## What can I do with this degree?

### AREAS

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

**RADIO**
- News
- Programming
- Production
- Promotion
- Management
- Announcing
- Research
- Sales

### EMPLOYERS

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

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

### STRATEGIES

**TELEVISION**
- 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**
- 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 pre-
<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>INTERNET</strong></td>
<td>Internet based companies, e.g., Yahoo or Google</td>
<td>Gain expertise in computer and Internet technology.</td>
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<tr>
<td>Webcasting</td>
<td>Companies specializing in webcasting services and technology</td>
<td>Learn how to design websites.</td>
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<tr>
<td>Podcasting</td>
<td>Businesses in a variety of industries</td>
<td>Become familiar with a variety of languages and software packages on various platforms.</td>
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<td>Web Design/Development</td>
<td>Colleges and universities</td>
<td>Seek certifications in networking, website design, or related areas.</td>
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<td>Website Maintenance</td>
<td>Nonprofit organizations</td>
<td>Volunteer to create or maintain websites for student organizations or local nonprofits.</td>
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<td>Management</td>
<td></td>
<td>Assist in campus webcasts if possible.</td>
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<td>Administration</td>
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<tr>
<td>Sales and Marketing</td>
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<tr>
<td><strong>VIDEO PRODUCTION</strong></td>
<td>Freelance or private video production companies or videographers</td>
<td>Obtain entrepreneurial knowledge and experience through starting a small business or taking business courses.</td>
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<td>Directing</td>
<td>Large corporations</td>
<td>Volunteer to do video editing/production for campus videographers or television stations.</td>
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<td>Management</td>
<td>Universities and colleges</td>
<td>Gain contacts in the specific industry of interest (e.g., develop relationships with wedding photographers in order to build wedding videography business).</td>
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<td>Production</td>
<td>Post-production companies</td>
<td>Enter video contests.</td>
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<td>Writing</td>
<td>Professional associations</td>
<td>Cultivate artistic talents.</td>
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<td>Post-Production/Editing</td>
<td>Non-profit organizations</td>
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<td>Videography</td>
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<tr>
<td><strong>SOCIAL MEDIA MANAGEMENT</strong></td>
<td>Public relations firms</td>
<td>Get experience with social media platforms, e.g., Facebook, YouTube, and Twitter and location-based social media sites, e.g., Yelp and Gowalla.</td>
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<td>Strategy</td>
<td>Marketing agencies</td>
<td>Be adept at learning new technology and tools quickly. Stay abreast of industry news.</td>
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<td>Content Planning</td>
<td>Advertising agencies</td>
<td>Establish an online presence for yourself, and use it in your job search.</td>
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<td>Community Management</td>
<td>Social media management companies</td>
<td>Complete an internship in social media.</td>
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<td>Marketing and Promotions</td>
<td>Media outlets</td>
<td>Volunteer to maintain social media for campus organizations.</td>
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<td>Blogging</td>
<td>Corporations in a variety of industries</td>
<td>Develop skills important to this field including: communication, creativity, relationship building, and project management.</td>
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<tr>
<td>Copy Writing</td>
<td>Web application companies</td>
<td>Take courses in marketing, journalism, copy writing, and technology.</td>
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<td>Search Engine Marketing</td>
<td>Freelance</td>
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<td>Online Customer Service</td>
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### AREAS

#### EDUCATION
- Broadcast Management
- Production
- Journalism
- Script Writing
- Mass Communications
- Media Arts
- Digital Communication

#### EMPLOYERS
- Colleges and universities
- Technical schools
- Public and private high schools

#### STRATEGIES
- 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.

Research an industry of interest to learn about its social media presence.
Learn how to effectively manage negative press.

### GENERAL INFORMATION

- 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.

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