



## **KOMO TV SALES INTERNSHIP**

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### **OVERVIEW**

Intern to KOMO TV's sales department. Assist in the daily activities of the sales department – Local Sales & National Sales. Areas include, but are not limited to, reporting spot times and ratings delivered to clients, preparing sales materials & proposal elements, assisting in developing quarterly sales functions and order-entry and confirmation. May also include assisting Sales Promotion Specialist with client campaigns.

### **GOALS OF INTERNSHIP**

- Exposure to day-to-day operations of television station; specifically sales, traffic, and programming departments
- Opportunity to establish relationships with sales professionals
- Understanding of sales/client relationships and how to sell television
- Ability to learn promotion and event coordination as it relates to sales
- Work with Master Control to duplicate spots and special segments for clients
- Gain administrative experience such as answering department phone and organizing sales materials

### **QUALIFICATIONS**

Strong communication and writing skills, responsible, takes initiative, positive attitude, sales/advertising career interests. Proficiency in Microsoft Office software and valid driver's license preferred. Must be enrolled as a junior or senior in college and receive college credit for hours worked. Minimum 20 hours per week required, M-F between 8:30 am and 5:30 pm. One internship available per quarter (fall/winter/summer)

### **TO APPLY**

**KOMO TV**  
**Attn: Human Resources**  
**140 Fourth Avenue North**  
**Seattle, WA 98109**

**Mail resume with cover letter explaining:**

- ◆ **What you hope to gain from the internship**
- ◆ **Why you are interested in television sales**
- ◆ **Why you are the best candidate for the internship**

**Position open until filled.**

Resumes for Winter 2007 (Jan-March) due by Friday, October 26<sup>th</sup>, 2007  
Resumes for Summer (June-Aug) and Fall (Sept-Dec) due by Friday, April 18<sup>th</sup>, 2008