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**

- Creative directing
- Writing/Editing
- Audience analysis
- Public relations
- Media sales
- Media planning
- Broadcasting
- Film industry
- Freelance

**COMMON EMPLOYERS:**

- Product and service organizations
- Retail stores
- Hotels
- Restaurants
- Manufacturers
- Private corporations
- Public relations firms
- Advertising agencies
- Radio and television companies
- Publishing firms including newspaper, magazine and book
- Wire services and syndicates
- Literary agencies

**PROFESSIONAL ORGANIZATIONS**

- American Advertising Federation
- American Business Women’s Association
- American Society for Training and Development
- American Society of Newspaper Editors
- Association for Women in Communications
- Health Sciences Communication Association
- International Association of Business Communicators
- International Communication Association
- Magazine Publishers of America
- National Association of Broadcasters
- National Communication Association
- Public Relations Society of America

**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 organizations
- Develop excellent writing, reporting, researching, and editing skills
- 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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