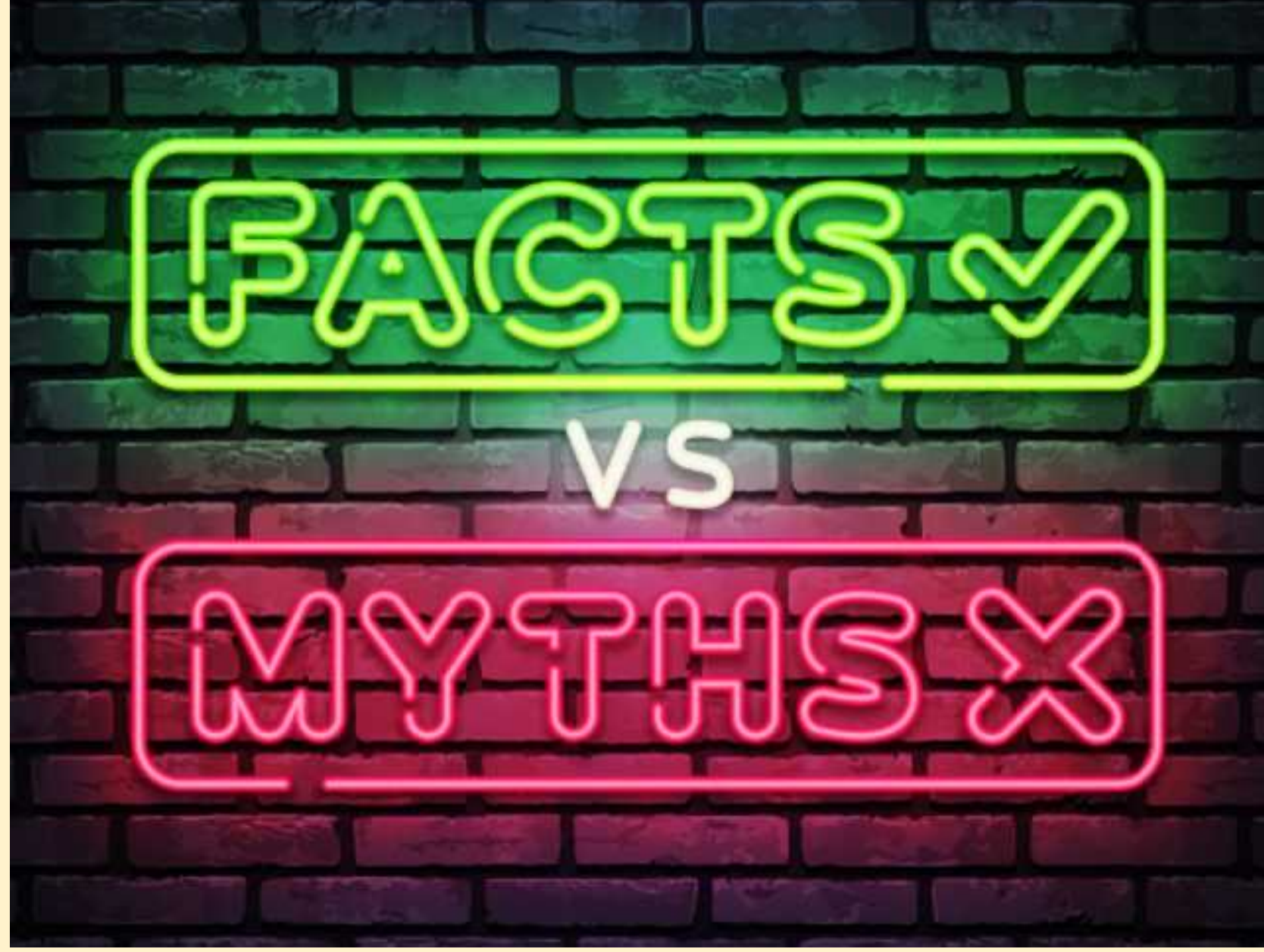


CAREER IN

BROADCASTING



CAREER IN BROADCASTING

**SHOW OF HANDS... WHO CAME
TO MY MORNING SESSION ON
HYPERLOCALISM IN RADIO?**



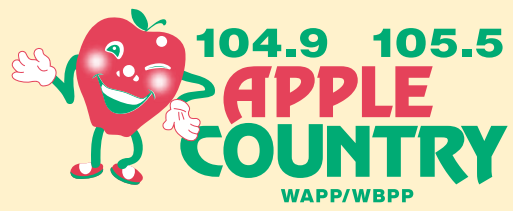
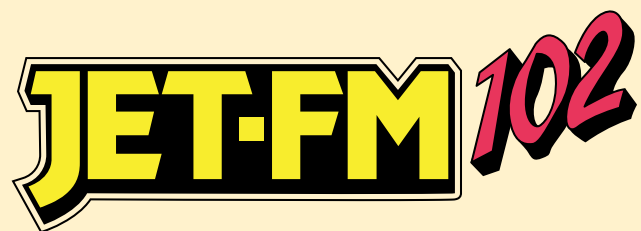


STEVE'S BROADCASTING

EXPERIENCE

LEADERSHIP ROLE CONSISTENTLY SINCE 1988

CAREER IN
BROADCASTING



CAREER IN

BROADCASTING



Fame

Power

Money

WHY ARE YOU HERE? WHAT'S YOUR PASSION?



CAREER IN

BROADCASTING



**RADIO PERSONALITY. TELEVISION PRODUCTION. BROADCAST ENGINEER
TELEVISION PERSONALITY. MEDIA SALES. RADIO PROMOTIONS**

CAREER IN

BROADCASTING



**WHAT ARE
YOUR
GOALS?**



CAREER IN

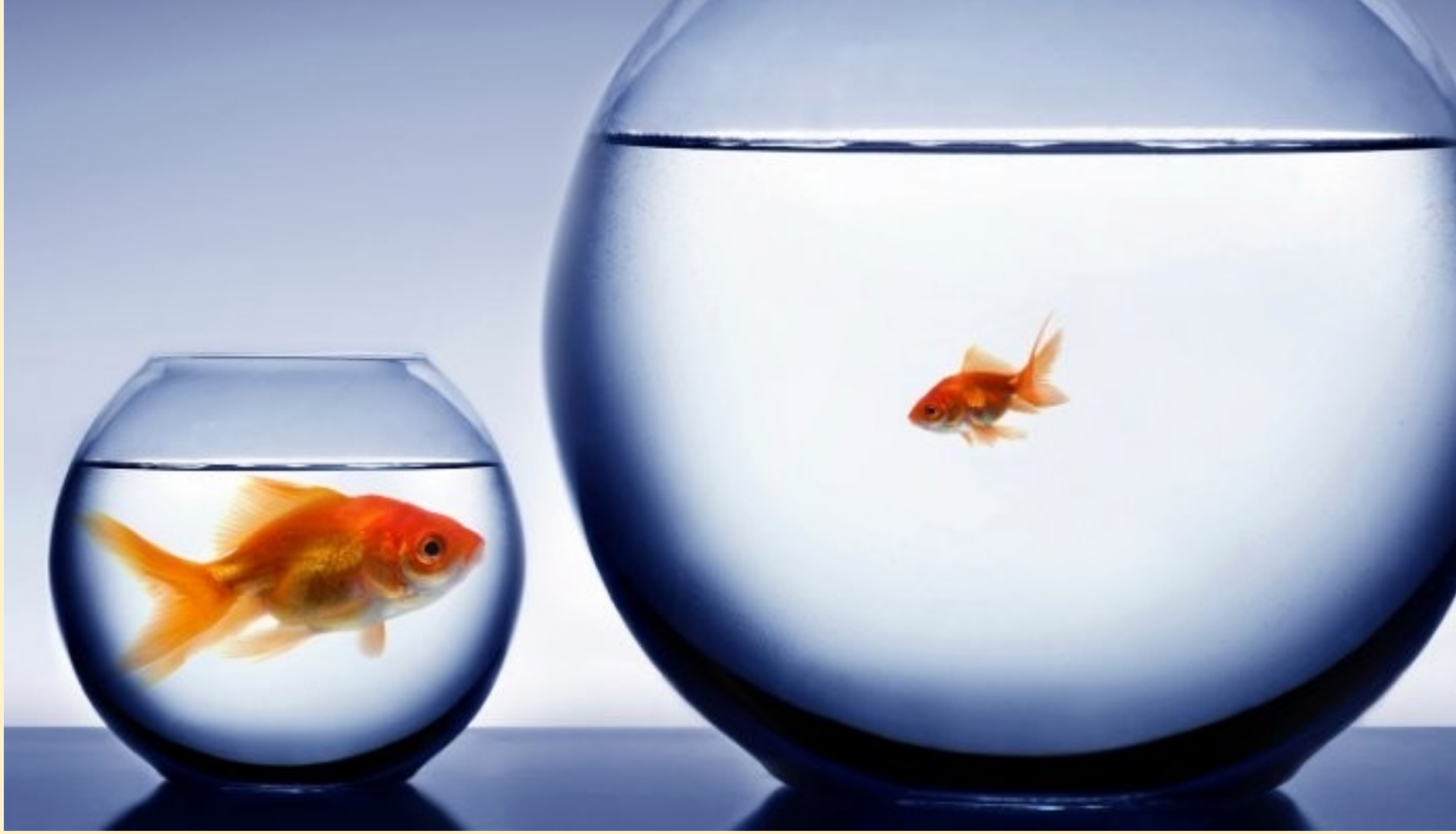
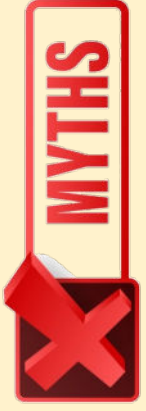
BROADCASTING

TIME FOR AUDIENCE PARTICIPATION



CAREER IN

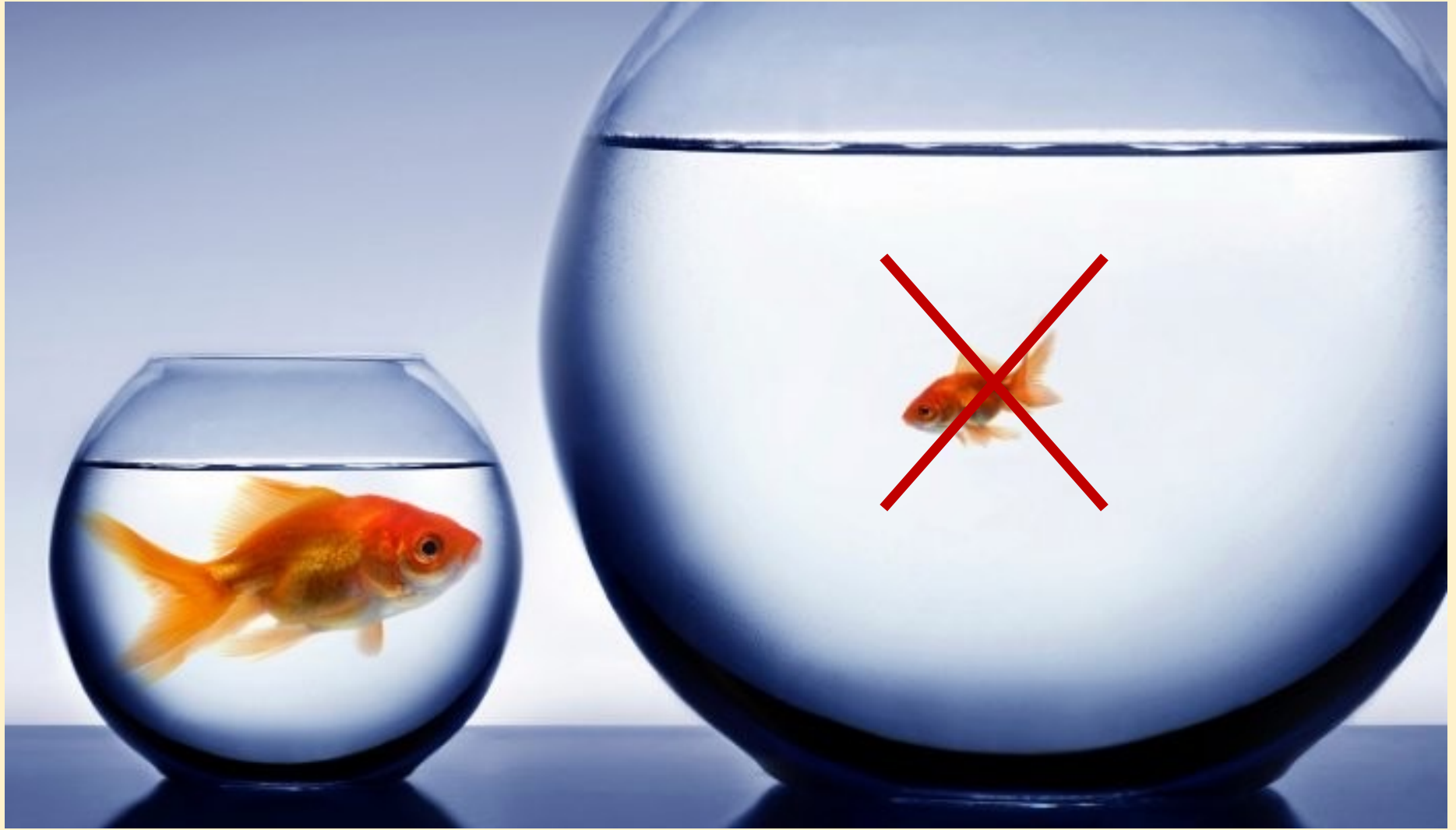
BROADCASTING





CAREER IN

BROADCASTING



**Very few On-Air/On-Camera Jobs Exist
Mostly Sales or Promotions**



CAREER IN

BROADCASTING



THE VILLAGES MEDIA GROUP

17 Part-Time “Semi-Retired”

On-Air Personalities from around the country who live in or around The Villages.

Live and Local 16 Hours/Day, 7 Days a Week.

Local Voice Track 10 PM – 2 AM, 7 Days a Week.



CAREER IN BROADCASTING



For Example!



RADIO GROUP IN GAINESVILLE, FL:

- (Home of University of Florida), Market #85*
- 2 On-Air Personalities for Six Stations.
- 2 Live Shifts daily.

Back in the day, there would have been at least 20 jocks for 6 stations... maybe even 30...



CAREER IN

BROADCASTING

***“You’re
listening to
Mark Lucke on
K-WAVE in
Willcox, AZ”***

**Small town radio allows you to be a
BIG FISH in a small pond...Everyone
knows you, but your compensation,
studios, and work environment may
leave a lot to be desired.**

There are 3200 people living in Willcox, AZ.



KWAVE

107.9 FM 1110 AM

BTW Mark is one of two-disc jockeys at this station, and is an accomplished poet, and reads his poetry on his show regularly.



CAREER IN

BROADCASTING



(Digitized Voice Sung)

SERVING THE UNIVERSE....

(Guy with the Big BOOMING Voice)

**BROADCASTING LIVE FROM THE TOP OF THE
EMPIRE STATE BUILDING IN THE GREATEST
CITY IN THE WORLD. WHTZ NEW YORK, Z-100!**

There are over 25M people in Z100's broadcast area.

SMALL TOWN TELEVISION...



CAREER IN

BROADCASTING



MAJOR MARKET/ NATIONAL TELEVISION...



CAREER IN

BROADCASTING



Image courtesy of NFL Redzone

**BTW- THIS IS WHAT HIS
SET REALLY LOOK LIKE!**



CAREER IN

BROADCASTING



CAREER IN



FACTS

BROADCASTING



MYTHS



CAREER IN

BROADCASTING



CAREER IN

BROADCASTING



**'60s
GOLD**



PHLASH PHELPS

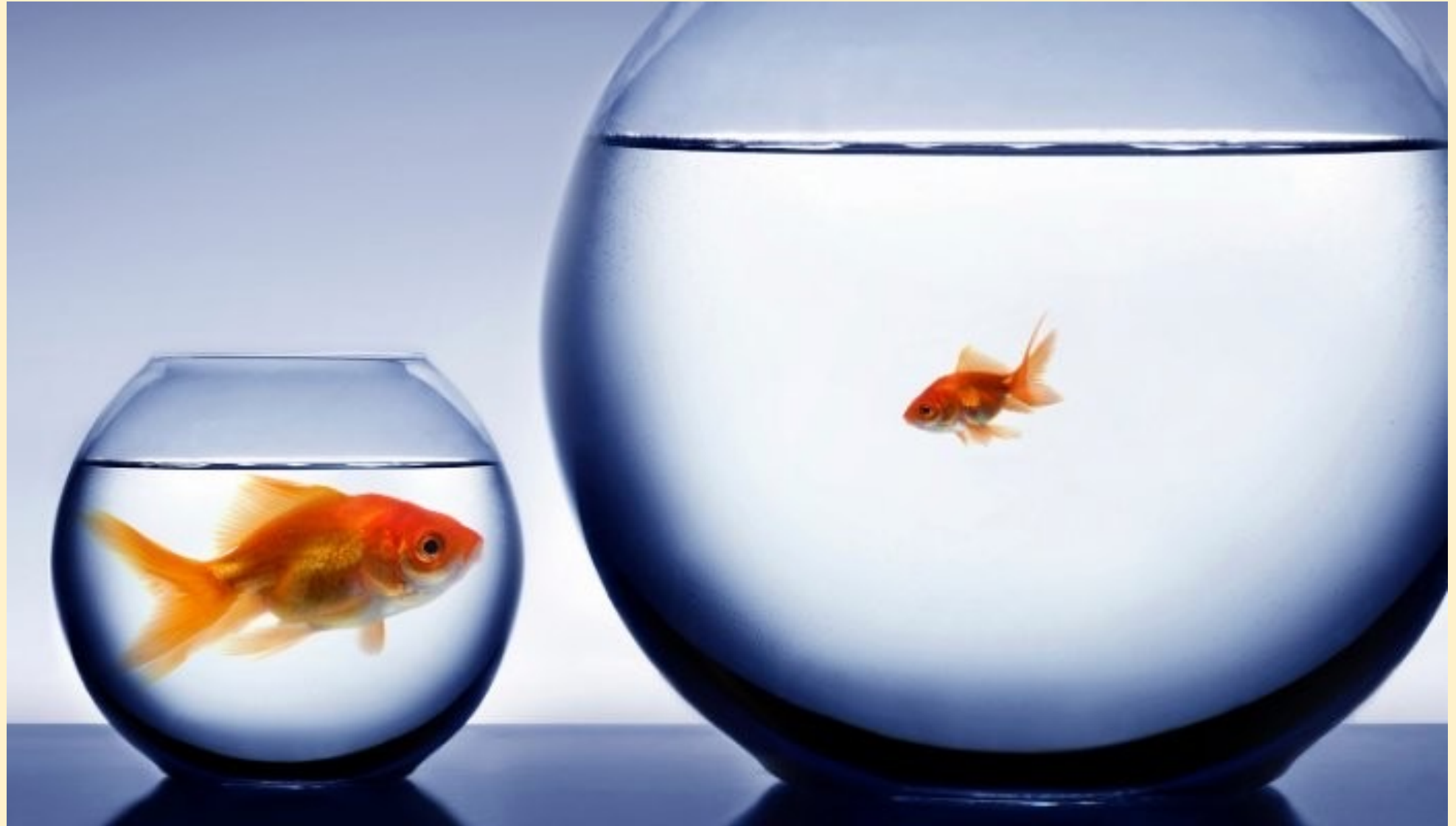


**Phlash has been
with Sirius XM since
2000, broadcasting
to 1/2 million
people/week..
He makes less than
\$100k/year
He is the Morning
Guy.**

CAREER IN



BROADCASTING



REMEMBER THIS SLIDE?



CAREER IN

BROADCASTING



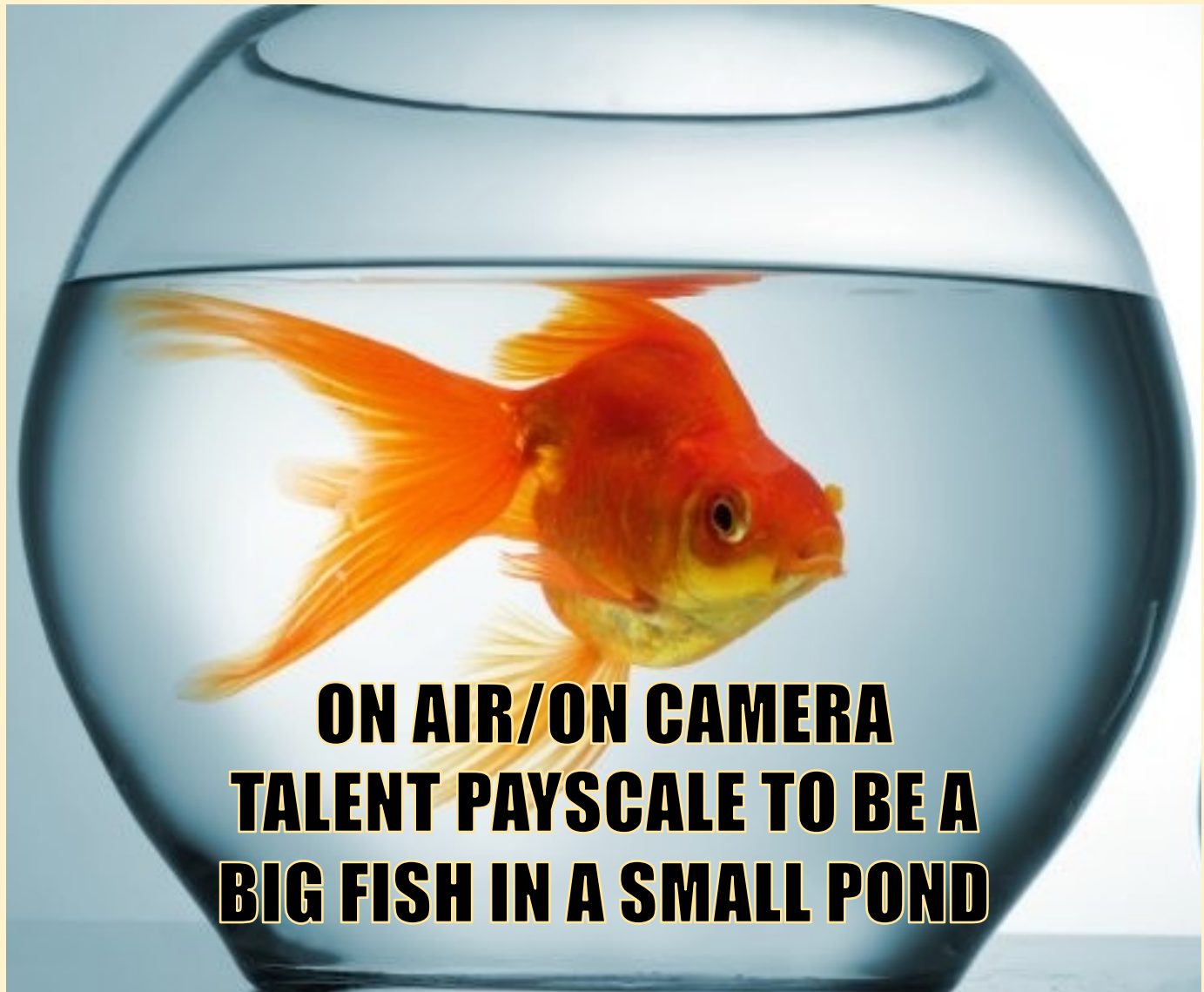
Since there are fewer and fewer jobs on the air and on camera in big ponds, expect to make \$15/Hour in PROMOTIONS \$55k-\$150k in SALES

CAREER IN

BROADCASTING

FACTS

MYTHS



**ON AIR/ON CAMERA
TALENT PAYSCALE TO BE A
BIG FISH IN A SMALL POND**

**ON AVERAGE - \$15 to \$20/hour.
THAT'S \$32k-\$44k/year**



CAREER IN

BROADCASTING

**ALSO, A CAREER IN
BROADCASTING
CAN BE **VERY****

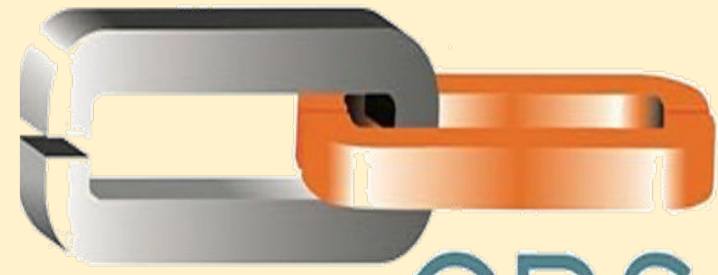
UNSTABLE





CAREER IN

BROADCASTING

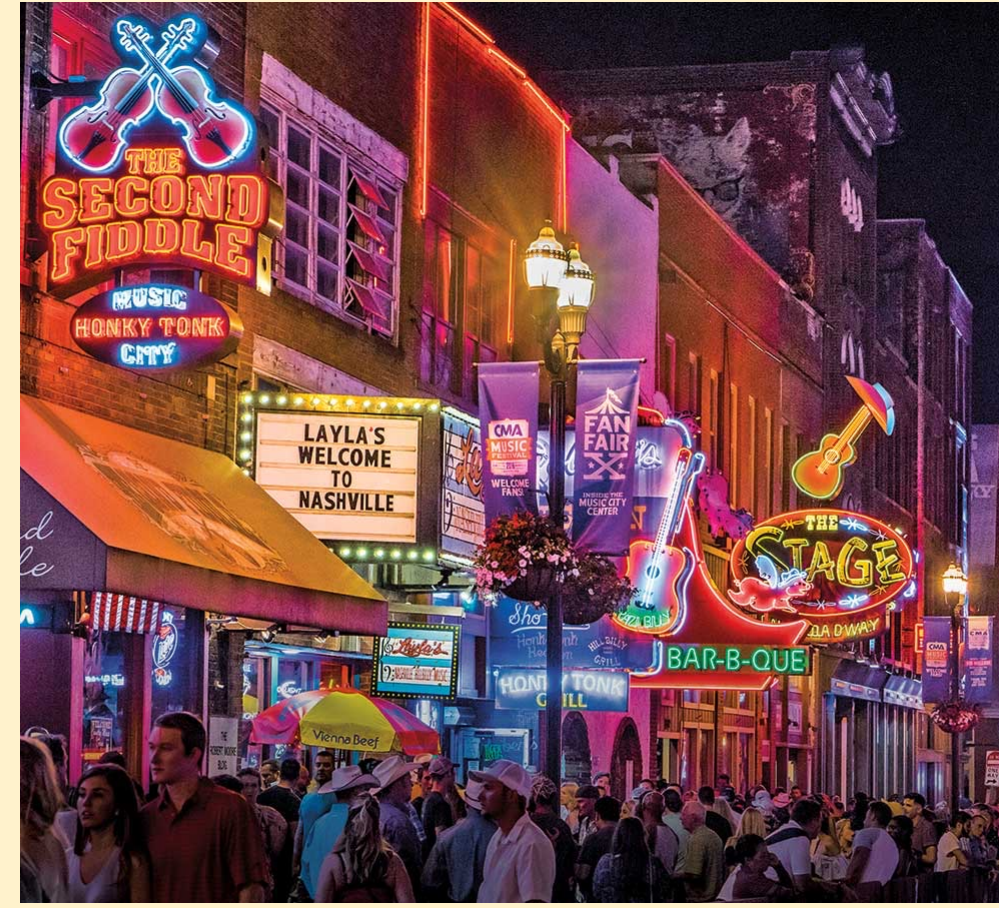


CRS

COUNTRY RADIO SEMINAR



NashvilleTM





CAREER IN

BROADCASTING

KEYNOTE SPEAKER

COMEDIAN

JEFF

FOXWORTHY



CAREER IN

BROADCASTING





CAREER IN

BROADCASTING

Expectation

Hard Work



Success

Reality

Hard Work



Success



Erie Times-News



7 NEWSPAPERS ACROSS EAST TEXAS

Herald&News
empowering the community | heraldandnews.com

The Bulletin



CAREER IN

BROADCASTING



7 NEWSPAPERS ACROSS EAST TEXAS

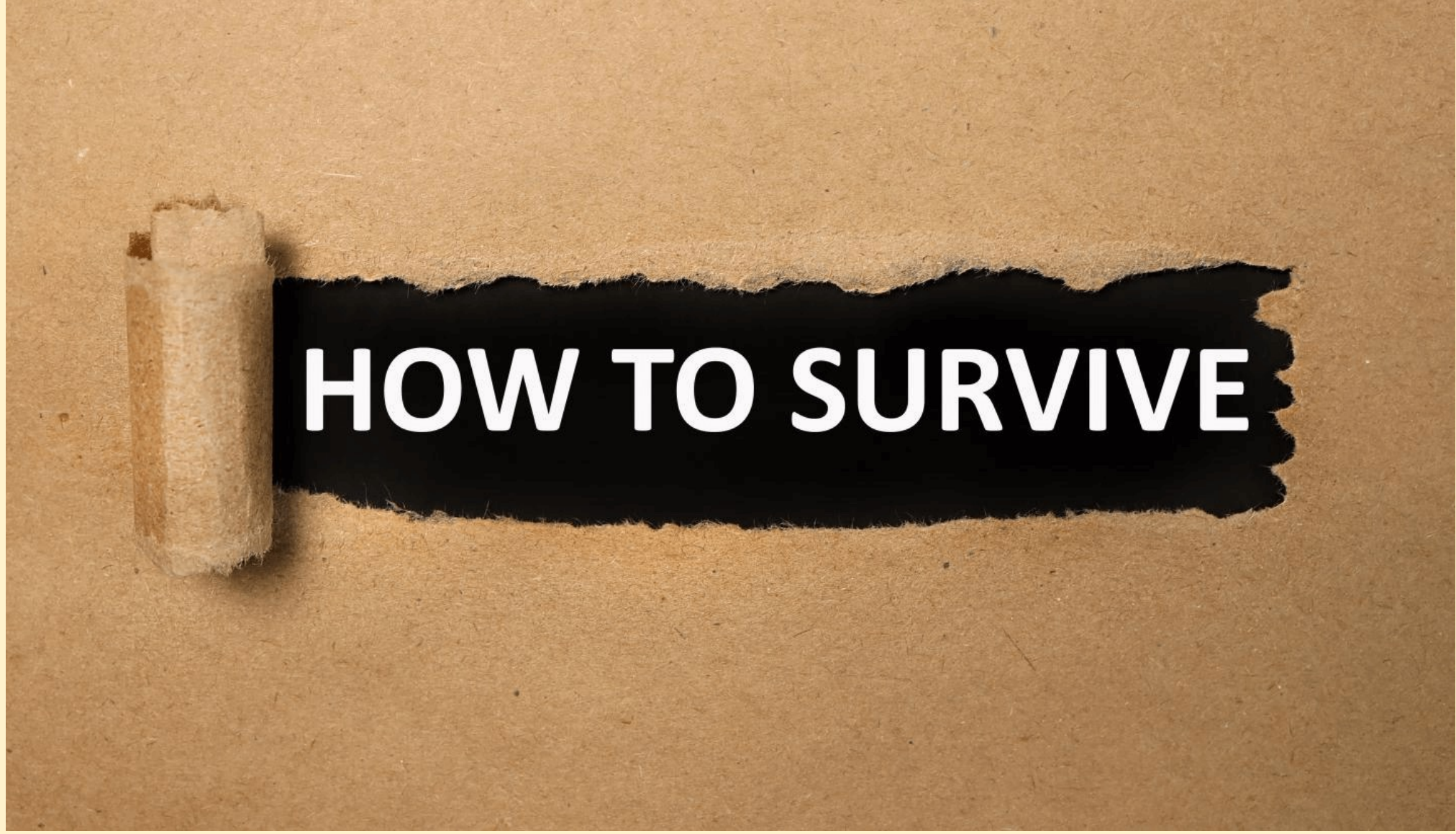


CAREER IN

BROADCASTING

CAREER IN

BROADCASTING



HOW TO SURVIVE



CAREER IN

BROADCASTING

GET A SIDE HUSTLE!

I have yet to meet any one individual in Radio or TV who doesn't make money on the side. Insurance sales, Real Estate, Mobile DJ, Voice Overs, Retail, Restaurant or other side hustles.





CAREER IN

BROADCASTING

IF YOU'RE IN RADIO ALWAYS UPDATE

- RESUME & REFERENCES & **IMPACT ON REVENUE**
- PRODUCTION SAMPLES
- AIRCHECK/SCOPED SHOW
- PHOTO
- LINKS TO FACEBOOK AND LINKEDIN AS WELL AS TIK TOK, INSTAGRAM, SNAPCHAT, X...ALL OF IT.

IF YOU'RE IN TELEVISION ALWAYS UPDATE

- RESUME & REFERENCES & **IMPACT ON REVENUE**
- PRODUCTION SAMPLES
- LINK TO SCOPED ON CAMERA STORIES (*PRIVATE YOUTUBE/VIMEO CHANNEL*)
- LINKS TO FACEBOOK AND LINKEDIN AS WELL AS TIK TOK, INSTAGRAM, SNAPCHAT, X...ALL OF IT.



CAREER IN

BROADCASTING

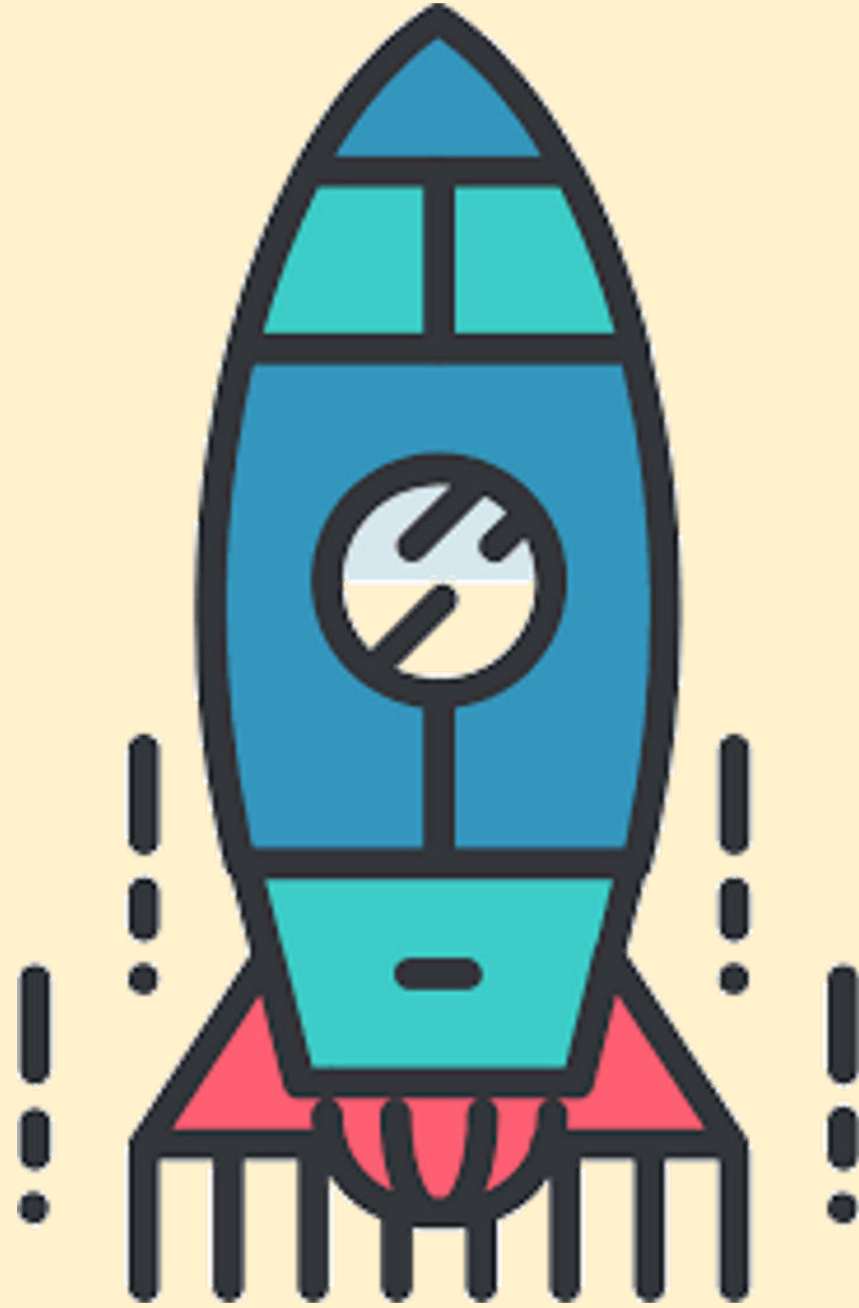
**TAKE A TIP FROM
AN OLD MAN...
EMPLOYERS
DON'T WANT TO
SEE WHAT A LOT
OF YOU SHOW ON
YOUR SOCIAL
MEDIA SITES...**



CAREER IN

BROADCASTING

**HOW TO
GET
STARTED
&
LAUNCH
YOUR
CAREER**



CAREER IN

BROADCASTING

**EXCEL AT
MESSAGE
DESIGN
SKILLS.**

**WRITING
&
SPEAKING**



THE ONE AND ONLY CLASS I
REMEMBER FROM COLLEGE 35-40
YEARS AGO WAS ***MESSAGE DESIGN.***

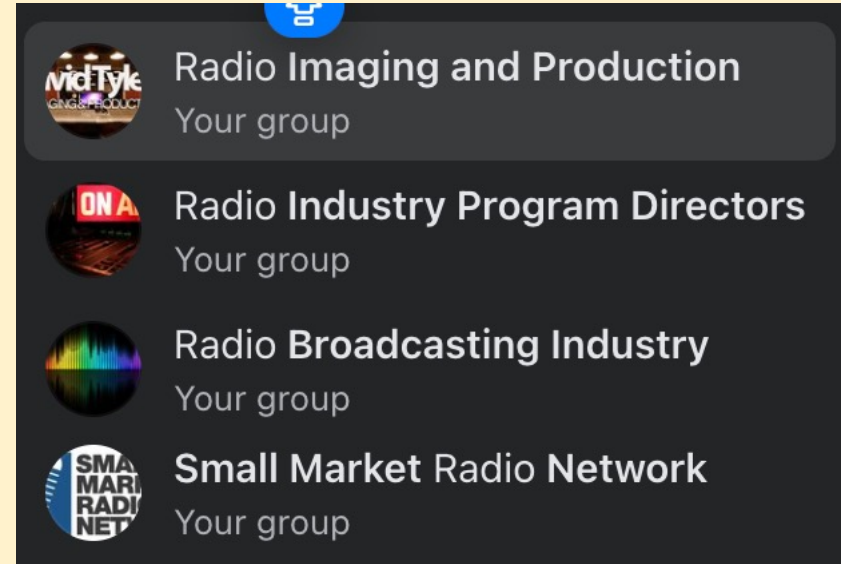
THE ART AND SKILL OF CRAFTING
YOUR MESSAGE IN SUCH A WAY
THAT IT CREATES AN EXPECTED
RESULT VIA CONVERSATION,
ACTION, OR RESPONSE.

CAREER IN

BROADCASTING

**NETWORK
NETWORK
NETWORK**

**PRACTICE
PRACTICE
PRACTICE**



ALL OF THAT SAID...



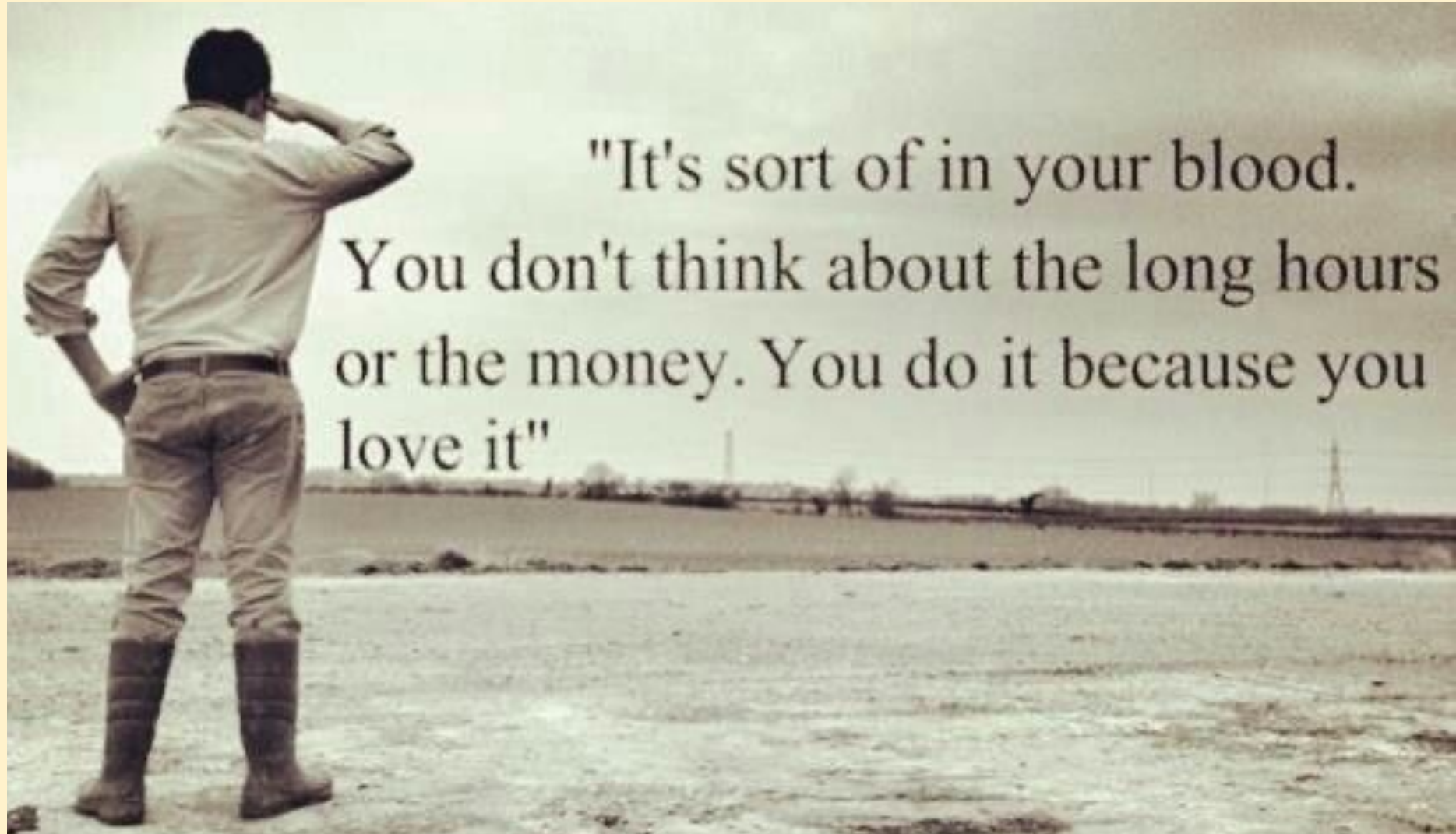
CAREER IN

BROADCASTING



CAREER IN BROADCASTING

BROADCASTING...



"It's sort of in your blood.
You don't think about the long hours
or the money. You do it because you
love it"

KEEP
IN TOUCH



LinkedIn

LI: StephenMRosen



stephenrosen@ymail.com

