

News & Programming

News Director: The news director supervises the news department. Knowledge of legal and ethical aspects of news reporting is important in scheduling, making editorial decisions and coordinating news coverage.

News Writer: A writer's responsibilities include monitoring news feeds, researching and writing news stories, booking guests, coordinating video editing and assisting in producing segments for newscasts.

Sports Director: Similar to the news director, the sports director handles the play-by-play coverage of sporting events.

Program Director: The program director manages the programming department and works closely with management to ensure that programming is consistent with station policy.

Management & Administrative

Owner/President: The owner/president holds a station license from the Federal Communications Commission, and works closely with the general manager in overseeing all station operations.

General Manager: The general manager works for the owner/president and oversees all station operations. The general manager must have an understanding of the operation of each aspect of the station and possess general business knowledge and leadership skills.

Station Manager: The station manager works for the general manager and helps to execute overall station operations.

Administrative Director/Assistant: The administrative director works closely with station management in coordinating communications and other business activities to ensure efficient day-to-day operation of the station.

Business Manager: The business manager is responsible for the financial management of the station

Human Resources: The human resources director works closely with station management to actively recruit, train, develop and retain employees.

Colleges and Universities Offering Courses in Broadcasting:

Anderson University
Ball State University
Butler University
DePauw University
Franklin College of Indiana
Goshen College
Huntington College
Illinois and Ohio Center for Broadcasting
Indiana State University
Indiana University
IUPUI, Indianapolis
Manchester College
Purdue University
Specs Howard School of Broadcast Arts
St. Joseph's College
Taylor University
University of Evansville
University of Indianapolis
University of Southern Indiana
Valparaiso University
Vincennes University

Learn more about exciting
career opportunities at
www.indianabroadcasters.org
"Employment Opportunities"

Careers in Television Broadcasting

Indiana
Broadcasters
Association

IBA

www.indianabroadcasters.org

Finding a Career in Television that Fits You

Over-the-air television broadcasting is an exciting and rewarding industry with a wide variety of career choices. Television stations offer both entry level and experienced positions. Several stations also run internship programs that offer students valuable on-the-job training .

On-Air

Anchor: An anchor is the most visible person of the news staff, and is a complete journalist; familiar with reporting, on-scene coverage, interviewing, writing and producing news packages.

Field Reporter: A field reporter's job is to be on the scene, gathering and verifying the most up-to-date facts through interview, observation and research. Field reporters may specialize in one type of reporting (i.e. local, federal, sports, entertainment, etc.).

Meteorologist: A meteorologist is skilled in meteorology, writes and edits his or her own segment, and must be comfortable in front of the camera to deliver accurate regional weather reports.

Features Reporter: A features reporter often works with multiple sources on projects of varying length, which may appear on either a daily or weekly program.

Engineering

Chief Engineer: Head of the technical staff, the chief engineer supervises all technical operations at the station, maintains physical facilities and equipment and oversees the technical staff.

Studio Engineer: The studio engineer is responsible for the operation of all of the equipment required for the production of a program.

Master Control/Videotape Engineer: The master control operator is responsible for operating the videotape recording and playback equipment for all programming.

Maintenance Engineer: The maintenance engineer installs and maintains the station's electronic equipment.

Production

Electronic News Gathering (ENG): Individuals in ENG work alongside reporters to capture events on tape and produce live, on-scene coverage of breaking news stories.

ENG Editor: The ENG editor edits tape taken by the crew and also works with producers, reporters and writers to build news programs from raw footage and network sources.

Executive Producer: The executive producer coordinates all program content and the presentation of broadcasts alongside the managing editor and news director.

Producer: The producer organizes and develops local programs and is responsible for scripting, story development, booking guests and overseeing field production and editing.

Production Manager: The production manager is responsible for handling all technical and operational details associated with the actual production of local programming.

Production Assistant: A production assistant assists the production staff in all areas of production (i.e. audio, camera operation, editing, etc.).

Stage Manager: The stage manager coordinates and manages positions, tasks, props, microphones and cameras on the floor/set to ensure that production is carried out in accordance with the producer's plan.

Graphic Artist: A graphic artist is responsible for organizing and producing on-air still and automated graphics for live newscasts, promotion, marketing and special projects.

Continuity writer: A continuity writer is responsible for writing local commercials and promotional copy.

Sales & Promotions

General Sales Manager: The general sales manager oversees all aspects of the sales department including: hiring, programming, billing, promotional campaigns, the study of the station's market and the development of sales plans.

Local and National Sales Managers: The local and national sales managers share similar duties as the general manager, working with clients on local or national levels.

Account Executive: An account executive sells airtime to businesses in the form of on-air commercials and acts as the key contact person between the station and the client for all future advertising, marketing and promotional efforts.

Marketing Director: The marketing director uses creative approaches to develop sales and marketing strategies designed to meet station revenue objectives.

Non-Traditional Revenue Director: The non-traditional revenue director is responsible for determining ways to increase the station's revenue, apart from selling airtime.

Promotions Director: The promotions director is responsible for promoting the station, its programs and its activities, and works closely with the sales department and the program director.

Traffic Manager: The traffic manager assures that everything that is required to be on the air occurs at the correct time, and is responsible for producing affidavits, or proof of airtime, for internal and external records.

Assignment Editor: The assignment editor is responsible for gathering and presenting the daily news and story ideas, organizing the logistics of the camera crew and reporters, and arranging satellite feeds and live coverage.