

ELECTRONIC MEDIA / BROADCASTING

What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES
<u>TELEVISION</u> 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 to gain experience. Professionals often move frequently for career advancement. A greater number of opportunities exist in larger cities. Take time to learn another language as being bilingual will give you a competitive edge.
<u>RADIO</u> News Programming Production Promotion Management Announcing Research Sales	National networks National public radio Digital stations/Podcasts 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 social events. Start or help develop a podcast. Coordinate, program, and promote musical events. Gain performance experience through music, drama, or public speaking.

AREAS	EMPLOYERS	STRATEGIES
<u>RADIO strategies continued</u>		Create a demonstration "tape"/mp3 to be used as a sample of vocal and speaking talent. Enhance public speaking skills by recording self practicing. Radio job markets are known to fluctuate, be prepared to weather the changes.
<u>INTERNET</u> Webcasting Podcasting Web design/Development Website maintenance Management Administration Sales and marketing	Internet based companies 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 computer languages and software packages. 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/podcasts.
<u>VIDEO PRODUCTION</u> Directing Management Production Writing Post-production/Editing Videography Digital production	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.

AREAS	EMPLOYERS	STRATEGIES
<u>SOCIAL MEDIA MANAGEMENT</u> Strategy Content planning Community management Marketing and promotions Blogging Copy writing Search engine marketing Online customer service Social photography	Public relations firms Marketing agencies Advertising agencies Social media management companies Media outlets Corporations in a variety of industries Web application companies Freelance	Gain experience with social media platforms Be adept at learning new technology and tools quickly. Stay abreast of industry news. Establish an online presence for yourself, and use it in your job search. Complete an internship in social media. Volunteer to maintain social media for campus organizations. Develop relevant skills: e.g. communication, creativity, relationship building, and project management etc. Take courses in marketing, journalism, copy writing, and technology. Research an industry of interest to learn about its social media presence.
<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 doctoral degree for college and university teaching opportunities. Obtain state teacher certification for high school teaching opportunities (varies by state). Certification will also be needed to teach additional subjects in order to work full-time. 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 get experience on smaller projects as a portfolio of experiences is often needed 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.
- Maintain an active professional/personal social media account.
- Be prepared to work under pressure and meet deadlines.
- Work environment and schedules will vary. Be flexible, especially in the first years of working.
- Many journalists work across television, radio, and digital platforms. Gain experience in all three.