



TUCSIN 2015
Career Focus
Radio & Television
Announcer

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Dear Students

Do you have excellent presentation and performance skills and are able to generate original ideas, and think creatively about how to communicate to an audience? Than you might just consider a career in broadcasting either on the radio or television. This weeks edition will guide you to possible careers in broadcasting, what qualities you should have and the educational requirements.

-Martina

CAREERS IN RADIO & TELEVISION

Radio announcers communicate by means of the radio to their listeners. They need to have an aptitude for communicating with people, particularly an invisible audience. Radio and TV announcers usually specialize in introducing recorded music, presenting the news and weather forecasts; reading commercials, or commentating on sport or matters of local interest. Some announcers conduct research to prepare programmes which are relevant and meaningful to the audience. Others develop, create, record and produce their own special programmes.

There are a variety of positions to choose from in television broadcasting, such as becoming a reporter, news anchor, camera operator, or producer. These positions require at least undergraduate or vocational training and internship experience in order to gain entry-level employment. Read on to learn more about the job titles included in the field of television broadcasting.

Reporter: If you want to become a reporter, you must learn how to write news stories and gather important information in order to inform the public as to what's happening in the community. Reporters must investigate news stories by analyzing and interpreting data, interviewing sources, fact-checking quotes, and researching leads.

News Anchor : News anchors must have at least a Bachelor of Arts in Broadcast Journalism. They are trained to write, edit, and present news stories in front of the camera. They also must know how to speak clearly by perfecting their pronunciation in order to be understood by the general audience on television.

Camera Operator : Camera operators require at least a high school diploma or an associate's degree in broadcasting technology or electronics from a two-year community college or vocational school. Camera operators operate cameras behind the scenes in television network studios. Camera operators must continually update their training in digital technology in order to stay current with the latest technological trends that are commonly used in television broadcasting.

Producer: Producers should have at least a bachelor's degree in communications, broadcast, or journalism. They are responsible for the overall quality of a show. Producers develop and plan how the broadcast will look and sound and select the live or taped segments that will air on T.V.

QUALITIES OF RADIO & TELEVISION ANNOUNCER



The broadcasting industry offers numerous opportunities for reporters, writers, producers, camera operators, editors, and more. All comprise a broadcasting team that works together to produce a news broadcast, sports show, or other programming. Some of the essential qualities broadcasting employees need to have include:

- ◇ **Communicates Well:** Those in the broadcasting industry need to have excellent communication skills. Reporters and anchors should have top-notch speaking skills, as well as excellent writing skills. Anyone working behind the scenes in broadcasting should have excellent communications skills also, as the elements of production cannot come together without good team communication.
- ◇ **Good Investigative Skills:** Broadcast journalists should have sharp investigation skills to get the best information for the story at hand. Camera operators and producers should also have a strong sense of investigation to help generate story ideas, get the best shots, and also to fuel the story along.
- ◇ **Possesses a Good Personality:** Most important for those on camera, anchors and reporters should have a friendly disposition that viewers can connect with. A smiling face and a gentle tone help viewers to develop a sense of trust and rapport.
- ◇ **High Technical Aptitude:** Those working backstage in broadcasting should be comfortable working with a variety of technical equipment and also stay on top of changing technologies.
- ◇ **Is Versatile:** The entire broadcasting team is often expected to complete a number of varying duties. Reporters, for instance, might be called upon to find a story, conduct interviews, shoot footage, write the story, and report the story. Everyone involved should be willing and able to perform multiple duties.
- ◇ **Is Able to Handle Pressure:** Media, by nature, is a deadline-oriented, pressure-driven environment. Everyone in the business should be able to handle pressure and meet deadlines as they are assigned.
- ◇ **Good Graphics and Animation Skills:** Those involved with the final production should have a solid grasp of graphic and animation skills. Promotional pieces and weather reports, as well, are usually very graphics-heavy.
- ◇ **Is a Team Player:** Dozens of elements have to work in tandem to produce a successful program, and therefore, every member of the broadcasting team must work well together and recognize that the ultimate goal is a team effort.
- ◇ **Is Highly Efficient:** The deadline-oriented nature of the broadcasting business warrants that all team members work quickly and efficiently. There often is little time to find a story and get it to the production floor before a scheduled broadcast, so all involved need to be sure things come together as quickly as possible.
- ◇ **Maintains a High Level of Accuracy:** Especially in the news media, accuracy is vital. It is important for anyone collecting and reporting information to be sure that information is true and up-to-date.

REQUIREMENTS & TRAINING

SECONDARY EDUCATION

Possession of at least a **HIGCSE/NSSCH** Grade 12, or equivalent qualification, with matriculation exemption is required to study at a university in South Africa. A HIGCSE/NSSCH or outstanding IGCSE/NSSCO Grade 12, or equivalent qualification, is needed to be admitted to a South African technikon. **UNAM** requires a valid **IGCSE/NSSCO/HIGCSE/NSSCH** Grade 12, or equivalent qualification, with passes in five subjects and a minimum of 25 points on the UNAM point evaluation scale. The NBC expects the candidate to be in possession of an IGCSE/NSSCO Grade 12, or equivalent qualification, for their traineeship scheme.

RECOMMENDED SUBJECTS

Good marks in languages (South Africa and Namibia) , History, Music, Art and other subjects within the humanities (South Africa)

TERTIARY

UNAM offers a **B. A.** degree in Languages as well as in Media Studies, while most South African universities offer the same degree in Communication, Languages and Journalism.

A **N.Dip.** Journalism or Public Relations can be followed at various technikons in South Africa.

The Bachelor's (Degree): Journalism and Communication Technology at the Polytechnic of Namibia rests on a strong core educational structure with a balance between the practical and the academic instruction. Apart from the education of students in the practice of journalism, this curriculum also includes course-work in Communication Technology, which allows students to specialize in one of the areas of specialization provided: Journalism, Public Relations and Corporate Communication, and Multi-Media Design and Production.

The NBC offers a traineeship scheme for potential announcers for the duration of one year. Candidates, who possess a good voice quality, reading- and free-speech ability, have knowledge of their mother tongue and other local or international languages, can arrange for an audition at any local television or radio station.

PERSONALITY

Prospective announcers should have excellent knowledge of his/her mother tongue and be able to use it confidently and comfortably. They should also have an interest in the field related to the announcements being made.

WORK OPPORTUNITIES

Announcers can be employed by the NBC or independent radio stations. Only limited opportunities exist in this field.

Radio and television announcers work in radio or television studios. Controls, turntables and electronic equipment surround those who introduce records. Television announcers work under bright, hot lights in front of cameras. Announcers may also be required to make appearances in the community for charity, social and community events. They are required to work irregular hours in shifts. The work setting is pleasant, but at the same time exhausting. Although they must work a minimum of 40 hours per week, they usually work more and are available everyday of the week on the announcer's timetable.



FOOD FOR THOUGHT

INTERESTING FACTS ABOUT RADIO & TELEVISION

RADIO WAVES : The discovery of radio waves was one of the most significant discoveries in terms of communication. Without radio waves we would have had to invent a different way of transmitting radio broadcasts, television broadcasts, cell phone service and wireless internet access.



In November 1969, South Africa's state broadcaster, the South African Broadcasting Corporation (SABC) began FM radio services in Namibia, then South African-administered South West Africa, including Radio Ovambo, broadcasting in the Kwanyama and Ndonga languages, and also Radio Herero and Radio Damara Nama. The introduction of Radio Kavango along the northeastern border with Angola followed in February 1976 in the Kwangali, Mbukushu and Gciriku languages. However, in May 1979 the SABC relinquished control of these services, when the South West African Broadcasting Corporation (SWABC), known in Afrikaans as Suidwes-Afrikaanse Uitsaaikorporasie (SWAUK), came into being. On 10 October 1980, two new 100 kW shortwave transmitters were inaugurated near Windhoek and used for relaying radio services.

The SWABC's television service was introduced in 1981, comprising a mix of SABC programming (pre-recorded on cassettes) and local programming in English, Afrikaans and German.



Following the establishment of the NBC in 1990, the television channel began broadcasting entirely in English. In June 2009, NBC television established a weekly German news magazine produced by the radio department's NBC German Service, which was given another programme slot due to its immediate success within the German-speaking community. An Afrikaans television news programme is currently broadcast, along with television news bulletins in all local languages. A number of Deutsche Welle programmes also are relayed by NBC on radio and television.

Reference: *Min of Labour & Social Welfare - Careers in Namibia 2005/2006*

<http://broadcastingschools.com/resources/top-10-qualities-of-a-great-broadcaster>

https://en.wikipedia.org/wiki/Namibian_Broadcasting_Corporation

In 1910, Marconi looked out over the Atlantic Ocean with a dream of magically pulling sound out of thin air. He called it radio. Radio – it's all around us. It never sleeps, and 24 hours a day it's alive with the vibrations of music, information and entertainment!

- WABS

The big secret in life is there is no secret. Whatever your goal. You can get there if you're willing to work.

Oprah Winfrey

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