



What can I do with a major in... Media Production - Radio

The Electronic Media Communication major is designed to prepare students for careers in radio, television, film or other careers in electronic media, whether religious or secular. The development of skills in announcing, audio and video production, media writing, programming and management are features of this program. Students will also develop a critical understanding of electronic media and its relationship to faith in today's world.

What types of work are related to this degree?

On-air radio work
News
Programming
Production
Management
Strategy
Announcing
Sales
Marketing and promotions
Community management
Reporting
Speech and copywriting
Editing
Audio engineering
Content creation

Who employs people with this degree?

National networks
National public radio
Digital stations
State or regional networks
Major, medium, and small market stations
Local commercial stations and groups
Companies specializing in webcasting services and technology
Post-production companies
Major networks
Public relations firms

More information online at ONETonline.org

Strategies for Success:

- Consider applying for an internship or job with KTIS as well as other radio stations. Join radio or music organizations on campus.
- Announce sporting events for your university.
- Coordinate, program, and promote musical events.
- Create a demonstration tape to be used as a sample of your vocal and speaking talent.
- Radio job markets are known to fluctuate; be prepared to weather the changes.
- Be willing to start at the bottom doing entry level tasks before moving up to larger markets or organizations
- Develop computer skills in areas such as spread sheets, databases, and presentation software. Communication is becoming increasingly related to technology.
- Be prepared to work nights and weekends in the radio industry.

Professional Associations:

National Communication Association
International Communication Association
The Association for Women in Communications
National Association of Broadcasters

International Association of Business Communicators
American Advertising Federation
American Sportscasters Online
Radio Television Digital News Association

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.