

BROADCASTING

What can I do with this degree?

AREAS	EMPLOYERS	PREPARATION
TELEVISION <ul style="list-style-type: none"> • Programming • Production • Promotion • News Reporting • News Producing • News Videography • Sportscasting • Weather Forecasting • Anchoring • Management • Sales 	Major networks Commercial broadcast stations Public television stations Cable television Private production companies Government Business corporations	<ul style="list-style-type: none"> ❖ Gain work experience with campus or local television stations. ❖ Seek part-time or volunteer opportunities with independent production companies. ❖ Participate in drama club – directing, acting or technical crew. ❖ Develop excellent writing, reporting and editing skills. ❖ Volunteer to announce sporting events on campus or at local high schools. ❖ Consider taking courses in political science, economics, sociology or any applicable field for new broadcasting careers. ❖ Read trade publications.
RADIO <ul style="list-style-type: none"> • News • Programming • Production • Promotion • Management • Announcing • Sales 	National networks National public radio State or regional networks Major, medium and small market stations	<ul style="list-style-type: none"> ❖ Gain campus or local radio experience. ❖ Secure internships. ❖ Announce sporting events. ❖ Host music programming for parties and social events. ❖ Coordinate, program and promote musical events. ❖ Gain performance experience through music, drama or public speaking. ❖ Create a demonstration tape to be used as a sample of vocal and speaking talent.
INTERNET <ul style="list-style-type: none"> • Webcasting • Web design / development • Website maintenance • Management • Administration 	Internet based companies (e.g., Yahoo) Large corporation Colleges and universities Companies specializing in webcasting services and technology	<ul style="list-style-type: none"> ❖ Gain expertise in computer and internet technology. ❖ Learn how to design websites. ❖ Seek certifications in networking, website design or related areas.

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AREAS	EMPLOYERS	PREPARATION
<p>ADVERTISING</p> <ul style="list-style-type: none"> • Media planning • Media buying • Account services • Print production • Marketing • Administration • Copywriting • Art / creative directing • Research • Announcing 	<p>Television and radio stations Newspapers and magazines Internet based companies Advertising agencies Corporate advertising departments Media (research, marketing) Specialty advertising firms</p>	<ul style="list-style-type: none"> ❖ Obtain sales experience through part-time work or internships. ❖ Volunteer to sell advertising space for campus newspaper, radio or television station. ❖ Take courses in business to increase financial knowledge base. ❖ Complete internship with advertising agency or market research firm. ❖ Compile portfolio of writing, graphics and ideas for creative development. ❖ Gain knowledge / experience with software and technology applicable to media. ❖ Take courses in statistics, data interpretation, writing and advertising.
<p>NON-BROADCAST VIDEO SYSTEMS</p> <ul style="list-style-type: none"> • Directing • Management • Production • Writing • Post-production / Editing • Videography 	<p>Freelance or private video production companies or videographers Large corporations Universities and colleges Post-production companies Professional associations Non-profit organizations</p>	<ul style="list-style-type: none"> ❖ Obtain entrepreneurial knowledge and experience through starting a small business or taking business courses. ❖ Volunteer to do video editing / production for campus videographers or television stations. ❖ Gain contacts in the specific industry of interest (e.g. develop relationships with wedding photographers in order to build wedding videography business). ❖ Enter video contests. ❖ Cultivate artistic talents. ❖ Seek internships with post-production or editing companies.

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STRATEGIES	LINKS
<ul style="list-style-type: none">• Earn good grades. Grades are an indicator of technical competence and of a person's work ethic.• Actively participate in student organizations to develop leadership skills.• Learn to work well within a team.• Develop strong communication skills.• Gain work experience and information about careers through internships. Internships are crucial, if not imperative, for many areas of broadcasting.• Develop excellent technical and computer skills, especially internet proficiency and knowledge.• Seek opportunities for experience in any performance situation such as drama, debate, public speaking, music or athletics in order to demonstrate talent as well as ability to handle pressure.• Demonstrate curiosity, confidence, assertiveness, creativity, initiative, tact, competitive spirit, enthusiasm, persistence, and diplomacy.• Display appropriate talents for public performance and appearance such as sense of humor, verbal and written communication skills, imagination, showmanship and an outgoing personality.• Consider shadowing or informational interviewing as a means through which to gain information, develop contacts, build mentoring relationships, and gain entry into a competitive field.	<p><u>Academy of Television Arts & Science</u></p> <p><u>Alliance of Motion Picture & Television Producers</u></p> <p><u>American Auto Racing Writers and Broadcasters Association</u></p> <p><u>American Disc Jockey Association</u></p> <p><u>American Federation of Television and Radio Artists</u></p> <p><u>American Sportscasters Association</u></p> <p><u>American Women in Radio and Television</u></p> <p><u>Associated Press Broadcasters</u></p> <p><u>Association for Maximum Service Television</u></p> <p><u>Association of Public Television Stations</u></p> <p><u>Intercollegiate Broadcasting Systems</u></p> <p><u>International Radio and Television Society Foundation</u></p> <p><u>Library of American Broadcasting</u></p> <p><u>National Association of Broadcasters</u></p>