

What can I do with a Bachelor Degree in Mass Communication with a Concentration in *Broadcasting*

Account Executive	Sell advertising time and work closely with businesses to help market the station to listeners or viewers
Announcer	Radio station's "voice" with whom the public identifies; introduces programs and music, reads commercial copy & public service announcements, & is involved in the overall public presentation of the station
Chief Engineer	Responsible for the technology necessary to put the station's broadcast on the air; works to maintain broadcasting capabilities & provide quick solutions to problems that may arise with the transmitter, tower, satellite receiver & other related equipment
Copy Writer	Writes commercial & promotional copy in support of the station's sales, marketing & promotion efforts
General Manager	Responsible for the overall operation of a station
Maintenance Engineer	Installs & performs preventive maintenance on the station's control consoles, boards, recording equipment, microphones, & other station equipment & electronic systems
Music Director	Manage the station's music library & works with the program director in selecting new recordings to be played as they are submitted by record companies
News Director	Runs the news department, assigns stories to reporters on staff, & is involved with identifying the important news issues within the community
Production Director	Assigns announcers, schedules studios, arranges recording sessions, produces commercials, & directs programs
Promotion Director	Promote the station's image, programs & activities; works closely with the program director to create on-air promotions & also with the sales department in securing new clients & maintaining current advertisers
Program Director	Responsible for the entire on-air product; governs the sound of the stations; controls over production, talent, work schedules, & program schedules.
Sales Assistant	Offers support to sales staff & managers by handling much of the office work, including drafting proposals, which allows the sales staff to focus on meeting with clients & developing business
Sports Director	Similar to the news director position, but often handles the play-by-play coverage of local sporting events. Stations that do a lot of sports sometimes hire a "color" announcer to complement the play-by-play talent
Traffic Director	Collects data from other departments in order to prepare a minute-by-minute schedule for the broadcast day; daily link between the sales department & programming department, keeping up-to-date commercial time availability