

ELECTRONIC MEDIA / BROADCASTING

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

TELEVISION

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 work your way up the ladder. 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.

RADIO

News
Programming
Production
Promotion
Management
Announcing
Research
Sales

National networks
National public radio
Digital stations
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 parties and social events.
Coordinate, program, and promote musical events.
Gain performance experience through music, drama, or public speaking.

AREAS

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STRATEGIES

RADIO strategies continued

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 prepared to weather the changes.

INTERNET

Webcasting
Podcasting
Web Design/Development
Website Maintenance
Management
Administration
Sales and Marketing

Internet based companies, e.g., Yahoo or Google
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 languages and software packages on various platforms.
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 if possible.

VIDEO PRODUCTION

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

SOCIAL MEDIA MANAGEMENT

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, e.g., Facebook, YouTube, and Twitter and location-based social media sites, e.g. Yelp and Gowalla. 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 skills important to this field including: communication, creativity, relationship building, and project management. Take courses in marketing, journalism, copy writing, and technology.

EDUCATION

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

Colleges and universities
Technical schools
Public and private high schools

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.

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 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.
- 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.