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**Where/how
to get training**

Education

Most jobs in broadcasting call for either a two-year or four-year college degree, although specific requirements depend on the position desired and the market size. Experience gained by working in entry-level positions either part-time or as an intern is extremely important. Working up through the ranks is the typical career path in both radio and television.

Many colleges have on-campus radio stations where students can get some experience, and most curriculum programs offer interns to established commercial or public broadcasting stations.

All jobs in broadcasting require communication skills, including writing and speaking ability and the ability to function well as a team member. Technical skills are important.

In North Carolina, five community colleges offer diploma and degree programs in broadcasting technology. They are: Central Carolina Community College in Sanford; Cleveland Community College in Shelby; Gaston Community College in Dallas; Isothermal Community College in Spindale; and Wilkes Community College in Wilkesboro. Several public and private universities in North Carolina offer related programs in communication.

Financial aid

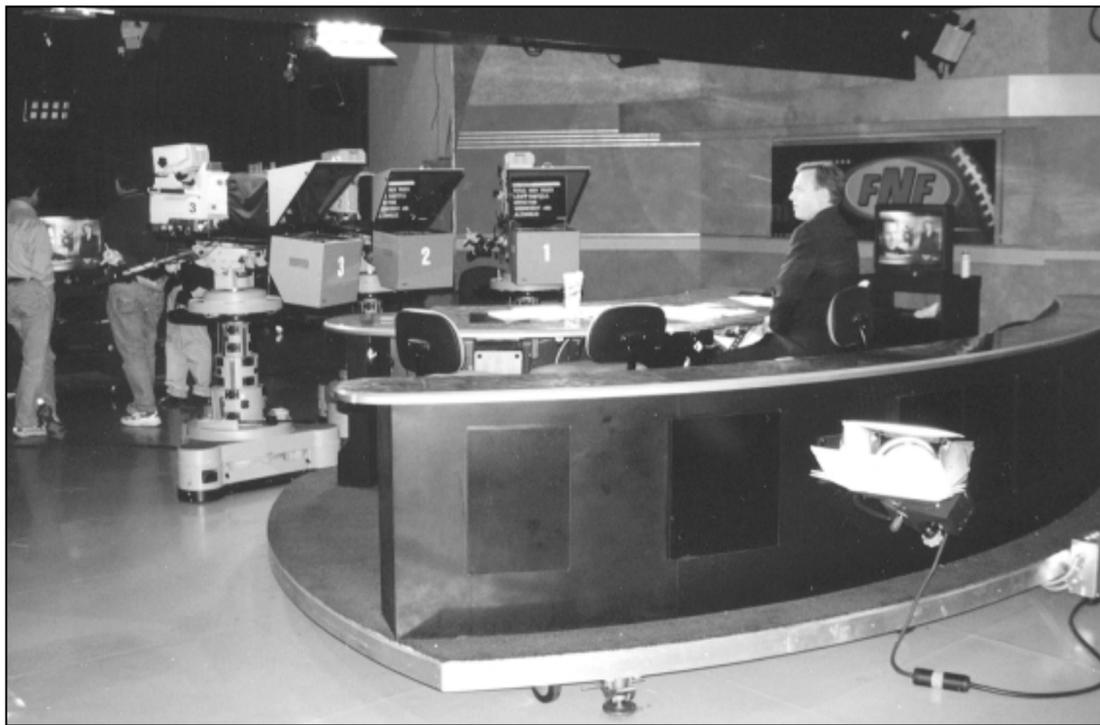
Grants, scholarships, loans and work/study programs are available for college and private school students. For most of this aid, students should submit a Free Application for Federal Student Aid, available from high school guidance counselors and higher education financial aid offices.

Some stations and cable systems offer financial assistance and on-the-job training in the form of internships, apprentice programs, scholarships, or fellowships.

For more information on federal financial aid programs, call (800) 4-FEDAID

career

focus on jobs in Broadcasting



**Future job
opportunities**

Employment in the broadcasting industry, both radio and television, is expected to increase about as fast as the average for all occupations through the year 2006. Competition for on-air positions will be intense.

**What you
wear**



Radio industry office positions most likely require dressy clothing, while clothing in the studio is usually more casual. In the television industry, persons working in front of the camera wear professional clothing while those behind the camera dress more casually.

Broadcasting is a growth industry offering a variety of career paths. Although many people probably think first of on-air personalities, there are many more careers associated with the industry which do not involve on-air work.

In both the radio and television industries, competition is keen for on-air positions. Entry level positions begin in small markets where skills learned in college are honed. Experience is an important factor in landing a job in a large broadcasting market. Other key employment factors include: hands-on experience with broadcast technologies like cameras, computers, and editing equipment; writing and basic communication skills; and personal appearance, business manner, and personality.

Persons who are successful in broadcasting careers generally enjoy challenges and look for opportunities to display their originality and initiative. Persons employed in the field report their jobs to be exciting and satisfying. The hours, however, are frequently long and deadline pressures can be stressful.

Broadcasting careers include announcers, news writers, producers, news anchors, news reporters, technicians, photographers, editors, account representatives, advertising copy writers, music directors, programmers, advertising copy producers, traffic managers, and directors. Wages vary greatly by experience level and market size.

**Skills
required**

Excellent communication and writing skills are essential. On-air personalities need a pleasant voice, an understanding of historical and social events, and an interest in current events. Behind the scene careers in broadcasting require technical and work experience.

**Want to
know more?**

Additional information is available through the National Association of Broadcasters (www.nab.org) and through the Radio Advertising Bureau (www.rab.com).

Jobs in this field

Job Titles	Kind of Work	Average salary
Account Representative	Sells commercial time on broadcasts, needs a broad knowledge of broadcast schedule, audience ratings, and communication skills.	\$21,000-41,000
Air personality	Plays music, reads news, weather, traffic reports; airs commercials.	depends on market
Announcer, News reporter, Anchor	Collects and analyzes information about newsworthy events for broadcast; writes, records, edits items for broadcast.	\$28,000-41,000
Camera operator	Photographs news and other programs; takes direction from director/producer; technical knowledge of equipment and hands-on experience essential.	\$21,200-33,100
News director	Gathers and writes news to be read on the air.	depends on market
Producer/director	Responsible for putting programs together; needs an understanding of technical, human, and business elements of broadcast production.	depends on market
Traffic manager	In the radio industry collects data to prepare a schedule of the broadcast day, monitors available commercial time, and maintains financial records.	depends on market
Music director	In the radio industry prepares play lists, monitors trade publications and directs the station's sound.	depends on market

*Salaries may vary depending upon region and experience.

Activity

What work experience do you have that might be helpful to you in this job? List the responsibilities of this job.

What subjects are you studying now or have studied in the past that you feel will be most helpful in the working world, especially in this field? List them according to importance to you. What do you see yourself doing five years from now? Using the help wanted section, cut several career choices that interest you.

What education do you think will be needed for each of your choices? Why? Would any additional skills or training be needed?

Profile

Paul Furr
Raleigh, NC



Paul Furr always liked reporting/broadcasting. He said, "I like letting people know what goes on in the world. I especially like the technical side, using the equipment. Even when I was younger, I would watch the news and wanted to be in broadcasting."

Furr currently works for WTVD as a photographer. He shoots and edits news stories and sets up live shots. Furr started his career search while he was in high school. He got involved in a program with a local AM radio station and found out about the broadcasting program at Central Carolina Community College. The first year of the program focuses on radio, so Furr worked at a radio station in Siler City during that time. The second year, with a focus on television, his internship was at a TV station in Sanford. This internship turned into a job. After graduation, Furr continued his connection with Central Carolina Community College, where he contracted to do a promotional video, which resulted in a part-time job in the media department (Public Information Offices). This turned into a full-time position. After working full-time for one year, he also worked part-time at WLFL for 3 1/2 years, trying to get his foot in the door.

It worked, and in 1996, he started working full time as a news photographer at WLFL. His next stop was WTVD in June of 1998, where he started as an editor before being promoted to photographer.

Furr likes his field because he likes being out and getting a story. "I like the thrill of seeing things that people don't see every day, doing a story that might make a situation better for someone. I like having the opportunity to let people know what's going on in the world. I like the rush of getting a story and meeting deadlines, to say that we did it. The momentum is great; you are always having to switch gears and be able to change directions. If I can make only one person aware, this is an added bonus to doing the job."

The Triangle is a very competitive market - the 29th largest in the US. Furr says, "It is an honor to work with other photographers at WTVD because it keeps me on my toes - to have my own look - how I make it look on the air. I respect the more experienced photographers and have learned a lot from them. I hope I can influence future photographers." One experience cemented in his mind is Hurricane Fran. "I was able to keep a level head and felt good about what I shot. Just being able to set aside the fact that it was dangerous and remain focused to get the story was enough."

**Best
advice**

Always remember why you are broadcasting. You're trying to tell a story. Your viewers are your customers.

Recommended Classes

Broadcast writing, broadcast law and ethics, broadcast history, speech, audio production, video production, marketing, and introduction to computers.

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