

Occupations Television Broadcasting

Communication

> Audio and Video > Equipment Technician > TV Broadcasting Teacher

Television Broadcasting Facts

- Over 31,000 broadcasting technicians are employed nationwide. Of those, approximately 4,000 are female.¹
- In 1936, an electronic device called an Audimeter was developed by Arthur Nielson. This device is used to measure radio and television broadcast audience data. When the Audimeter was introduced, there were only about 200 television sets in use worldwide.²
- In 1950, the average American household owned one television set, which received three network telecasts.²
- Sixty years later, 54 percent of American households own three or more television sets and can receive hundreds of network telecasts.³
- Ninety-eight percent of households in the U.S. use or own a TV.⁴
- Nontraditional TV viewing is now mainstream — 32 percent of viewers purchase or rent entire TV series on DVD, 28 percent watch TV on the Internet without downloading, 15 percent download TV shows, and 12 percent watch TV clips on a cell phone.⁴
- Today, 29 percent of viewers watch TV programs online, compared to 3 percent in 2003.⁴

¹ Bureau of Labor Statistics

² http://en-us.nielsen.com/tab/measurement/tv_research

³ http://blog.nielsen.com/nielsenwire/media_entertainment/more-than-half-the-homes-in-us-have-three-or-more-tvs/

⁴ Arbitron Edison Research, <http://www.nab.org/xert/scitech/2010/TVTechCheck/TV062810.asp>

Break free of the traditions and barriers that limit your choices.
What's stopping you? Be different! Try something new!
Is a nontraditional career in your future?

Talk to your school counselor
about a nontraditional career in STS.

www.UtahCTE.org



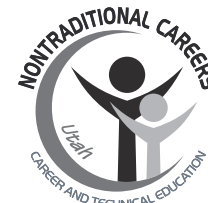
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Television Broadcasting Technician

A NONTRADITIONAL CAREER PATH FOR WOMEN



Break free of the barriers that limit your career choices.



SKILLED AND TECHNICAL SCIENCES EDUCATION

Nontraditional Careers

Did you know a nontraditional career is any occupation in which women or men comprise 25 percent or less of its total employment?

Women in nontraditional occupations earn more money than those in female-oriented fields.

Choosing a nontraditional career path can mean:

- > Greater job satisfaction.
- > Higher wages and better benefits.
- > Great advancement opportunities.
- > Economic self-sufficiency.
- > Broader job opportunities.
- > Freedom to pursue a career related to your interests and abilities.

BREAK with tradition and explore a nontraditional career!

A Career in Skilled and Technical Sciences

Broadcast technicians work for television studios, where they record or broadcast television programs. They are responsible for the operation, setup and maintenance of the electronic broadcasting equipment used to record and broadcast shows. Often their work extends outside the studio, where they set up portable transmitting equipment or maintain stationary towers.

Broadcast technicians also play a vital role in the production of movies, both on the set and in the studio.

Career and Technical Education Pathways

High school is a great time to try out a wide range of Career Pathways by enrolling in Career and Technical Education (CTE) courses. As an added bonus, you will be developing work related skills that can be put to immediate and profitable use.

CTE provides courses and Pathways consistent with industry training and certification, thus providing depth and meaning for both visual and hands-on learning and education that can be applied in today's job market.

Through participation in CTE, Skilled and Technical Sciences Education can guide you as you take courses in your chosen Pathway.

By taking an STS course, you will acquire essential technical and leadership skills, and learn how to properly use tools and equipment that will enable you to successfully work in your area of choice. You will also gain an important foundation of knowledge and skills necessary for continuing your education in STS.

Employment

In 2008, approximately 316,000 people were employed in the field of broadcasting. In Utah, an entry-level position for a broadcast technician generally starts at an average hourly wage of \$10.67, or \$22,210 per year.¹ Increases in salary are based upon training, education and experience. Pay is often determined by the size of the market.

Working Conditions

Broadcasting technicians who set up equipment may need to lift heavy objects. They typically work 40 hours per week; however, if they need to work overtime they are compensated for the extra hours. Broadcasting technicians often work evenings, late nights, weekends, and holidays.

16.1 percent of broadcast and sound engineering technicians are women.²

Outlook

As the number of cable television stations grows, so will the demand for qualified broadcasting technicians. Technicians who have the knowledge, skill and ability to use new digital technology will have an advantage.

In Utah, the annual growth rate for this occupation is expected to be 1.3 percent through the year 2016, with employment totaling 480.¹

UtahFutures

Log on to UtahFutures.org to learn more about a career in television broadcasting. From the home page, click on the "occupations" option to find an occupation that interests you and link to the description for that occupation. (Refer to the sample list of occupations on the back of this page.) Check out employment opportunities, working conditions, outlook, skills and abilities, and wages for your selected occupation.

Is a nontraditional career in your future?



¹ Utah Department of Workforce Services

² Department of Labor, Women's Bureau, Nontraditional Occupations for Women in 2008