

# Radio/TV

## What can I do with this major?

OCCUPATIONS	EMPLOYERS	SKILLS TO DEVELOP
<b><u>RADIO</u></b>		
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"> <li>• Gain local radio experience.</li> <li>• Secure internships.</li> <li>• Announce sporting events.</li> <li>• Host music programming for parties and social events.</li> <li>• Coordinate, program, and promote musical events.</li> <li>• Gain performance experience through music, drama, or public speaking.</li> <li>• Create a demonstration tape to be used as a sample of vocal and speaking talent.</li> </ul>
<b><u>TELEVISION</u></b>		
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"> <li>• Gain work experience with the Capital TV program Skyline Columbus or local television stations.</li> <li>• Seek part-time or volunteer opportunities with independent production companies.</li> <li>• Participate in campus/local plays – directing, acting or technical crew.</li> <li>• Develop excellent writing, reporting and editing skills.</li> <li>• Volunteer to announce sporting events on campus or at local high schools.</li> <li>• Consider taking courses in political science, economics, sociology or any applicable field for news broadcasting careers.</li> <li>• Read trade publications.</li> </ul>
<b><u>INTERNET</u></b>		
Webcasting Web Design/Development Website Maintenance Management Administration	Internet based companies (e.g., Yahoo) Large corporations Colleges and universities Companies specializing in webcasting services and technology	<ul style="list-style-type: none"> <li>• Gain expertise in computer and internet technology.</li> <li>• Learn how to design websites.</li> <li>• Seek certifications in networking, website design, or related areas.</li> </ul>

## OCCUPATIONS

## EMPLOYERS

## SKILLS TO DEVELOP

### **ADVERTISING**

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

Television and radio stations  
Newspapers and magazines  
Internet based companies  
Advertising agencies  
Corporate advertising departments  
Media (research, marketing)  
Specialty advertising firms

- Obtain sales experience through part-time work or internships.
- Volunteer to sell advertising space for the Chimes.
- 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**

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.
- Seek internships with post-production or editing companies.

### **Strategies For Placement In Radio-TV**

- Internships are crucial, if not imperative, for any 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.

### **Internet Resources:**

Vault: more information on the every day life of a radio DJ and actor. This site is accessible through the Career Services Website: [www.capital.edu/careers](http://www.capital.edu/careers)

Industry Profile – Performing Arts: [www.wetfeet.com/asp/careerlist.asp](http://www.wetfeet.com/asp/careerlist.asp)

WetFeet.com guide to performing arts: covers Industry Trends & Overview, "Love-Hate" (pros and cons of this field), Major Players and Job Descriptions & Tips.

National Association of Broadcasters Career Services: [www.nab.org/bcc/](http://www.nab.org/bcc/)