# Broadcasting and Electronic Media

## What can I do with this degree?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TELEVISION</strong> Programming</td>
<td>Major networks</td>
<td>Gain work experience with campus or local television stations.</td>
</tr>
<tr>
<td>Production</td>
<td>Commercial broadcast stations</td>
<td>Seek part-time or volunteer opportunities with independent production companies.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Public television stations</td>
<td>Participate in drama club – directing, acting or technical crew.</td>
</tr>
<tr>
<td>News Reporting</td>
<td>Cable television</td>
<td>Develop excellent writing, reporting and editing skills.</td>
</tr>
<tr>
<td>News Producing</td>
<td>Private production companies</td>
<td>Volunteer to announce sporting events on campus or at local high schools.</td>
</tr>
<tr>
<td>News Videography</td>
<td>Government</td>
<td>Consider taking courses in political science, economics, sociology or any applicable field for news broadcasting careers.</td>
</tr>
<tr>
<td>Sportscasting</td>
<td>Business corporations</td>
<td>Read trade publications.</td>
</tr>
<tr>
<td>Weather Forecasting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anchoring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RADIO</strong> News</td>
<td>National networks</td>
<td>Gain campus or local radio experience.</td>
</tr>
<tr>
<td>Programming</td>
<td>National public radio</td>
<td>Secure internships.</td>
</tr>
<tr>
<td>Production</td>
<td>State or regional networks</td>
<td>Announce sporting events.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Major, medium, and small market stations</td>
<td>Host music programming for parties and social events.</td>
</tr>
<tr>
<td>Management</td>
<td></td>
<td>Coordinate, program, and promote musical events.</td>
</tr>
<tr>
<td>Announcing</td>
<td></td>
<td>Gain performance experience through music, drama, or public speaking.</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td>Create a demonstration tape to be used as a sample of vocal and speaking talent.</td>
</tr>
<tr>
<td><strong>INTERNET</strong> Webcasting</td>
<td>Internet based companies (e.g., Yahoo)</td>
<td>Gain expertise in computer and internet technology.</td>
</tr>
<tr>
<td>Web Design/Development</td>
<td>Large corporations</td>
<td>Learn how to design websites.</td>
</tr>
<tr>
<td>Website Maintenance</td>
<td>Colleges and universities</td>
<td>Seek certifications in networking, website design, or related areas.</td>
</tr>
<tr>
<td>Management</td>
<td>Companies specializing in webcasting services and technology</td>
<td></td>
</tr>
</tbody>
</table>
### AREAS

- **ADVERTISING**
  - Media Planning
  - Media Buying
  - Account Services
  - Print Production
  - Marketing
  - Administration
  - Copywriting
  - Art/Creative Directing
  - Research
  - Announcing

- **NON-BROADCAST VIDEO SYSTEMS**
  - Directing
  - Management
  - Production
  - Writing
  - Post-Production/Editing
  - Videography

### EMPLOYERS

- Television and radio stations
- Newspapers and magazines
- Internet based companies
- Advertising agencies
- Corporate advertising departments
- Media (research, marketing)
- Specialty advertising firms
- Freelance or private video production companies or videographers
- Large corporations
- Universities and colleges
- Post-production companies
- Professional associations
- Non-profit organizations

### STRATEGIES

- **ADVERTISING**
  - 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 course in statistics, data interpretation, writing, and advertising.

- **NON-BROADCAST VIDEO SYSTEMS**
  - 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.
GENERAL INFORMATION

- 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.