



Genesis 7 HD Internship Overview

Introduction

WGBS TV is an independent FCC licensed community broadcast station and subsidiary of Genesis 7 Media Inc. Genesis 7 Media Inc. includes three distinct digital channels: One HD and two SD channels, as the station transitions to digital in 2009. The year 2009 also brings an influx of new camera and production equipment to support HD TV production. The Genesis 7 HD Internship includes rotation through all departments within WGBS TV.

Genesis 7 Media Inc. exists "to glorify God in the creation and distribution of anointed media including books, music, magazines, ebooks, eZines, TV shows via broadcast TV, cable, internet, podcasts, satellite and other world wide distribution methods. The company operates on the following Corporate purpose:

- 1) To Glorify God by being a faithful steward of all that is entrusted to us including all staffers and their families.
- 2) To have a positive influence on all who come in contact with Genesis 7 Media personnel and products.

Interns will learn through practical education derived from real world broadcast television operations. Homework, worksheets and periodic "Written" and "Hands-on" tests will be conducted to insure a grasp of TV fundamentals as the intern determines his/her own gifts and readiness to move to another skill set. Testing is done to insure that trainees can move to the next training area. Trainees are introduced to every aspect of the broadcast industry to determine their own areas of interest and where their individual talents can best be utilized. Each internship is a custom, one-of-a-kind experience that will be tailored to the student's skills, education, experience and abilities. All interns report directly to the President and COO of Genesis 7 Media Inc. to insure that each Trainee's learning experience is maximized. The COO is Mr. Kenneth D. Wright II. Day to Day management of interns is via J. T. Wright, President.

Internship History

WGBS TV7 interns mentored by Ken and Joan Wright have gone on to work at other Tidewater media outlets including ABC affiliate WVEC Channel 13, CBS affiliate WTKR Channel 3 and other local production studios. Other trainees have

received full time job offers within WGBS TV7. WGBS TV7 interns have also come from the radio industry and cross train into the TV field. Graduates of the intern program are not guaranteed jobs upon their completion of the program.

Work Rotation Areas

- **Traffic Management - Daily Log Creation** – TV Show Scheduling and PSIP generation including show titles, episodes, commercials, infomercials, and station IDs must be created everyday. FCC rules require firm documentation on airplay information. Distribution of Daily Log to “zap2it,” newspaper and cable listings.
- **Head End. Master Control** – Modern Day TV head-ends are now tapeless and involve loading of shows on to digital video servers or (harddrives). . Programs are then scheduled to play from the video server.
Equipment: 360 Systems Server & NVERZION Playback.
 Genesis 7 Media also does custom In-House Software Development. Digital encoder/multiplexer integrates programs from 360 and other sources with program information included in the PSIP stream for a given channel.
- **Web Site Development** – Posting of TV7 schedules, partners, discount certificates shows etc and E-Commerce Sales of TV7 media.
- **TV Production** – Studio and in the Field – Set up of cameras and tripods. Lighting for Television with inhouse studio and in the field. Multi-camera shoots and Live TV setup. Fundamentals of TV equipment. Camera Techniques. Writing scripts for commercials.
Equipment: Sony XDCAM cameras & Broadcast PIX HD Live Switcher.
- **Post-Production/Editing** – WGBS TV7 interns edit on AVID DV Xpress Pro DV and Avid Media Composer edit suites powered by DELL Workstations.Computer Graphics. Digital Video and Animation. TV show timing.
Equipment: AVID Media Composer Workstations
- **Sales & Marketing** – Starting from Cold calls, then sales appointments through signing of Contracts and collection of downpayment. Work with clients to ensure their media product is produced to their satisfaction.
- **Promotions and Partnerships** – Event planning, partnering with non-profits and local businesses for joint promotion and bartering for tickets, and giveaways for viewers. Contests. Contests. Kid Club Operations. Obtaining employee press passes required for entry to events.
- **On Air Talent** – Scheduling and conducting of Interviews at local events .In-house studio shoots requiring MC. Announcing for Voice Overs. Diction and Delivery. Reading Skills and Speech. Interns desiring to work as On Air Talent are required to work in other areas as well. However, On Air Talent must first show a minimal competency and “general gifting” as a TV personality before moving into this area.
- **Administration** – Contracts, Billing, and accounts payable. Deposits and bank runs.

- **Shipping & Receiving** – Logging in all incoming Media (On-Air Tapes) and shipping out of Media.
- **Coffee Club Operations** – Processing of Perk7 Coffee Club Orders. Direct sales from viewers. Working in all Internet Sales areas.
- **Customer Service** – Interfacing with viewers, callers, clients etc. Processing of Public Service Announcements, church announcements etc. Be able to provide general public with information concerning the station and basic sales information and literature. Log all calls.

TV Shows Produced by WGBS TV7

- On Court with the Monarchs – Old Dominion University Basketball
- Tidewater Sports – Admirals /HU Football & Coaches
- Infommercials – Bass Pro/Pomoco
- Hampton Roads Dinner Tonight (Cooking Show)
- Shoppers Paradise – Discount Certificates for Viewers for restaurants, gym memberships and golf.
- Local Ministries
- Local Events - Bay Days, Harborfest, boating, concerts etc
- Local PTL – Saturday Nights
- WarPray – Noonday - Corporate Praise and Worship
- Good News – Community Good News.
- Commercials with Local businesses.
- Virginia Employment Commission – Listing of Job Openings and discussion of careers & local job markets.
- Genesis Jukebox – inspirational, gospel music video show.

Physical Health

Interns must be in good physical condition capable to assist in transport of equipment in all weather conditions. TV Stations must operate in spite of storms, snow, and hurricanes therefore requiring that Interns report to work. TV work is generally fast paced and requires physical stamina. A typical day for an intern may involve scheduling a shoot, traveling to a shoot setting up and then editing the program. Interns should alert their mentors to preexisting serious health conditions upon applying. Interns should have a good driving record and should alert their mentor of any reasons they cannot drive company vehicles.

Travel

Interns may be required to attend broadcasting conferences. Trip costs will be paid by WGBS TV7. Shoots may be conducted at area colleges, businesses, churches, pavilions, conference centers, or coliseums. Trainees should wear comfortable shoes that are enclosed. Many shoots are weekend or nights. Occasionally, sports tournaments require travel to adjacent cities such as Richmond or Maryland.

Work Schedule

Upon entry into the internship, interns will meet with their mentor to determine a part-time or full-time schedule.

Teamwork

All interns must work as team players. A spirit of unity is emphasized. Shoots require teams of 2 or more and require that all employees and interns work together.

Dress

As a family station, all interns should dress appropriately and must understand that they are a representative of WGBS TV7. (No Flip-Flops, Halters, midribs exposed, minis, or low-cut dress etc...)

Off site tapings will require wearing kakis or black pants or shorts along with the Genesis 7 HD Polo Shirt. Cadets will have their own special Polo shirts or T-shirts.

Jeans are appropriate for work at the transmitter site, or with props building and maintenance. Dress-down (Friday jean days) will be announced.

On-Air Personalities have strict dress guidelines and must maintain two complete outfits (pressed, cleaned etc) on site or in their vehicles at all times in case they are called in. Male On-air personalities must be dressed "Sunday Best" for TV with no wrinkles. Men must have fresh hair cut (only 3 days old.) On Site barbering can be provided. On Air Personalities are the "face" of Genesis 7 Media and must be immaculate in their grooming. Ladies are expected to maintain a "make-up" kit onsite.

College Courses

All interns are encouraged to continue their education and earn a B.S. in communications or another technical area.

WGBS Partnerships

OLD Dominion University – WGBS TV7 was carried on the ODU campus cable in over 5,000 dorms, apartments and homes up until 2009 up until the digital transition. This partnership will resume in January 2009. This partnership allows for increased programming development geared for young adults and college students.

Junior High and High School Interns

Genesis 7 HD will accept High School interns (designated as **CADETS**.) Specific programs targeting this age group will occur during the summers and Holiday Breaks.

Minimum Qualifications:

1. Interpersonal Skills

- Ability to communicate effectively.
- Develop a strong relationship with the other IT Administrators and the I.T. Leadership team.

2. Time Management

- Ability to prioritize.
- Ability to manage multiple projects and tasks simultaneously.

3. Computer Skills

- Previous experience with Microsoft Outlook, MS Windows, Word, Excel, and PowerPoint preferred.

4. Professional Image

5. Detail Oriented

- Capable of maintaining accurate records and focusing on details.
- Exceptional organization skills.

6. Motivation

- Desire to do more than specifically asked.
- Ability to drive initiatives to completion without excessive supervision.
- Ability to work with ambiguity.
- A love and gifting in broadcasting

7. Love Kids

- Genesis 7 HD's Moto is "Good For the Family – Good For the Kids"
- All staffers must work well around young people and be "safe" for kids.

Background Check

Genesis 7 Media produces must programming for "kids" and will be the home base for youth internship training programs. School groups will also be welcome for tours and visits. Consequently, all staffers are required to undergo a criminal background investigation. This fee is \$45.

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