The Bachelor of Arts with a major in Broadcast Media consists of courses that prepare the student for a broad range of positions in television studios, video production companies, and convergent media enterprises, as well as in the many facilities emerging as a result of the pervasive growth of digital technologies. The program covers the theory and practice of broadcast media in all of its phases, and provides students with experience in field and television studio production. After completing a series of preparatory and core courses combining theory and hands-on application in broadcast and multimedia technologies, students are required to specialize in either management or production. Graduates of the program are prepared for positions in operations, production, marketing, and advertising. Positions include producer, director, camera operator, effects specialist, project manager, and program manager.

**Career Opportunities for Broadcast Media**

- Television
- Radio
- Internet
- Advertising
- Non-Broadcast Video Systems

**Employers of Broadcast Media Graduates**

- Major networks
- Commercial broadcast stations
- Public television stations
- Cable television
- Private production companies
- Government
- Business corporations
- National networks
- National public radio
- State or regional networks
- Major, medium, and small market stations
- Internet based companies (e.g., Yahoo)

**Professional Associations and Affiliations**

- International Film and Television Production Directory  
- Broadcast Education Association  
- TV and Broadcast Employment Services  
- Announcers from the Occupational Outlook Handbook  
  [http://stats.bls.gov/oco/ocos087.htm](http://stats.bls.gov/oco/ocos087.htm)
- National Association of Broadcasters  
- Announcers from the Occupational Outlook Handbook  
  [http://stats.bls.gov/oco/ocos087.htm](http://stats.bls.gov/oco/ocos087.htm)
- American Sportscasters Association  
- Television, Video, and Motion Picture Camera Operators from the Occupational Outlook Handbook  
  [http://stats.bls.gov/oco/ocos091.htm](http://stats.bls.gov/oco/ocos091.htm)
- Broadcast Education Association  
- Radio and Television Broadcasting from the Occupational Outlook Handbook  
  [http://www.bls.gov/oco/cg/cgs017.htm](http://www.bls.gov/oco/cg/cgs017.htm)
Broadcast Media