

## COMPUTER SCIENCE



WPIX, a Tribune Broadcasting television station in New York City, will host an Intern in the Traffic Department. This internship will provide an opportunity to experience the fundamentals of Traffic and the synergy between Traffic, Sales, Programming and Engineering departments as it relates to on-air production and ultimately revenue growth. In addition, this internship is designed to combine study with hands-on experience. The intern will also have the opportunity to shadow professionals.

The learning objectives and responsibilities are as follows:

### **Sales/Engineering Departments**

- Exposure to Sales Order Entry
- Learn about Commercial Instructions and tape receipt
- Assist with advertiser separation on log
- Assist with maintenance of Tape Library

### **Program Department**

- Exposure to show scheduling
- Programming Sheet (Reading Louth screening sheets)
- Learn and understand difference between segments and commercial breaks
- Program ratings
- National syndicated commercials
- Exact timing a log