dcbchico.com)

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# Consider a career in Radio Broadcasting

# How do I get my first job in radio?

Radio broadcasting is an exciting and rewarding career field with a very bright future.

As broadcasting transitions into streaming, social networking and broadband distribution, the career opportunities are expanding.



## INTERNSHIPS AND TRAINING PROGRAMS

Many stations offer internships and training programs. While an internship may not give you a paycheck, it will give you hands-on experience in a real working radio station.

### BROADCAST CAREERS ARE DIVIDED INTO THESE CATEGORIES:

**OPERATIONS** - which include on-air talent (DJ's), news reporters, anchors, sports casters, production, program directors, public service directors, music directors and marketing & promotion directors.

**SALES** – which includes account executives, sales managers and assistants. Includes Digital Advertising Sales.

**ENGINEERING** – which includes electrical / studio tower engineers, and IT technicians.

**BUSINESS OFFICE** – which includes the traffic department, the business office and the general managers office.

One of the best ways to gain access to a career in broadcasting is to start by doing an internship with a broadcasting group. Most radio stations offer various internship programs. This gives you a opportunity to experience first-hand what broadcasting is all about.

Your local higher education schools often offer radio and TV broadcast classes, electrical engineering, computer design and web application classes that help prepare you for a career in broadcasting.

From small markets to large markets, people will always have a need for news, information and entertainment. Radio will always be there to fill those needs.

## About the jobs...

### AIR TALENT

These are the people you hear on the air with whom the public identifies. This person introduces programs and music, reads commercial copy, public service announcements (PSA's), news casts, sports casts, weather forecasts, and is involved in the overall public presentation of the station.

### PROGRAM DIRECTOR / BRAND MANAGER

Responsible for the entire on-air product, the Program Director, often referred to as the PD, governs the sound of the stations. The program director has control over production, talent, work schedules, and program schedules. The PD's programming objectives are to support the goals of the general manager.

### CHIEF ENGINEER

The chief engineer is responsible for the technical operations necessary to keep the station's broadcast on the air. The engineer works to maintain broadcast capabilities and provide quick solutions to problems that may arise with the transmitter, tower, satellite receiver and other related equipment.

### PRODUCTION DIRECTOR

The production director coordinates commercial production, schedules studios, arranges recording sessions, and produces commercials.

### NEWS DIRECTOR

The news director runs the news department. The news director assigns stories to reporters on staff, monitors the wire service and is involved with identifying the important news issues within the community.

### SPORTS DIRECTOR

Sports directors handle the play-by-play coverage of local and national sporting events. Stations that run a lot of sports sometimes hire a play-by-play and "color" announcer.

### HUMAN RESOURCES

Human resource managers are generally expected to have an extensive professional background in accounting and financial management. They take care of billing, payroll, and accounts receivable.

### ACCOUNT EXECUTIVE

These are people who sell advertising time and work closely with businesses to help them market their business to the stations listeners.

### TRAFFIC

Collects data from other departments to prepare a minute-by-minute schedule for the broadcast day. The traffic person is the daily link between the sales department, keeping up-to-date commercial time availability.

### PROMOTIONS / MARKETING

This position promotes the station's image, promotions and activities. The promotion director works closely with on-air PD's and with the sales department to manage the marketing of the stations and their "image" on-air, social media, in print and online. Also coordinates print and video/TV with local publishers & television stations. Maintains database of listeners for email campaigns during ratings periods. Manage website assets, display advertising, and contesting engines..

### BOARD OPERATOR

Board operators are generally entry level jobs. A board operator monitors live broadcasts such as live remotes and live sporting events.

### IT NETWORK TECHNICIAN

IT technicians are tasked with supporting desktops and laptops, productivity software, servers, databases, telecom equipment. They troubleshoot problems with network traffic, servers, etc.