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People in radio broadcasting often wear several hats, but they generally fall into one of the four categories:

- Management/administrative
- Sales/Sales support/Underwriting
- Engineering/Technical/Computer
- Production/Programming/News

### Types of jobs available in Radio:

**Account Executive**-sells advertising time

**Announcers**-the station's "voice"

**Chief Engineer**-maintain broadcasting capabilities/solutions to problems with transmitter

**Maintenance Engineer**-installs and maintains control consoles, boards, recording equipment, microphones and electronic equipment

**Copy Writer**-writes commercial and promotional copy

**General Manager**-person responsible for the overall operation of a station

**Music Director**-manages station's music library and works with program director selecting new recordings

**News Director**-runs the news department, assigns stories to reporters, monitors the wire service and community issues

**Production Director**-assigns announcers, schedules studios, arranges recording sessions, produces commercials, directs programs

**Promotion Director**-promotes the station's image, programs and activities

**Receptionist**-is ideal position for understanding all aspects of how a station operates/entry level.

**Sales Manager**-hires and supervises sales staff, knows the market and approves all campaigns

**Sales Assistant**-support to the sales staff and managers by handling office work, drafting proposals

**Sports Director**-similar to news director; handle play-by-play coverage of local sporting events

**Traffic Director**-prepares a minute-by-minute schedule of the broadcast day.

Place  
Stamp  
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Indiana Broadcasters Association  
3003 E 98th St. Ste. 161  
Indianapolis, IN 46280



Indiana broadcasters are  
equal opportunity employers

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## The Job Hunter's Guide to Broadcasting



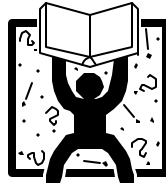
"Working in radio is fun  
and exciting.  
It's something  
different every day"



## What kind of experience or education do I need?

While a high school diploma is often sufficient for clerical or support positions, many jobs in broadcasting require at least some college or other additional training, such as a two-year technical degree, or business or computer courses. Some stations also run internship programs, which can provide valuable on-the-job training.

Job experience in other fields or industries often translate well to broadcasting -- teachers often make excellent advertising salespeople, because sales involves teaching clients how advertising can help grow their businesses.

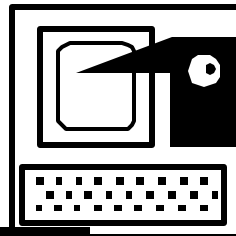


## How do I find a job in broadcasting?

First, be flexible in your expectations. Not everyone belongs in front of a camera or a microphone. But there are many satisfying, rewarding jobs in broadcasting "behind the scenes."

Secondly, craft a professional-looking resume, or have one professionally done for you. Remember, this is often the first impression a potential employer receives about you!

Third, apply directly to radio or TV stations, or through your local Job Service office or your college placement office.



## Schools with broadcast courses:

- Anderson University
- Ball State University
- Butler University
- DePauw University
- Earlham College
- Franklin College of IN
- Goshen College
- Huntington College
- Indiana State University
- Indiana University
- IUPUI
- Ivy Tech State College
- Lakeland College, IL
- Manchester College
- Marian College
- Purdue University
- Rose Hulman Institute
- Specs Howard School of Broadcast Arts
- St Joseph's College
- Taylor University
- Tri-State University
- University of Evansville
- University of Indianapolis
- University of Notre Dame
- University of Southern Indiana
- Valparaiso University
- Vincennes University

On-line jobs:

[www.indianabroadcasters.org](http://www.indianabroadcasters.org)

with links to other broadcast organizations