

ELECTRONIC MEDIA AND BROADCASTING

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

TELEVISION

Programming
Producing
Promotion
News Reporting
News Producing
News Videography
Sportscasting
Weather Forecasting
Anchoring
Editing
Directing
Casting
Research
Management
Sales
Public Relations

Major networks
Local commercial television stations
Public television stations
Cable television
Private production companies
Government
Business corporations

Participate in campus media including student television and cable stations.
Seek part-time or volunteer opportunities with independent production companies.
Complete practicums at local television stations and internships at local or national TV stations, networks, or cable systems.
Join student broadcasting organizations.
Develop excellent writing, reporting, researching, 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 news broadcasting careers.
Read trade publications.
Be willing to start in smaller markets and work your way up the ladder. Professionals often move frequently for career advancement.
A greater number of opportunities exist in larger cities.

RADIO

News
Programming
Production
Promotion
Management
Announcing
Research
Sales

National networks
National public radio
Digital stations
State or regional networks
Major, medium, and small market stations
Local commercial stations and groups

Work at the student radio station. Join radio or music organizations on campus.
Complete an internship at a station.
Announce sporting events for your university.
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.
Enhance public speaking skills by practicing with a handheld recorder.
Radio job markets are known to fluctuate, be prepared to weather the changes.

| AREAS | EMPLOYERS | STRATEGIES |
|---|--|---|
| <u>INTERNET</u> Webcasting Podcasting Web Design/Development Website Maintenance Management Administration Sales and Marketing | Internet based companies, e.g., Yahoo or Google Companies specializing in webcasting services and technology Businesses in a variety of industries Colleges and universities Nonprofit organizations | Gain expertise in computer and Internet technology. Learn how to design websites. Become familiar with a variety of languages and software packages on various platforms. Seek certifications in networking, website design, or related areas. Volunteer to create or maintain websites for student organizations or local nonprofits. Assist in campus webcasts if possible. |
| <u>VIDEO PRODUCTION</u> Directing Management Production Writing Post-Production/Editing Videography | Freelance or private video production companies or videographers Large corporations Universities and colleges Post-production companies Professional associations Non-profit organizations | 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. |
| <u>EDUCATION</u> Broadcast Management Production Journalism Script Writing Mass Communications Media Arts Digital Communication | Colleges and universities Technical schools Public and private high schools | Obtain a PhD for college and university teaching opportunities. Obtain state teacher certification for high school teaching opportunities. You will need certification to teach additional subjects such as foreign languages, English, theater, social studies, or art. Volunteer to assist local high school students with productions. Actively participate in campus radio, television, or theatrical organizations. |

GENERAL INFORMATION

- Internships are crucial for breaking into the field of electronic media and broadcasting. Complete several internships if possible.
- 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, organizational skills, 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.
- Be willing to start at the bottom doing entry level tasks before moving up to larger markets or organizations.
- Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities.
- Study all aspects of the industry and stay up-to-date through continuing education or training.