



Career Services Center

What can I do with a Bachelor Degree in Mass Communication

With a Concentration in

Broadcasting

Job Title

Description

Announcer

Radio station's "voice" with whom the public identifies; introduces programs and music, reads commercial copy and public service announcements, and is involved in the overall public presentation of the station.

Assignment Desk Editor

Keeps track of news events, sends crews to cover events, contacts the public, plans for future events and specials, and also reacts to breaking news.

Copy Writer

Writes commercial and promotional copy in support of the station's sales, marketing & promotion efforts.

Music Director

Manage the station's music library and 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, and is involved with identifying the important news issues within the community.

Production Crew

The technical personnel that work together in order to make the director's vision come to life. Some of the key positions consist of camera operators, audio engineers, technical directors, lighting directors, etc...

Production Director

Assigns announcers, schedules studios, arranges recording sessions, produces commercials and directs programs.

Program Director

Responsible for the entire on-air product; governs the sound of the stations; controls over production, talent, work schedules and program schedules.

Promotion Director

Promote the station's image, programs and activities; works closely with the program director to create on-air promotions and also with the sales department in securing new clients and maintaining current advertisers.

Radio Announcer

Responsible for creating, producing, and announcing topics over the radio, including entertaining programs, political commentary, news, interviews, weather, and other matters of interest.



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Segment Producer	Responsible for booking guests, pre-interviewing guests, coming up with segments for a newscast/radio show.
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 some times hire a "color" announcer to complement the play-by-play talent.
Station Manager	Oversee all functions of a radio or television station. In addition to making final decisions about content, programming and schedules, station managers operate as the chief executive at the station.
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 and programming department, keeping up-to-date commercial time availability.
TV/Radio News Anchor	Read stories, conduct in-studio interviews and mediates discussions on television and radio broadcasts.
TV Director	In charge of the activities involved in making a television program or section of a program.
Video Engineer	Responsible for the technology necessary to put the station's broadcast on the air; works to maintain broadcasting capabilities and provide quick solutions to problems that may arise with the transmitter, tower, satellite receiver other related equipment.
Video And Audio Editors	Editors are a necessary part of broadcast and radio. Much like writers need a good editor, broadcast television and radio require the same to create a cohesive and polished product.