

October 5, 2017



CSN Philadelphia Spring 2018 Internship

NBCUniversal – Philadelphia, PA

Job Number 36099BR

About Us NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBCUniversal's policy is to provide equal employment opportunities to all applicants and employees without regard to race, color, religion, creed, gender, gender identity or expression, age, national origin or ancestry, citizenship, disability, sexual orientation, marital status, pregnancy, veteran status, membership in the uniformed services, genetic information, or any other basis protected by applicable law. NBCUniversal will consider for employment qualified applicants with criminal histories in a manner consistent with relevant legal requirements, including the City of Los Angeles Fair Chance Initiative For Hiring Ordinance, where applicable.

NBC Sports Regional Networks, part of the NBC Sports Group, consists of 9 regional networks that deliver more than 2,200 live sporting events annually, along with breaking news, comprehensive analysis, digital content and original programming, to more than 43 million homes. The NBC Sports Regional Networks are: Comcast SportsNet Bay Area, Comcast SportsNet California, Comcast SportsNet Chicago, Comcast SportsNet Mid-Atlantic, Comcast SportsNet New England, Comcast SportsNet Northwest, The Comcast Network, Comcast SportsNet Philadelphia, and SportsNet New York.

Responsibilities Job Duties

NBC Sports Regional Networks internship opportunities give students real world experience and exposure to one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment. Internships are the perfect way to gain experience while learning what a career at NBC Universal might hold in store for you. We are an Equal Opportunity Employer.

PLEASE READ INTERNSHIP APPLICATION INSTRUCTIONS CAREFULLY • This posting is for the Spring 2018 internship program, the program generally runs from January through May

- This is **not** a posting for Summer 2018 internships
- The internship is in person at our office in Philadelphia, PA
- Cover Letters are required and should be addressed to the CSN Internship Program
- Internships at NBCUniversal are paid and do not require course credit
- **Application deadline is November 20, 2017**, interested candidates should apply by this date
- You must meet the basic qualifications to be considered for the internship *Please review the basic qualifications carefully

Approved For Posting
Office of Student Life

- Recent graduates will NOT be eligible for this program
- Please note: NBCUniversal prohibits interns from participating in any other internship programs while employed by NBCUniversal without written permission from the Vice President, Human Resources NBC Sports Regional Networks, or a successor/designee.

Apply at:

<https://www.glassdoor.com/Job/jobs.htm?suggestCount=0&suggestChosen=false&clickSource=search&typedKeyword=Business+internship&sc.keyword=Business+internship&locT=C&locId=1152672&jobType=>

Spring 2018 Internships are available with the below departments:

- News Production (Newsroom, Sports Production, Live Events) * Specify your area of interest in your cover letter
- Marketing
- Sales
- Digital Media (Print Media & Video Production) * Specify your area of interest in your cover letter
- NOT offered for Spring 2018: Finance/Admin internships

NEWSROOM PRODUCTION

- Experience and learn production and operations from reporters, anchors and the production team by assisting the team in day-to-day tasks
- Use research, creativity and archive footage to assist with sports programming
- Logging games and instruction on highlight and sound bite identification
- Exposure to field work when possible

MARKETING

- Assist marketing and promotions with day-to-day tasks, attend on-site events, and implement consumer promotion campaign
- Provide support for live events through passing out flyers, sending out emails, and making phone calls to promote these events, and maintaining communication with outside contacts and vendors
- Create and execute new marketing initiatives through research, social media platforms, and sports marketing tactics

SALES

- Support Account Executives by preparing sales presentations and generating new account leads
- Track sponsorship deliverables and collect sponsorship proof of performance materials
- Serve as a point of contact with sponsors on game night set up and pre-game hospitality elements.

If interested in DIGITAL MEDIA Internships read below –

PRINT MEDIA - Achieve a thorough knowledge of the digital sports media field through writing, editing and reporting, duties include:

- Write, edit and post stories utilizing a content management system and other digital tools
- Gain reporting/editorial experience by writing stories and covering events

- Develop story ideas, search web/social media for latest news and potential stories

VIDEO PRODUCTION - Achieve a thorough knowledge of how video is implemented and edited on the web by assisting CSNPhilly.com's video unit, duties include:

- Edit player sound from pre and post-game feeds
- Edit sports highlights
- Creating reels from video shoots

Qualifications/Requirements u>Basic Qualifications • In pursuit of an Associate, Bachelor or Graduate degree at an Accredited Institution and be able to provide documentation to confirm your degree progress.

- Current class standing of sophomore or above (30 credits)
- Cumulative GPA of 3.0 or above
- Must be 18 years of age or older
- Must be able to work on-site in Philadelphia, PA
- Must have unrestricted authorization to work in the U.S. without a visa or sponsorship

Desired Characteristics Desired Qualifications • Previous internship and/or work experience in an office environment

- Proactive, independent worker with the demonstrated capacity to lead, work well with others
- Professional demeanor, positive attitude and eager to learn
- Strong interest in understanding the Sports Media landscape
- Proven ability to multitask and manage multiple projects at a time

