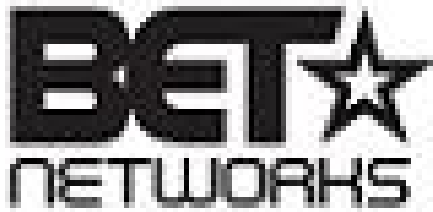




Internship Program



Black Entertainment Television, Inc.
1235 W Street, NE
Washington, DC 20018-1211



Dear Applicant:

So, you are interested in BET? An internship is one of the best ways to explore potential career fields and employers. Internships at BET are unpaid, but afford you the opportunity to receive college credit. One of the best ways to secure a job in a field is to have interned in it. Not only will you be armed with work experience, you also will have met professionals who are available as excellent contacts and mentors. Internships prove beneficial not only by enhancing one's resume and gaining contacts, but also by affording one the opportunity to apply classroom and textbook knowledge to real-life atmospheres. Experience in the long run is more valuable for your future than getting paid now.

Black Entertainment Television is dedicated to providing a solid learning foundation for student interns. The Black Entertainment Television Internship Program allows students to receive first-hand knowledge of the rewards and challenges of working for a multi-faceted entertainment company. Students will learn about BET's long and short-term goals and objectives, as well as gain an introductory experience into both the corporate and television production arenas.

Just to give you a little background on BET; we are the first African-American owned cable television station in the world. Founded in 1979 by Mr. Robert Johnson, BET is now a subsidiary of Viacom, Inc. (NYSE: VIA and VIA.B). With its corporate office in Washington, DC, BET Networks also has offices in Los Angeles, Chicago, and New York. BET is the nation's leading television network providing quality entertainment, music, news, and public affairs programming for the African-American audience. The BET Network reaches more than 88 million households according to Nielsen media research, and can be seen in the United States, Canada, and the Caribbean. BET is a dominant consumer brand in the urban marketplace with a diverse group of branded businesses: BET.com, the Number 1 Internet portal for African-Americans; BET Digital Networks – BET Jazz, BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Event Productions, specializing in a full range of event production services, including event management, venue selection, talent recruitment, sound, lighting and stage production.

Please take the time to read our information packet and take advantage of a great opportunity! Thank you for your interest, and we wish you the best of luck!



Candidate Eligibility.

- Internships are unpaid, for college credit only. This opportunity is not open to high school students.
- BET does not provide housing or travel costs for its interns.
- Open only to college upperclassmen (juniors/seniors) currently enrolled in a university or technical school program. We also accept graduate and law students eligible to receive internship credit.
- Must be available at least 16 hours a week for a minimum of 8 weeks (no weekends). Normal business hours are 9:00 a.m. to 5:30 p.m.
- Students must be registered for an internship for academic credit with their college or university, and must provide official letter on school letterhead verifying that internship course credit will be received for the internship. Proof of school enrollment or class descriptions will not be accepted as verification. If you cannot receive internship course credit, you will not be considered for an internship.
- Must be available to interview and work in the City/State where the internship is taking place.

Opportunities Available in These Areas:

Washington, DC

- | | |
|--|---|
| <ul style="list-style-type: none"> • BET Interactive • BET Jazz/Creative Services • BET Jazz/Programming • BET International • Broadcast Engineering • Broadcast Operations • Computer Information Services • Corporate Communications/Public Relations • Creative Services | <ul style="list-style-type: none"> • Human Resources • Legal • Market Research • Marketing • News • Print and Design • Production • Programming • Special Events |
|--|---|

New York

Chicago

Los Angeles

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • BET Interactive • BET International • Creative Services • Fashion • Legal • Music Programming • News • Production | <ul style="list-style-type: none"> • Advertising Sales | <ul style="list-style-type: none"> • Development • Home Entertainment & Content Acquisitions • Public Relations • Scripted Programming |
|--|---|--|

Intern Responsibilities and Requirements

The [Development](#) Department is charged with the task of creating original television series for the Urban demographic. The Development intern is responsible for supporting the assistants and the executives in the department with various tasks including but not limited to: pitch log entries, data entry projects, script coverage, attendance or assistance with special events, organizing production notebooks, talent notebooks, and producer notebooks. Upon learning “industry “phone protocol, interns are expected to “sit a desk” and occasionally fully support an executive. Interns may also be invited to attend confidential inter-departmental and creative meetings.

The [Home Entertainment & Content Acquisitions](#) intern should have an interest and desire to work on both the business and creative side of television. They may go on production shoots when possible to assist producers, as well as work with the marketing team to come up with the most interesting and profitable way to market our releases. They will also screen potential acquisitions and provide valuable insight to our target demo market. In the office, the intern will be responsible for helping to maintain organization in the department - i.e. covering phones when necessary, making dub requests, sitting in on meetings and possibly doing runs.

The [BET Interactive](#) Department is seeking interns who can use the web and BET shows to learn interactive writing and online content development. Department seeks skilled writers with the desire to learn web producing. Interns will have the opportunity to participate in team brainstorming sessions, which will contribute to adding new and exciting accomplishments to their portfolio.

The [BET Jazz/Programming](#) Department is interested in interns majoring in communications, advertising, public relations and marketing. Interns will log and feed tapes, perform AVID Media Logging field production tapes, and Master Promotions Reels & Music Videos or Shows for Promo preparation. Interns will also, assist in editing in Quantel eQ non-linear system and AVID Nitrus non-linear system.

The [BET International](#) Department is an extension of BET Networks programming for global distribution. BET will employ a multiplatform launch approach to reach consumers of Black culture on a global basis. This includes launching 24-hour BET branded networks, rolling out BET broadband and mobile services and adding locally derived content to the US mix. BET International interns are students who have a considerable interest in international media, music and all facets of marketing as it relates to the universal Black audience. Intern projects include, but are not limited to: programming, sales, talent coordination, and internal research. Interns should be flexible and open to various day to day tasks which develop from the nature of the International business, be proficient with Microsoft Office: PowerPoint, Word, Excel and Outlook and have knowledge of Photoshop, Quicktime and Adobe applications.

The [Broadcast Operations](#) Department is divided into three (3) entities, Master Control, Engineering and Quality Control. [Master Control](#) is the “command” center of the network, responsible for monitoring the audio and video quality of BET and the various network satellite feeds from other BET locations and Denver 24 hours per day/7 days per week. Master control operators (MCO’s) must pay careful attention and be detail oriented to playback audio levels and video levels and make corrections immediately if needed. Master control verifies all scheduled programs and commercials prior to, during and after broadcast, and works closely with the Programming and Traffic departments. Interns must major in communications or computer science. For [Engineering](#), television engineers are responsible for making sure that all systems are working properly to ensure that BET is broadcast without error. Engineers are also responsible for the design and installation of the broadcast facility, as well as the purchase and maintenance of broadcast equipment i.e. cameras, audio systems, videotape recorders, automation and various editing systems. The principal objective of [Quality Control](#) is to be the eyes and ears of the viewer. The quality control operator utilizes specialized scopes and monitors to view all BET media to ensure that video and audio quality meet broadcast standards.

The BET [Computer Information System \(CIS\)](#) Department is looking for interns that are interested in developing their career in the Information Technology (IT) field. Interns working within the CIS department are responsible for the day-to-day help-desk operations, which involves: resolving end user issues, deploying workstations/printers, answering help-desk calls, and logging issues in a help-desk system.

The [Fashion](#) Department seeks an intern to assist in the coordination of wardrobe/accessories for daily shows, while understanding the process of selecting merchandise for each show. This internship also provides the student the opportunity to apply classroom training to the workplace such as: researching trends and making seasonal trend boards. Other duties include offsite errands and occasional administrative tasks, checking-in and returning all samples that come in and out of the department, maintaining the fashion & accessories closet, and picking up packages from messengers.

The [Corporate Communications/Public Relations](#) Department seeks qualified applicants who will benefit from an exciting, educational, and hands-on learning experience. The department is looking for Public Relations, Journalism or Communications majors with experience in using MS Word, Excel & PowerPoint. Strong writing & editing skills along with experience working with or knowledge of the inner working of media outlets (radio stations, television stations and newspapers), as well as working knowledge of Photoshop and website maintenance software are helpful. Individuals should also possess the ability to work in a fast-paced environment. Some of the duties that interns normally perform are: writing press releases, biographies, media alerts and media advisories on programs and events.

The [Print & Design](#) Department seeks an energetic, self-motivated graphic design student (preferably a Junior or Senior) with a solid understanding of Adobe's InDesign, Illustrator and Photoshop (additional experience in Flash, HTML and Dreamweaver a plus) who wants to further develop skills and knowledge about the field of graphic design. Interns will work under the guidance of the Sr. Art Director and assist with the creation and production of a wide variety of creative pieces/projects for BET Networks (including BET Foundation, Special Events, Off-Channel Marketing, Partnership Marketing and BET J) designed to improve student's design, layout and typography skills. All applicants should be able to provide their portfolios upon request.

The [Production](#) Department is looking for interns to perform tape logging for the various projects, this includes; looking thru the tapes to collect footage for the projects, and participating in 'creative meetings' to aide in the creation of show ideas. Interns will also run errands for producers and help with set- ups.

The [Talent](#) Department is looking for interns majoring in Communications, Theater, Music Business, and Public Relations to assist the department in talent scouting and casting. Duties include: reviewing, logging and filing talent reels and press kits, assisting on field shoots, researching possible new talent, & reading trade magazines, websites, etc. on a regular basis, reporting any pertinent entertainment news, and basic clerical duties as assigned.

The [Legal Affairs](#) Department is looking for undergraduate level students who possess excellent oral and written communication skills, and are proficient with MS Word & Excel and have the ability to navigate the Internet. Successful legal affairs interns must also have the ability to handle multiple tasks while paying close attention to detail and possessing a genuine interest in the Legal field. Assisting with music clearance and licensing matters including: researching music publishers and master recording owners via the internet, negotiating terms and fees with publishers and record labels for all third party music aired on the BET Networks. They also assist with: drafting of deal memos, music licenses and Agreement for Services, maintenance of Talent & Audience Appearance Consent & Release Agreements for all shows aired on the BET Networks.

The [Special Events](#) Department of BET Networks is looking for a high-energy and diligent intern to support the variety of special events hosted by the network. The successful candidate will have an interest in special events, marketing, and/or public relations with experience in using MS Word, Excel & PowerPoint. Strong writing skills and excellent interpersonal communications (including both on the phone and in-person) are required. May require some work after hours; limited travel opportunities may be available. In support of our major specials and corporate events, the intern will assist with managing ticket requests, fielding calls regarding event details, creating event-related documents, working with various internal departments to confirm their needs, connecting with external venues and vendors on event requirements, generating event promotion ideas, and, in some circumstances, providing on-site event support.

The [Marketing](#) Department is looking for interns to assist with cutting edge ideas and comprehensive Marketing campaigns that will maximize consumer awareness for BET, its programming, contests and events. Interns should be creative, goal oriented and professional. Interns will receive hands on experience and extensive skills in the Off-Channel Marketing and Promotions Department. Interns will help identify ways to expand the BET market and steadily increase the company's goal to increase viewership and drive ratings.

For success in the [Human Resources](#) Department, one must be bright and creative and have the ability to support the day to day functions of the department. A primary task of this intern includes assisting with the coordination of the BET Internship Program. HR interns are multi-tasked oriented with excellent organizational, communication, and writing skills. Interns are expected to be familiar with Microsoft Suite (i.e., Word, Excel, Access and Microsoft PowerPoint). Applicants should major in Human Resources, Business Administration, Organizational Development or any other related field.

The [Market Research](#) Department intern will learn about Nielson Ratings, along with understanding BET & complete television audience viewing patterns using Nielsen Media Research Data, attending focus group testing to understand how the process works. Responsibilities also include preparing weekly ratings reports for various departments, supporting staff with daily ratings report needs, developing BET tracking documents to be used for reference purposes (highlights, competition, show launch dates, etc), and updating/maintaining the BET Research Factbook. Must be proficient in MS Word, Excel & PowerPoint.

The [News](#) Department offers interns a hands-on experience in the news field. Interns will be required to do basic tasks, such as researching stories, logging tape, and pulling video. Interns will have the opportunity to write and produce scripts for on air projects, as well as create a reel for those wanting to seek a career on camera. This will be a chance to hone and develop your journalism skills and see the inner workings of a not so typical newsroom.

The [Scripted Programming](#) Department requires the intern to possess a firm understanding of story analysis, excellent verbal and written skills, an eagerness to be a part of a team, and a sense of humor. This department offers its interns the opportunity to do coverage, track scripts, and witness the entire development process, from pitch to pre-production, while providing assistance to facilitate the production of BET's first scripted series! Interns will also learn and handle clerical duties requisite of an industry assistant. Hardworking and valued interns will also be able to pitch their scripts through BET's Intern Submission guidelines.

The [Creative Services](#) Department affords its interns the opportunity to gain hands-on experience in aiding in its mission to enhance consumer/trade perception of BET, and driving viewership by developing equity-building advertising (TV, print radio, outdoor), and collateral materials that support the BET Network. Interns are expected to assist the busy Special Projects Department by: coordinating the promo to air process, researching footage, media logging, and digitizing footage on AVID/Media 100 systems, administrative tasks, assisting in script writing and music selection.



**Internship
Program
Participation Dates
And Deadlines**

SPRING SESSION:

February-April

Applications must be postmarked by January 1st
(Selected students will be notified by January 31st)

SUMMER SESSION:

June-August

Applications must be postmarked by May 1st
(Selected students will be notified by May 31st)

FALL SESSION:

September-November

Applications must be postmarked by August 1st
(Selected students will be notified by August 31st)

Applicants MUST agree to an eight (8) to twelve (12) week internship!

Receipt of your completed application **does not guarantee** placement within the BET Internship Program. Should managing personnel be interested in speaking with you following review of your information packet, they will contact you directly within 1 month of the application deadline.

Application Requirements

Only students who submit ALL of the following documents will be considered:

- * A **COMPLETED** Student Internship Application (including a 1-2 page essay)
- * Cover Letter stating areas of interest
- * Current Résumé
- * **OFFICIAL** Transcripts (In a sealed envelope stamped with the school's seal)
- * **OFFICIAL** letter from your school/institution verifying enrollment in an Internship Course and will receive academic credit upon completion.
- * **(3)** Recent letters of recommendation from an employer, advisor, or professor

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED!

All internship documents, applications, and/or questions should be directed to the following:

Black Entertainment Television, Inc.
Human Resources Department
Attn: Internship Coordinator
One BET Plaza
1235 W Street, NE
Washington, DC 20018-1211
Fax: 202.608.2589

- Email: INTERNSHIP@BET.net



A SUBSIDIARY OF VIACOM INC.
An Equal Opportunity Employer/AAP

Internship Application

(All areas **MUST** be completed)

Name: _____ Date of Birth: _____
Last First M

College/University: _____ Major/Minor: _____

Current Status (check one): College Undergraduate (**Junior or Senior Status**) Graduate Student Technical School

Graduation Date: _____ Registrar Contact Name: _____ Phone: _____

Current Address:

_____ Street Address Apt. City State Zip Code

Permanent Address:
(If different)

_____ Street Address Apt. City State Zip Code

Email Address: _____ Phone: (home) _____ (cell) _____

Education

Circle the last year completed: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16+

	Name	City, State	Dates	Major	Degree
High School					
College/Univ.					
Graduate School					

Employment History

Name of Company: _____ Phone: _____

Address: _____
Street Address Apt. City State Zip Code

Dates of Employment: From _____ to _____ Ending Salary: _____ Position: _____

Manager's Name: _____ Phone: _____

Reason for Leaving: _____

Name of Company: _____ Phone: _____

Address: _____
Street Address Apt. City State Zip Code

Dates of Employment: From _____ to _____ Ending Salary: _____ Position: _____

Manager's Name: _____ Phone: _____

Reason for Leaving: _____

Are you a former BET Internship Participant? Yes No Are you a former BET Associate? Yes No

If you answered yes to either, please list dates of employment and/or internship: From _____ to _____

Internship Availability

Semester (specify year): Fall _____ Spring _____ Summer _____

Dates: Start date: _____ End date: _____ (Must be 8 to 12 weeks)

Days/Times: Monday _____ Tuesday _____ Wednesday _____ Thursday _____ Friday _____

(Company hours are between 9:00 AM and 5:30 PM) Total hours available per week: _____ hrs. (16 hour minimum)

Location:

Washington, DC New York, NY Chicago, IL Los Angeles, CA

Department: (May select up to 3 areas)

- Advertising Sales BET Digital Network: Jazz Programming/Creative Services BET Interactive BET International
 Broadcast Engineering Broadcast Operations Computer Information Systems Corporate Communications
 Creative Services Development Fashion Home Entertainment & Content Human Resources Legal
 Market Research Marketing News Print & Design Production Programming Scripted Programming
 Special Events Talent

Essay Questions

On a separate sheet of paper please answer the following questions in form of an essay (please type, at least 1 full page):

1. What strengths and/or special skills would you bring to BET?
2. What do you expect to gain from an internship with BET?

I authorize BET Services, Inc (BET), to obtain information concerning me from past employers, school officials and credit reporting agencies. I further release any persons or entities from any and all liability in connection with providing or obtaining such information. I certify that all information provided to the company by me on this application and resume is true, complete and correct to the best of my knowledge.

I understand that any willful omission, falsification or misrepresentation may constitute grounds for denial of internship/employment offer or termination of internship/employment. I understand that Black Entertainment Television, Inc. does not provide compensation to internship participants. I am seeking placement as a BET intern for my own educational interest.

Signature: _____ Date: _____

If you are under the age of 18:
Parent/Legal Guardian Signature: _____ Date: _____

Black Entertainment Television, Inc.
Human Resources Department
Attn: Internship Coordinator
One BET Plaza
1235 W Street, NE
Washington, DC 20018-1211