

What can I do with a major in...

# BROADCAST MEDIA

Broadcast Media teaches students the fundamental elements of strategic communications, in addition to preparing them for a career in two specific advertising tracks: Account Management and Creative Advertising.

## INDUSTRIES:

Public and private sectors; Government; Entertainment

### Salary

**\$35,028**  
ENTRY LEVEL

**\$46,706**  
MEDIAN LEVEL



### Common Job Titles

Broadcast Engineer/Technician  
Interpreter/Translator  
Film/Video Editor  
Technical Writer  
Video Producer  
Sound Engineer  
Public Relations Specialist  
Photographer  
Blogger  
Content Strategist  
Social Media Specialist

### Knowledge

Computer and Electronics  
Telecommunications  
Communications and Media  
Engineering and Technology  
Administration and Management

### Skills

Critical Thinking  
Active Listening  
Operation Monitoring  
Speaking  
Complex Problem Solving  
Judgment and Decision Making  
Reading Comprehension  
Writing  
Active Learning  
Time Management  
Troubleshooting



### Tools

Computer Aided Design (CAD)  
Graphics/Photo Imaging  
Operating System Software  
Electronic mail software  
Video creation and editing  
Internet browser software  
Map creation software  
Digital technology

## Popular Employers

Alphabet (owns Google)  
Walt Disney  
Comcast  
21st Century Fox  
Facebook  
Bertelsmann  
Viacom  
CBS Corporation  
Baidu  
News Corp

Advance Publications  
iHeartMedia  
Discovery Communications  
Grupo Globo  
Yahoo  
Time Warner  
Microsoft  
Time Inc.

## Related Occupations

Announcer  
Computer Support Specialist  
Electrical/Electronic Engineers  
Reporter  
Telecommunications  
News Analyst  
Equipment Installers



## Advice from professionals is great

Make Connections. It's important for broadcast media majors to network and build relationships when attending professional events. Professional associations allows for networking, mentoring, learning the industry trends and finding career or internship opportunities. Professional associations within the broadcast media industry include:

## Professional Associations

The Audio Engineering Society (AES)  
Black Broadcasters Alliance (BBA)  
The Broadcast Education Association (BEA)  
Collegiate Broadcasters, Inc. (CBI)  
The International Radio and TV Society (IRTS)  
Media Communication Association Int'l (MCAI)  
The National Association Broadcasters (NAB)  
The Assoc. for Education for Journalism and MC (AEJMC)

