

EXPLORE MEDIA & ENTERTAINMENT

WHAT IS MEDIA & ENTERTAINMENT?

Radio, television, cable and film—each medium differs by their communication methods and the types of services they provide. The entertainment industry includes media, television, film, journalism, sports, music, and social media. Be part of this large creative community that is constantly evolving.

FREQUENT JOB TITLES

- Account Executive
- Local Sales Manager
- Announcer
- Board Operator
- Producer
- Assistant Producer
- Operations/Programming Director
- Promotions Assistant

KEY SKILLS

- Creativity
- Communication
- Video Production Skills
- Story Telling
- Detail Oriented

PROFESSIONAL ORGS

- Association of American Publishers
- Society of Professional Journalists
- American Society of Newspaper Editors
- Independent Film and Television Alliance

COMMON EMPLOYERS

- ESPN
- CBS Radio
- Clear Channel Communications
- Radar
- Big Ten Network
- 20 West Productions

RELATED STUDENT ORGS

- Hollywood Badgers
- Communication Arts Student Association
- National Association of Black Journalists (UW-Madison Chapter)
- Independent Film and Television Alliance

HIRING TIMELINE

- Late Fall & Early Spring
- October to April