

Broadcasting Major Overview:

The Broadcasting major prepares students for careers in radio, television, digital media, and related communication fields. Students learn the technical, creative, and business aspects of broadcasting, including media production, news reporting, audio/video editing, and broadcasting ethics. The program focuses on the development of storytelling, technical skills, and the understanding of media's impact on society. Graduates are prepared to work in various media outlets, including local and national TV stations, radio stations, production companies, and online media platforms.

Typical Industry Sectors:

1. **Television and Radio Broadcasting**
2. **Digital Media and Streaming Services**
3. **News and Journalism**
4. **Media Production and Post-Production**
5. **Public Relations and Media Relations**

10 Sample Entry-Level Job Titles:

1. **Broadcast Assistant**
2. **Production Assistant**
3. **Radio Host Assistant**
4. **News Reporter**
5. **Video Editor**
6. **Audio Engineer**
7. **Social Media Coordinator (for Broadcast Outlets)**
8. **Camera Operator**
9. **Content Producer**
10. **Media Relations Assistant**

5 Hard Skills:

1. **Video and Audio Editing Software (e.g., Adobe Premiere, Final Cut Pro)**
2. **Scriptwriting and Storyboarding**
3. **Live Broadcasting and Studio Operations**
4. **Journalism and News Writing**
5. **Technical Skills (e.g., Operating Broadcast Equipment, Cameras)**

5 Soft Skills:

1. **Communication**
2. **Creativity**
3. **Time Management**

4. Teamwork
5. Problem-solving

Additional Training or Certifications:

While a degree in Broadcasting provides foundational skills, additional certifications in specific areas like audio/video editing (e.g., Adobe Certified Associate) or broadcast journalism may enhance job prospects. Some positions in broadcasting, especially in technical roles, may require experience with specific software or equipment. Continuing education and internships are crucial for staying current with evolving media technologies.

Student and National Organizations:

1. [National Association of Broadcasters \(NAB\)](#)
2. [Radio Television Digital News Association \(RTDNA\)](#)
3. [Society of Professional Journalists \(SPJ\)](#)
4. [Broadcast Education Association \(BEA\)](#)
5. [Student Television Network \(STN\)](#)