

Media Production- Radio & Recording Arts

The Radio & Recording Arts Media Production 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 Type of Work are Related to this Degree?

- On-air radio work
- News
- Programming and production
- Announcing
- Reporting
- Editing
- Audio engineering
- Content creation
- Record engineering
- Producer
- Mixer
- Broadcast technician
- Artists & Repertoire (A&R) coordination
- Sound designing

More information at ONETonline.org

Who employs people with this degree?

- National, state, or regional networks
- National public radio
- Digital stations
- Major, medium, and small market stations
- Local commercial stations and groups
- Companies specializing in webcasting services and technology
- Post-production companies
- Record labels
- Booking agencies
- Artist management firms
- Music publishing firms
- Performance rights organizations
- Licensing firms
- Music studios
- Audio equipment manufacturers/dealers
- Independent/ freelance work

General Strategies for Success:

- The fields of journalism, web design and public relations can be highly competitive. Pursue internships, volunteer freelance work and begin networking with professionals in the field as soon as possible.
- Gain experience with social media platforms.
- Be adept at learning new technology and tools quickly.
- Consider gaining experience in a corporation or non-profit. Many companies use media of all types to communicate internally and externally.
- Take courses in marketing, journalism, copy writing, technology.
- Seek certifications in networking, web design, or related areas.
- Be willing to start in smaller markets and work your way up the ladder.
- Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities.

Professional Associations

National Association of Record Industry Professionals
Recording Industry Association
Audio Engineering Society
Broadcast Music, Inc.
International Computer Music Association
National Association of Broadcasters
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 & Leadership Development or check out our online resources on our website or on myUNW, Career & Leadership Development tab.