

Broadcast Media

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

## **Employers of Broadcast Media Graduates**

- Major networks
- Commercial broadcast stations
- Public television stations
- Cable television
- Private production companies
- Government

## **Professional Associations and Affiliations**

- International Film and Television Production Directory http://www.mandy.com/
- TV and Broadcast Employment Services http://www.tvjobs.com/index\_a.htm
- National Association of Broadcasters http://www.tvjobs.com/index\_a.htm
- American Sportscasters Association http://www.americansportscastersonli ne.com/
- Broadcast Education Association
  http://www.beaweb.org/

- Advertising
- Non-Broadcast Video Systems
- Business corporations
- National networks
- National public radio
- State or regional networks
- Major, medium, and small market stations
- Internet based companies (e.g., Yahoo)
- Broadcast Education Association
  http://www.beaweb.org/
- Announcers from the Occupational Outlook Handbook http://stats.bls.gov/oco/ocos087.htm
- Announcers from the Occupational Outlook Handbook http://stats.bls.gov/oco/ocos087.htm
- Television, Video, and Motion Picture Camera Operators from the Occupational Outlook Handbook http://stats.bls.gov/oco/ocos091.htm
- Radio and Television Broadcasting from the Occupational Outlook Handbook http://www.bls.gov/oco/cg/cgs017.ht m



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