

Typical Career Opportunities

- Producer, Asst. Producer
- Video Editor
- Announcer
- Program Director
- Reporter
- Broadcast News Analyst
- Radio Operator
- Weathercaster/
Atmospheric Scientist
- News Director
- Technical Director
- Television and Video
Camera Operator
- Advertising Sales Agent

Related Careers

Editors, Radio and Television Announcers, Video and Motion Picture Directors/Producers, Actors and Electronic Engineers.

Resources

- Bureau of Labor Statistics, www.bls.gov
2004 Occupational Outlook Handbook
- National Association of Broadcasters
www.nab.org

Sources of information for this publication:

Bureau of Labor Statistics, www.bls.gov
2004 Occupational Outlook Handbook
Careers in Communications by Shonan F.R. Noronha, 1997

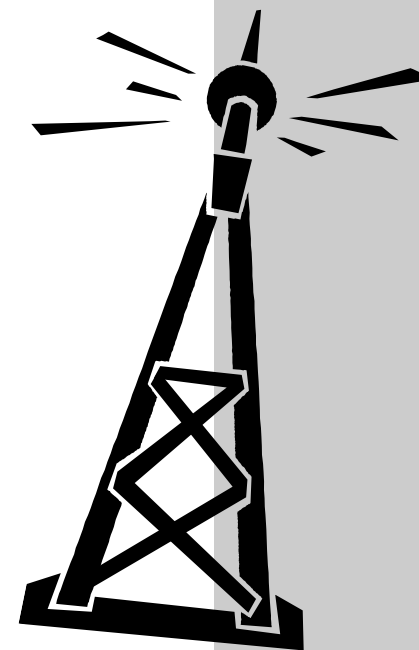


Pathways to Media

For more information, contact:
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Pathways to Media



What's Inside:

- Related Majors at Mizzou
- How to Prepare for a Career in Broadcast
- Career Information
- Required Skills and Abilities



Description and Job Duties

The broadcasting industry consists of radio and television stations and networks that create content or acquire the right to broadcast taped television and radio programs. Radio and television stations and networks broadcast a variety of programs such as national and local news, talk shows, music programs, movies, other entertainment and advertisements. Because of the variety of programs, there are numerous types of occupations in the broadcast field.

News Analysts/Correspondents/Reporters.

Newscasters gather information, prepare stories and make broadcasts that inform us about local, state, national and international events. Newscasters may specialize in a particular area such as weather and sports. Reporters investigate leads and news tips, look at documents, observe events at the scene and interview people. They take notes, organize the material, determine the focus, write their stories and edit accompanying video material. Radio and television reporters often compose stories and report “live” from the scene.

Producers. Producers plan and develop live or taped productions, determining how the show will look and sound. They select the script, talent, sets, props, lighting and other production elements.

Technical Occupations. Employees in these occupations operate and maintain the electronic equipment that records and transmits radio or television programs. The titles of some of these occupations use the terms “engineer,” “technician” and “operator” interchangeably.

Majors at MU

Depending on the job, these majors may be preferred:
Journalism-Broadcast, Convergence or Advertising (JOURN)
Communication (A&S)

Depending on the job, these majors may also be considered:
Business Administration-Marketing or other business majors (Bus)
English (A&S)
Economics (A&S)
Political Science (A&S)
Sociology (A&S)

Skills and Abilities

Ability to work with deadlines and in high pressure environment, analytical and critical-thinking, effective written and verbal communication, adherence to accuracy, decisive, organized and thorough, high energy, troubleshooting, and active listening and learning.

Preparation

- Most employers prefer individuals with a bachelor’s degree in journalism or mass communications, but some hire graduates with other majors. They look for experience at school newspapers or broadcasting stations and internships with news organizations. Technical occupations may not require a college degree but practical experience will be more necessary. Employers report that practical experience is the most important part of education and training.
- Useful college liberal arts courses include English with an emphasis on writing, sociology, political science, economics, history and psychology. Courses in computer science, business and speech are useful as well.

Career Information

Employment in broadcasting is expected to increase 11 percent between 2004-2014, more slowly than the 14 percent projected for all industries combined. Keen competition is expected for many jobs, particularly in large metropolitan areas because of the large number of jobseekers attracted by the glamour of this industry. Job prospects will be best for applicants with a college degree in broadcasting, journalism or a related field as well as relevant work experience.

News analysts, reporters, and correspondents held about 64,000 jobs in 2004. About 61 percent worked for newspaper, periodical, book and directory publishers. Another 25 percent worked in radio and television broadcasting. About 7 percent of news analysts, reporters and correspondents were self-employed. Median annual earnings of reporters and correspondents were \$30,070 in newspaper, periodical, book and directory publishers and \$34,050 in radio and television broadcasting.

