CAREER IN BROADCASTING

FACTS VS MYTHS
SHOW OF HANDS.... WHO CAME TO MY MORNING SESSION ON HYPERLOCALISM IN RADIO?
LEADERSHIP ROLE CONSISTENTLY SINCE 1988

STEVE’S BROADCASTING

EXPERIENCE

WVLG
JET-FM 102
JET abc 24
FROGGY 94.7
92.5 WING FM
VNN
104.9 105.5 APPLE COUNTRY
K104 FM STEREO
FOX 66

FACTS
MYTHS
CAREER IN BROADCASTING
WHY ARE YOU HERE? WHAT’S YOUR PASSION?

RADIO PERSONALITY. TELEVISION PRODUCTION. BROADCAST ENGINEER
TELEVISION PERSONALITY. MEDIA SALES. RADIO PROMOTIONS
WHAT ARE YOUR GOALS?
TIME FOR
AUDIENCE
PARTICIPATION
Very few On-Air/On-Camera Jobs Exist
Mostly Sales or Promotions
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.
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...
“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.

BTW Mark is one of two-disc jockeys at this station, and is an accomplished poet, and reads his poetry on his show regularly.
(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...
MAJOR MARKET/
NATIONAL TELEVISION...
BTW- THIS IS WHAT HIS SET REALLY LOOK LIKE!
Phlash has been with Sirius XM since 2000, broadcasting to ½ million people/week. He makes less than $100k/year. He is the Morning Guy.
REMEMBER THIS SLIDE?
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
ON AVERAGE - $15 to $20/hour.
THAT’S $32k-$44k/year
ALSO, A CAREER IN BROADCASTING CAN BE VERY UNSTABLE.
CAREER IN
BROADCASTING

CRS
COUNTRY RADIO SEMINAR

Nashville
KEYNOTE SPEAKER

COMEDIAN

JEFF FOXWORTHY
Expectation

Hard Work — Success

Reality

Hard Work — Success

- Great Ratings
- Strong Revenue
- New Boss
- New Format
- Voice Track
- Company Sold
- Automation or AI
7 NEWSPAPERS ACROSS EAST TEXAS:

- Erie Times-News
- Herald & News
- The Bulletin
- WVLG
- The Villages Daily Sun
- VNN
7 NEWSPAPERS ACROSS EAST TEXAS
HOW TO SURVIVE
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.
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.
EMPLOYERS DON’T WANT TO SEE WHAT A LOT OF YOU SHOW ON YOUR SOCIAL MEDIA SITES...

TAKE A TIP FROM AN OLD MAN...
HOW TO GET STARTED & LAUNCH YOUR 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

Radio Imaging and Production
Your group

Radio Industry Program Directors
Your group

Radio Broadcasting Industry
Your group

Small Market Radio Network
Your group
ALL OF THAT SAID...
CAREER IN 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."