This is just one avenue within the Communications field to explore. To break into this industry, internships are crucial! Complete several in different areas, which might range from TV, Radio & Digital Platforms. Candidates should also get involved on-campus in different areas including the Harrington Film Studio, The Good Five Cent Cigar, Debate Team, WRIL, or Theatre.

This market also requires candidates to be flexible: the field usually demands late nights, working weekends, and adhering to deadlines.

**AREAS OF OPPORTUNITY**

- Content Planning
- Community Management
- Marketing
- Customer Service
- Social Photography
- Journalism
- Script Writing
- Management
- Production
- Webcasting
- Podcasting
- Administration
- Sales and Marketing
- Videography
- Digital Production
- Anchoring
- Editing
- Casting
- Directing
- News Reporting
- Programming
- Public Relations
- Research Sales

**COMMON EMPLOYERS:**

- Major networks
- Local commercial television stations
- Public television stations
- Cable television
- Private production companies
- Government
- Business corporations
- News
- Programming
- Production
- Promotion
- Management
- Research
- Sales

**PROFESSIONAL ORGANIZATIONS**

- American Sportscasters Association
- Broadcast Education Association
- National Association of Broadcast Employees and Technicians, Communications Workers of America
- National Association of Broadcasters
- Radio Television and Digital News Association
- Society of Broadcast Engineers

**STRATEGIES ON ENTERING THE FIELD**

- Participate in campus media: 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 clubs.
- Develop excellent writing, reporting, researching, and editing skills.
- 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.
- 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.

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