

# Electronic Media and Film

## What can I do with this degree?

OCCUPATIONS	EMPLOYERS	SKILLS TO DEVELOP
<p><b><u>RADIO</u></b></p> <p>News            Programming            Production            Promotion            Management            Announcing            Sales</p>	<p>National networks            National public radio            State or regional networks            Major, medium, and small market stations</p>	<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>
<p><b><u>TELEVISION</u></b></p> <p>Programming            Production            Promotion            News Reporting            News Producing            News Videography            Sportscasting            Weather Forecasting            Anchoring            Management            Sales</p>	<p>Major networks            Commercial broadcast stations            Public television stations            Cable television            Private production companies            Government            Business corporations</p>	<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>
<p><b><u>INTERNET</u></b></p> <p>Webcasting            Web Design/Development            Website Maintenance            Management            Administration</p>	<p>Internet based companies (e.g., Yahoo)            Large corporations            Colleges and universities            Companies specializing in webcasting services and technology</p>	<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 Electronic Media and Film**

- 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/)