

Category:

Media - Journalism - Newspaper

Position/Title:

GRAY MEDIA SALES TRAINING PROGRAM FALL '26 - WSFA

About Gray Media:

Today, we are a growing multimedia company headquartered in Atlanta, Georgia. We are the nation's largest owner of top-rated local television stations and digital assets serving 117 full-power television markets that collectively reach approximately 37% of US television households. The portfolio includes 80 markets with the top-rated television station and 100 markets with the first- and/or second-highest-rated television station in average all-day ratings across 116 of such markets that were measured by Nielsen in 2025. We also own the largest Telemundo Affiliate group with 46 markets and Gray Digital Media, a full-service digital agency offering national and local clients digital marketing strategies with the most advanced digital products and services. Our additional media properties include video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios.

About WSFA:

WSFA 12 News is the dominant television and digital media station in Montgomery, Alabama. For over 70 years, WSFA 12 News has served a 15-county DMA and is Central and South Alabama's most trusted source for news, weather, and sports information on-air and online.

The Sales Training Program:

Interns will build and develop their new business hunting and entry strategy techniques. You'll also get out into the community with your teammates and managers to meet with business owners and marketing executives. You'll learn how to build a cohesive marketing solution using the strength of video and the data supporting digital advertising.

General Responsibilities:

- What if your internship didn't feel like an internship?
- What if you actually learned how to sell?
- At Gray Media, our Sales Interns don't sit on the sidelines.
- They learn how to build a business from day one.
- The internship will be for a term of 10 weeks
- This is a hands-on, real-world experience designed to teach you the fundamentals of media sales and help you build skills you can use in any career.

What you'll do:

- Learn how to prospect and identify new business opportunities
- Practice real cold calls (with coaching, not guesswork)
- Build client presentations and proposals
- Support digital and broadcast sales strategies
- Work alongside experienced Media Executives and Sales Leaders
- Participate in weekly training designed to accelerate your growth

What you'll learn:

- How to confidently start conversations with clients
- How to sell multi-platform advertising solutions (TV + Digital)
- How to build and present a winning pitch
- How to manage a pipeline and grow revenue

This internship is for you if:

- You're curious, competitive, and not afraid to try
- You want real experience, not just something to put on a résumé
- You're interested in sales, marketing, or media
- You're ready to learn skills that translate to any industry

What makes this different:

- You won't just "shadow."
- You'll do the work with guidance every step of the way.

- Many of our interns turn into full-time hires.
- And the ones who do? They hit the ground running.

Details:

- Flexible hours (part-time, designed for students)
- Paid internship
- Opportunities available across Gray Media markets nationwide

Qualifications/Requirements:

Be currently enrolled in a college/university, preferably in your senior year.
Strong work ethic and organizational skills.

College student, seniors preferred, earning a degree in
Journalism/Communications, Sales, or related fields, with a desire to get
hands-on experience in the local media industry.

If you're ready to learn how to sell and actually enjoy it, we'd love to meet
you.

*The intern rate of pay can range from your state's minimum wage to \$15.00
an hour.*

*Interested in the program? Go to <https://gray.tv/careers#currentopenings>,
type "**Intern WSFA**" (in search bar)*

WSFA-TV/Gray Media is a drug-free company

Additional Info:

Gray Media provides equal employment opportunities (EEO) to all
employees and applicants for employment without regard to race, color,
religion, sex, national origin, age, disability, or genetics. In addition to
federal law requirements, Gray Media complies with applicable state and
local laws governing nondiscrimination in employment in every location in
which the company has facilities. This policy applies to all terms and
conditions of employment, including recruiting, hiring, placement,
promotion, termination, layoff, recall, transfer, leaves of absence,
compensation, and training.

Gray Media expressly prohibits any form of workplace harassment based
on race, color, religion, gender, sexual orientation, gender identity or

expression, national origin, age, genetic information, disability, or veteran status. Improper interference with Gray's employees' ability to perform their job duties may result in discipline up to and including discharge.

Vacancy Type:

Part Time

Date Posted:

9/28/2026

Closing Date:

12/27/2026

City:

Montgomery - 36104

State:

Alabama

Contact:

If you feel you're qualified and want to work with a great group of people go to <https://gray.tv/careers#currentopenings>, you may type in the job title, station call letters, or click on "apply now", upload your resume, cover letter and references.

Apply Online URL:

<https://gray.tv/careers#currentopenings>

Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

IMPORTANT

This fax or email has been sent using the services provided by Broadcast1Source. If you want to change your contact details, please email **Teresa Ward** at teresa.ward@wsfa.com