

Careers In Television NewsVision

Read NAB's Guide to Careers In Television. In your own words [do not copy/paste or plagiarize the text from the document] answer the questions below in same Word document (Use the title, **Careers In Television**):

<http://www.nab.org/documents/television/NABTelevisionCareersSecondEdition.pdf>

1. Which position may be a Certified Public Accountant and many hold MBA degree? What other skills are necessary for this position and why is it important?

The position most may hold is the business manager. This position is responsible for maintaining the news stations financial information. They report to the general manager and depending on the size of the station by manage the stations accounting team. The general manager also consults the business mangers regarding large expenses like equipment. This position is important because without it, the accounting and financial well-being of the news station maybe at risk.

2. What's the purpose of the Traffic Department?

The purpose of the Traffic Department is to ensure that television commercial is sold for the highest amount possible for the time available to run the commercials. Depending on the size of the station will determine the roles within this department. Regardless of size, the operations managers are always the head who are tasked with maximizing the stations revenue and keeping the commercials on air.

3. Often news directors will work with the sales department. Explain why this is the case

News directors can work with the sales department because this position can include a financial aspect including budgets. Also, since television has a business aspect to it the sales department also asks for news directors to cover client-generated topics.

4. After reading the NAB guide to careers as well as the text, discuss which position in the newsroom sounds most challenging.. also discuss which is most appealing.

To me, the position that sounds to most challenging is that of the Director of Sales. This position seems challenging because it is one of the most demanding positions in a news market. It is the responsibility of this position to price and manage the inventory, do budgeting forecasts, issue sales projections, and also coordinate projects with other departments However, the position that sounds the most appealing to me is the creative services or promotions director. I knew positions like this were important but didn't fully know what all this position asked. Along with maintaining the creative image through advertising and promotions, this role is also responsible for media planning and buying long with budget projections and management.

5. I often remind my students that as a journalist you must "know a little about a lot." In the NAB guide, one official discusses this when talking about starting in your career. Discuss the quote mentioned in the reading, then put this into perspective in your own words.

The quote that is given is, "think big, start small." To me, this means if you want the big job with big companies such as CNN or ABC, you may have to start at a smaller market. It is often noted that if you want to be a on air reporter, you may have to go to a small town in the middle of nowhere in order to build up your reel and get the on-air experiences wanted in the professional world. Another way to apply this is also in regards to internships. For me, it took me many years and various experiences with smaller companies and extra-curricular activities before I was able to fully get my foot in the door and land an internship with a major company such as Viacom and now E! News under NBC.