Mid-West Family Broadcasting

Marketing Intern Position

Street Address: 1510 N. Third St, Riverton, IL 62561

Phone number: 217.629.7077  Fax number: 217.629.7952

Agency Contact: Dave Carter - Sales and Event Coordinator - dcarter@alice.fm

How should students contact this agency? Email

How should students submit cover letters and resumes? Email

General Description of agency or business
Mid-West Family Broadcasting is an independently owned broadcast group operating four major stations in Central Illinois: WQLZ, WMAY, WNNS, and WLCE (Alice.FM). The station group is involved in the promotion and execution of community events throughout the community such as the SOHO MUSIC FESTIVAL, TASTE OF HOME COOKING SHOW, CAPITAL CITY CELEBRATION, STUFF A TRUCK, TOYS FOR TOTS, OLD CAPITOL ART FAIR, RELAY FOR LIFE, WOMEN’S DISTANCE FESTIVAL, and many more.

Internship or Job Description
Our Marketing interns will work closely with the Sales and Events Coordinator and the Sales team on event planning, sales assistance, and station promotions.

Basic student learning anticipated
As a marketing intern with Mid-West Family Broadcasting, students will learn the ins and outs of how radio advertising is sold and executed, client relations, and event planning and coordination. You will also see how sales and programming sides of radio work together and will gain invaluable real-world experience in advertising with one of the most powerful forms of media available. This position is unpaid but rich in resume building. Interns will finish with a portfolio of marketing and promotional events that any future employer will take note of.

Hours per week: 15  Number of weeks: 16/16/8
Position Available: Fall 2013, Spring 2014, Summer 2014