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# Radio, Television, Film



# Career Options for Radio-Television-Film Majors

This booklet contains specific information about majoring in radio-television-film at The University of Texas at Austin, as well as career opportunities related to this major. The careers listed typically require a bachelor's degree, and special certification or training requirements are noted. Please use this booklet as an idea generator, rather than as a comprehensive list of all career options for radio- television- film majors. The career descriptions were obtained from the Center for Strategic Advising & Career Counseling (CSA&CC) library resources and career websites (see listing of sources on last page).

The first section, "Direct Career Opportunities," includes careers that use the creativity and communication skills acquired by radio-television-film majors. The second section, "More Career Opportunities," lists careers that are potentially available to all communication majors who have related experience or coursework.

For radio-television-film majors, there are many career options that require a master's or doctoral degree but do not require any particular undergraduate degree. Examples of these include law, international affairs, museum administration, library and information studies, hospital administration, and many more. For careers requiring graduate education, please visit our library or speak to a career counselor.

The CSA&CC offers many other services and resources to help you with your career planning. These include:

- Career Counseling
- Career Assessment
- Career Information Library
- Internship Information
- Graduate School Planning Assistance

Visit our website at [utexas.edu/ugs/csacc](http://utexas.edu/ugs/csacc) or call 232-8400 for more information.

# MAJORING IN RADIO-TELEVISION-FILM AT THE UNIVERSITY OF TEXAS AT AUSTIN

Departmental Website: [rtf.utexas.edu/](http://rtf.utexas.edu/)

Campus Location: CMA 6.118

Phone Number: 471-4071

## DESCRIPTION OF MAJOR

Radio, television, and film covers a broad range of media production and screenwriting skills and examines a variety of media issues, including critical and cultural studies, communication technology and policy analysis, international communication, gender and sexuality issues, ethnic and minority studies, and more.

## AREAS OF STUDY

Media Studies

Screenwriting

Media Production

## EXAMPLES OF COURSES

### **RTF331K Screen Theory**

Screen theory moves beyond an examination of cinematic technique (such as in courses in narrative strategies and film or broadcasting history) into larger questions of meaning and impact.

### **RTF 333 Introduction to Screenwriting**

Development of skills and practice in the art of writing for media; emphasis on particular aspects of each medium: audience, objectives, economic structures. Many short scripts will be written and evaluated.

### **RTF 366D Directing Workshop**

This workshop explores the role of the director in the process of translation from page to screen, focusing on the director/actor relationship, narrative structure and visual language.

## **RTF342 Global Media, New Media and Migration**

This course will enable students to understand global media issues about traditional and digital media use, social inclusion, and migration from Latin America, Asia and elsewhere to the U.S. in both theoretical and concrete local terms, reinforcing the latter with participant observation and interview fieldwork in East and South Austin.

### **Skills gained by Majoring in Radio–Television–Film**

Writing, editing, and communicating  
Conceptual and abstract thinking  
Creativity and flexibility  
Leadership and motivation  
Working collaboratively with people  
Time management and meeting deadlines

## **DIRECT JOB OPPORTUNITIES**

This sampling includes careers that use the creativity and communication skills typically acquired by radio-television-film majors.

### **Action Unit Director- Film**

Direct the action sequences of a film. After determining what the film director wants to achieve, work closely with the stunt coordinator to safely choreograph the stunt. Guide the performers and cinematographer through capturing the sequence on film so that it tells the story in an interesting way without becoming repetitious.

### **ADR (Automatic Dialogue Replacement) Supervisor**

Replace production dialogue that is unusable. Go through the entire movie, writing down the starts and end of footage for each line for each actor. Inform the production office of which actors are needed for looping and the length of time they are needed. Rerecord the dialogue against the running film and deliver the product to the mixer with notes on how to prepare the tracks for the dialogue editor.

### **Assistant Editor- Film, Commercial, Video, Television**

Manage the editing department so that the editor can devote time and energy to the creative process of editing the film. With the assistance of other assistants and apprentices, log and organize footage; maintain all departmental reports and paperwork; work with outside vendors, such as the film lab and sound transfer facility; and take notes throughout the editing process. After the picture is locked, oversee the film through postproduction until the final print is completed.

### **Broadcast Producer**

Coordinate all parts of the project of creating and producing a television commercial, including the concepts, the people, and the technology, with particular influence over the final form of the commercial, from initial budgeting to technical production.

### **Cinematographer or Director of Photography**

Meet with the director during preproduction to discuss overall vision for the film and the specific needs of the individual scenes. Throughout production, determine the lighting for each scene, the filters, lenses, and film stock needed, the position and movement of the camera, and the composition of each shot to achieve the look envisioned. Work closely with the processing labs to make certain the film is developed correctly, preserving the colors and moods created, and supervise the transfer of image from film to take to ensure quality control.

### **Creative Media Producer**

Conceptualize, strategize, create and produce long and short form video projects, interactive media, and motion graphic designs. Oversee pre-production, production, and post production. Work for advertising agencies, film production companies, television studios, and multimedia companies.

### **Episodic Television Writer/Producer**

Oversee the quality of the work of writers who create characters and situations, invent dialogue and story line, and polish the treatment or script for production. Ensure that the written product can be filmed, considering sound stage availability and budget limitations; trim down the script to budget without sacrificing story interest. Assign directors to the different episodes; oversee casting, the hiring of crew,

and all aspects of production; coordinate post-production.

### **Fund-Raising and Development Director**

Public Radio Lead and direct the fundraising efforts of the public radio station. Develop strategies for obtaining the financial support of individuals and businesses. Raise funds through a variety of methods, including personal solicitations, direct mail, and telemarketing, on-air fundraising events, the Internet, and special events in the community. Coordinate volunteers. Act as a liaison between donors and corporate sponsors and the station's management and board of directors.

### **Gaffer, Chief Lighting Technician**

Oversee all aspects of a production relating to power and electricity, particularly those associated with lighting. In pre-production, work with the cinematographer and the director to determine electrical requirements, check on available power, and assist the cinematographer in placing equipment orders. Function as the Lighting Director and supervise a team of electricians. Use knowledge of lighting techniques to create the mood desired by the cinematographer and the director.

### **Key Grip**

Head the grip department. Receive instruction from the director of photography. Mount, rig, and operate all the machines, from dollies to cars and helicopters. Work with the gaffer to rig lighting. Bend, shape and texture light with flags. Move walls and set construction. Handle all camera movements.

### **Location Manager**

Find potential shooting locations and arrange for permission to shoot in those locations. Obtain the necessary city and state permits and licenses. Oversee any location scouts used to find and photograph potential sites.

### **Music Director**

Direct music production and technical audio/video installation requirements for an audio/video production systems company, including coordination of technical and associated creative and production requirements involving studio set-up, digital/analog systems (incorporating Mac, PC and professional audio software),

and live and recorded sound production for musical performance and other audio/video projects.

### **Music Video Programmer**

Program various music channels on a “place-based” music network, which broadcasts music video entertainment to venues such as health clubs, restaurants, and retail. Manage the database of the music video library and work with record labels to acquire video content.

### **Screenwriter**

Create feature films, TV comedy and drama, animation, children’s programs or computer games. Create screenplays from ideas or true stories, or adapt an existing work such as a novel, play or comic book. Create themes and ideas, conduct background research, develop believable plots and characters, lay out the screenplay to the agreed format and adjust and rewrite the script as necessary until producers or script editors are satisfied with the product.

### **Script Reader**

Read scripts that have been submitted to the studio or production company and analyze them using a specialized industry format called “coverage” (a summary of the film’s plot, an evaluation that describes why you did or didn’t like it, and ratings of character, dialogue, and story). Make recommendations regarding the script and the writer.

### **Script Supervisor**

Keep a record of the scenes that have been shot to ensure continuity with regard to the set, lighting, props and costumes; note any deviations in the script and dialogue; and record the director’s instructions to the editor.

### **Stunt Coordinator**

Work closely with the director to determine the vision for the scene. Create and choreograph all stunts and action sequences required for the production, including setting up and deciding where the stunt will be performed, what will be used, what precautions will be taken. Hire stunt workers.

### **Video Music Producer**

See that the visual effects complement the musical piece and effectively highlight the performer or performers who generally “star” in the video. Take charge of the financial and administrative aspects of video production. Work with the director to hire the production team—the choreographer, film editor, lighting director, and director of photography. Maintain order among the creative personalities involved in making a music video.

### **Visual Effects Supervisor**

Design visual effects that cannot be produced on set because of practical, budgetary, or safety constraints. Film parts of stunts separately and then combine the footage using computer-generated effects to gain maximum action value. Correct shots for continuity and remove unwanted elements from shots.

## **MORE JOB OPPORTUNITIES**

This section lists other opportunities that may be available to all communication majors. Entry into these careers usually requires internship or volunteer experience or relevant coursework in addition to a radio-television-film degree. This is a sampling of job opportunities; for more options and ideas, please visit the CSA&CC career information library.

### **ADVERTISING/MARKETING/SALES**

#### **Advertising and Promotions Manager**

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

#### **Buyer**

Purchase merchandise directly from manufacturers and resell it to retailers (wholesale buyer) or purchase goods from wholesalers for resale (retail buyer). Become expert in particular kind of merchandise (such as clothing or electronics), stay informed about new trends, analyze customers’ buying preferences, and decide

what merchandise employer will sell.

### **Customer Service Representative**

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

### **Real Estate Agent**

Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans. Requires a state license.

### **Sales/Service Manager**

Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

## **BUSINESS**

### **Corporate Foundation Worker**

Help corporations support projects and social service agencies in the community by screening proposals, giving presentations, and advising company boards which projects to fund.

### **Insurance Agent**

Assist companies and individuals in selecting the most appropriate insurance policies. Consult with clients, write reports, maintain records, and help process insurance claims. A professional license is required, and business courses can be helpful.

### **Loan Officer**

Provide guidance and information for prospective loan applicants. Analyze and verify clients' creditworthiness. May negotiate repayment plans with delinquent borrowers. Work for commercial banks, credit unions, and other financial institutions.

### **Management Consultant Analyst**

Analyze business problems by collecting information from both internal and external sources, developing possible solutions, and then making recommendations to management team. Usually work for consulting firms, who hire recent college graduates for 2-3 year analyst positions.

### **Retail Manager**

Oversee profitable operation of retail stores, including hiring and supervising employees, managing inventory, and managing the budget. May be responsible for merchandise promotions and advertising.

## **CORPORATE COMMUNICATIONS**

### **Corporate Recruiter**

Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and makes job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and non-profit organizations.

### **Diversity Officer**

Research, analyze, and monitor staffing policies to achieve diversity goals. Conduct outreach activities to identify and attract qualified women and minority applicants for company openings.

### **Human Resources Specialist**

Create and carry out human resource programs and policies including staffing, compensation, benefits, immigration, employee relations, training and health and safety programs. Assess employees for promotion.

### **Meeting & Convention Planner**

Coordinate all aspects of group meetings and conventions, including speakers, location, audio-visual equipment, and publicity. Work for nonprofit organizations, professional associations, hotels, corporations, and government agencies.

## **Public Relations Specialist**

Write articles for internal publications, write press releases, assemble press kits, arrange speaking engagements, assist in fundraising activities. Work in a variety of settings: business, government, non-profit, and education.

## **EDUCATION**

### **College Academic Advisor**

Advise communication majors at all levels about selection of courses, schedule planning, and other academic issues. May present seminars and workshops and develop and implement academic programs and refer students to other campus resources.

### **College Admissions Officer**

Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.

### **Corporate Trainer**

Develop and conduct individual, group, and classroom training for employees on a wide variety of subjects. Develop training manuals, handouts, procedures, and supplemental training materials. Other duties involve test creation and administration for the advancement of employees.

### **Disability Services Coordinator**

Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses.

### **Residence Life Coordinator**

Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

## **ENVIRONMENT AND OUTDOOR**

### **Environmental Education Specialist**

Plan, develop, and conduct programs to inform public of historical, natural, and scientific features of national, state, or local parks.

### **Environmental Science and Protection Technician**

Perform laboratory and field tests to monitor the environment and investigate sources of pollution, including those that affect health. May collect samples of gases, soil, water, and other materials for testing and take corrective actions as assigned.

### **Green Marketing Analyst**

Create innovative ways to introduce environmentally conscious products into the marketplace. Analyze sales data and consumer spending habits and consult with other marketing team members and graphic designers.

### **Outdoor Guide**

Lead groups on trips involving outdoor recreational activities such as fishing, hiking, nature photography, wildlife observation, or canoeing. Provide educational information about physical environment, wildlife, climate, and ecology. Work for tour companies, ranches, parks, or on freelance basis.

### **Recycling Coordinator**

Design and implement curbside and drop-off recycling and hazardous waste programs through city governments or private firms. Conduct public outreach campaigns to educate people about the advantages of recycling. May ensure compliance with ordinances or apply for grants.

### **Tour Guide**

Escort individuals or groups on sightseeing tours or through places of interest, such as national parks, industrial establishments, public buildings, and art galleries.

## GOVERNMENT

### **Legal Assistant**

Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.

### **Legislative Analyst**

Perform quantitative and qualitative analysis of information needed by legislators and other government officials. Evaluate policy issues and options, write reports, conduct briefing meetings, and respond to inquiries.

### **Legislative Assistant**

Meet with lobbyists, arrange committee and subcommittee hearings, assist in developing legislation and amendments. Respond to requests for information, prepare memos and reports based on completed research for legislators.

### **Lobbying Organizer**

Distribute information about a particular issue or organization, recruit volunteers, solicit funds, and organize such efforts as rallies, letter-writing campaigns, and voter registrations drives. Work for special and public interest groups as well as professional lobbyists.

### **Political Party Staffer**

Work to advance a political party's agenda by recruiting and training candidates, preparing for conventions, planning fundraisers and publicity events, and supporting elected officials. Internship experience is especially helpful.

## HUMAN SERVICES

### **Americorps Volunteer**

Serve full-time for a year in organizations and agencies throughout the country, work to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide. Benefits include an Education Award or an end-of-service stipend.

### **Community Organizer**

Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.

### **Social Service Caseworker**

Help families and individuals secure assistance from social service agencies. Interview clients to understand degree and nature of problems and refer to appropriate community resources. May determine eligibility for financial assistance and/or advocate on clients' behalf to government or nonprofit agencies.

### **Volunteer Coordinator**

Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

### **Youth Organizer**

Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental projects, residential activities, and outdoor/sports activities.

## **INTERNATIONAL**

### **ESL/ESOL Teacher**

Provide rigorous and appropriate instruction to international students that supports the acceleration of English and appropriate academic content. Serve as a liaison between the student, his/her family and the school, by providing cross-cultural information to all parties that foster positive relationships.

### **Foreign Service Officer**

Analyze and report on political and economic developments, including agricultural trends, humanitarian and social conditions. Identify export markets, negotiate international agreements, and interpret US policies and interests for foreign governments, opinion leaders and publics. Issue visas to foreign nationals, provide development assistance, and arrange cultural exchanges.

### **Intelligence Officer**

A member of the armed forces, police officer or civilian intelligence agency who specializes in the gathering, fusion and analysis of information and intelligence in order to provide advice to their government or another organization.

### **Interpreter/Translator**

Enable the cross-cultural communication necessary in today's society by converting one language into another. Must remain sensitive to the cultures associated with their languages of expertise.

### **Peace Corps Volunteer**

Peace Corps Volunteers work internationally in the following areas: education, youth outreach, and community development; health and HIV/AIDS; agriculture and environment; business development; and information technology. Within these areas, the specific duties and responsibilities of each Volunteer can vary widely.

## **MEDIA/PUBLISHING**

### **Copy Editor**

Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

### **Copywriter**

Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material for use by publication or broadcast media to promote sale of goods and services.

### **Grant Writer**

Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.

### **Staff Writer**

Research and write articles for magazine. May write article promos, short features, author bios, or photo captions. May work on freelance basis or for one particular magazine.

### **Travel Writer**

Write features with detailed, accurate, timely and up-to-date information regarding destinations, hotels, restaurants, tours, activities, etc, using a variety of sources of information. Involves thorough research and travel.

## **RESEARCH**

### **Information Broker**

Perform research for clients in business, healthcare, government, law, and science. Uses Internet, database, and library resources to find specific information. May also analyze information, write reports, and train clients in information retrieval. Often work for consulting firms or on freelance basis.

### **Institutional Researcher**

Write institutional and policy histories; research and report on current issues, long-range trends; edit records; manage archives. Work for government agencies, private corporations, public archives and libraries.

### **Market Research Analyst**

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

**Publications Researcher**

Research story and script ideas; maintain research files on topics and people; verify stories for accuracy. Work for newspaper, magazine, or book publishers.

**Survey Researcher**

Design or conduct surveys. May supervise interviewers who conduct the survey in person or over the telephone. May present survey results to client.

## **SOURCES**

100 Careers in Film and Television by Tanja L. Crouch. Barron's Educational Series, 2001.

Career Opportunities in Radio by Shelly Field. Checkmark Books, 2004.

Careers State University: *careers.stateuniversity.com*

Church Video Ideas: *http://churchvideoideas.com/category/job-openings/*

Jobs in Music: *www.jobs-in-music.com*

Los Angeles Times Job Counselor: *http://www.latimes.com*

Slippery Rock University Communication Department: *academics.sru.edu/communication/alumni.html*