ELECTRONIC MEDIA/BROADCASTING

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, WRIU, 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
- Search 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 or independent production organizations.
- 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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