

Career In Media: Radio

Radio As An Entertaining Media

The media has become an indispensable part of our lives. The media is a source of information on varied subjects that affect our lives. One of the oldest sources is the radio. It used to be an indispensable part of people's lives, especially the mornings and continues to remain so. Today, we have the TV, Internet and the theater too. However, the radio is still a favorite with the masses. The radio is an instant, informal, informative and reliable source of information.

Want To Work In Radio?

The radio is unique and instantly connects millions of listeners. The radio station is a vibrant place and those working there have the opportunity to touch a million lives.

There are a number of opportunities for employment at a radio station. The presenter or radio jockey, as popularly referred to, is the person who is a medium for transmitting information and awareness. Since the radio is aired live, the job demands quick thinking and clear speech. In addition to this, all those who are a part of the various chat shows are expected to express themselves effectively. You need to develop sensitivity towards the emotions of the listeners. A good amount of general knowledge and current affairs helps to keep the show interesting.

The production personnel are the backbone of the radio station. The production team report to two departments, Content Production and Production Engineering. The production team decides on the daily content of the shows and conducts the relevant research.

Content production is further divided into two main areas, music production and speech radio. Production Engineering is another major department of the radio station. These professionals make sure that all the equipment is in good condition and that the signal is properly transmitted. There are recognized certified courses for production engineering.

There are core support teams that handle the sales, finance, recruitment, promotion and reception for the radio station. A crucial segment of this entire support division is the sales team, who sell the airtime and co-ordinate the advertising content.

There are two courses available that cater to the demands of the radio station requirements, a degree in any subject, with a postgraduate diploma or MA in radio production or a degree in mass communication. However, the main requirement is the passion for working with a radio station.

You should know that that the radio, though glamorous, is not a monetarily rewarding job. Those who make a career out of it, do so for the love of being involved in this particular medium of information.

Experience is a key requirement in the radio industry. If you have been lucky enough to work for your university, hospital or community radio, it will work to your advantage. There are many radio stations that do take on inexperienced personnel, without pay. This is a start and offers the unique opportunity to gain the relevant experience in the department of your choice.

In addition to the above-mentioned information, there are some tips that you can use:

1. Listen to the radio regularly and read the related industry press. You should be completely aware of all that is going on in the industry.
2. Pick up some good editing software and apply it in your chosen department.
3. Try recording sounds and see how different environments affect the recording.

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About the Author

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