**CAREER IN BROADCASTING**

The invention of radio, and later the introduction of TV broadcast, seems to have done a great deal in providing jobs to tens of thousands of young people all across the world in various fields which are either directly or indirectly concerned with broadcasting.

The jobs could be divided in various categories as far return is concerned, but generally speaking the wages in the field of broadcasting are very competitive, and people working with radio stations or TV channels command a fair amount of respect in society.

The jobs in broadcasting have a global dimension. People who know these jobs are in a position to go abroad and work with some broadcasting house. More you know, more fortune it brings to you. Since the electronic media is growing fast, not only in Pakistan and South Asia, it is still one of the most lucrative areas for investment across the world, the jobs to competent people are available frequently.

Here we shall give a long sight to what jobs are available to young men and women who intend to join the world of broadcasting.

# Production

What immediately comes to mind as we qualify in the subject of electronic media is the field of production. A producer’s job seems a natural choice as it is exactly what students learn in this subject.

A producer is supposed to knowing all nuts and bolts of producing a program for radio or television. This job has two clear areas:

At first the producer must know what exactly is the nature of program and what type of people are required to accomplish the job. He must understand as who can write script for the program, who should work as an anchorperson, and what technical facilities and staff are required to record the program

Secondly, producer is also a managerial job. The producer is to manage all the matters related to the production of the program. The availability of space (studios), equipment, props, writer, editor, graphics, sound and the compere. Any thing missing from this list of arrangements would not allow a program to take its final shape.

Since production is a tough ask, usually the broadcasting houses, both radio and TV, prefer to offer job of assistant producer to newcomers. In this case the young people, who have to become full producer some day, have only to manage part of the responsibilities in the beginning and gradually they learn to manage other affairs. It depends how quickly one learns and make progress to be made a producer.

# Producer specialization

Production, as we now know, is a vast field. One producer can’t – exceptions apart, ensure quality production in all areas of production. So as you work as an assistant producer with some broadcasting house, you are afforded opportunities to select areas of your liking. Main areas to choose from are: news, current affairs, programs (dramas, documentaries, shows etc) and music.

# Direction

Though sometime producers are supposed to work as directors, but lately most broadcasting houses have come to believe that to produce a high quality program, they need to have a separate person as director. This arrangement reduces pressure on producers and at the same time gives a free hand to directors to experiment and put more vision for the success of a program.

A director in broadcasting is the one who fully understand the concept of the program, the performers, sound effects and the budgeting matters so that a production must not prove too costly to be undertaken. Since he specializes in his job, he is more aware of locales and the timing about shooting in the outdoor as well. He is cautious of the fact that a program has to be complete in a given timeframe.

# Lighting Director

A lighting director is an independent job. Working closely with the program director, a lighting director specializes in the job of making lights available at different angles to give scene in visual production a correct mood and make the perspective clear. In most productions world over and in Pakistan too, lighting directors are employed to ensure quality production. As a fairly specialized job, students who take more interest in this field can have an independent job in this area.

# Set Designers

Like lighting directors, the set designers’ job belongs to TV broadcast. Almost every production for television is done on some set, speaks about the vastness of the job. This area also demands specialization. Students, who are more interested in visual communication, stand a fair chance to qualify for the job of set designer.

# Script Writer

There is hardly a radio or TV program – from news to dramas, which is done without script. People who have good communication skills, and command over the language are very likely to succeed in the job of script writer. Highly respected and paid, the script writing job is always available with broadcasting houses.

# Anchorperson

Most programs on FM radios or TV channels need a person who should regulate the program (only, news reading offers a complete career job) generally they are called anchorpersons. A detailed view about them has been given in a previous chapter, it is only to repeat here that a fine a reasonably paid job is available to people who are good in exploiting various characteristics of voice, dialogue delivery and possess a good voice and confidence.

# Technical Jobs

Though not be directly, some technical jobs like recording on panel, camera operating and editing on different computer software are but few technical areas where jobs have been created with the growth in electronic media.

# Investment

It must be an encouraging sign for students of broadcasting that huge investment is coming in this field. An FM radio station may create new jobs to few dozen people; a new TV channel needs fresh people by hundreds if it is to survive in the market. The opening of FM radios and zest to open TV channels is growing fast, only ensuring mass communication, particularly students of broadcasting, and a good future ahead. Proof of this fact is the presence of young men and women at the FM and TV channels which have opened only recently. The only thing you need is to study hard, listen instructors carefully and observe as much as you can the operations of various broadcasting houses. Success is guaranteed.