



## Radio Career Feature

### Job Opportunities in Public Radio

**Radio is a form of electronic media which broadcasts either art or valuable information to the masses. There are two types of radio – public and private. Most public radio stations are funded entirely by the public, either directly, or through government subsidies, and the majority of them are government owned. Private radio receives funding primarily from selling commercial time on the air. Public radio varies from place to place. Originally, public radio was considered to be one of the main forms of relaying information to the public.**



In private radio the government can still dictate what should be aired and what should not be aired, through the FCC. Most of the material aired on public radio relates to public affairs, educational materials, and

informative lessons in form of documentaries. Because of this, public radio is not as keen on improving its ratings or competing with the commercialized private radio stations.

Radio is a very broad field, with a large variety in size and type of the stations. Many public radio stations are run by universities, especially in the US, though they are not fully government funded, and they do have a good infrastructure in place for employees. These stations also provide several other benefits for their workforce, like any other public entity.

Since public radio is government sponsored, they can have better resources that enable them to dig deeper and offer more on issues than the private radio. Though markets don't necessarily support cultural programs, public radio does give them high priority for their ability to improve social value, unlike the private radio rivals. Public radio can receive harsh reviews from the public for forcing government policies on the masses.

No one is forced to listen to a radio station, there are many different options to which one can listen, and it has even been argued that public radio helps to keep and nurture democracy. In most countries where public radio does not entirely depend on government funding, the broadcasters don't have to be dictated to by the government in power.

Most of the public radio stations usually run talent search competitions to locate individuals with the specific skill sets needed for a good on-air personality. When looking for a broadcaster, most radio stations look for a neutral and clear voice, a good sense of humor, and strong command of the language in which the station broadcasts.

Radio stations, whether public or private, are able to offer the masses valuable information and culture which would have difficulty reaching them in other formats. The other positive aspect about this is that radio is not as costly as the other electronic media used such as television, or print media, that also relays news or information to the general public.

Public radio was the first to venture into new ways of programming that private radio could not risk doing for fear of failure and loss of money. Years ago, public radio pioneered and made popular many programs and formats before private radio adopted them.



A fine example of a strong public radio station is the British Broadcasting Corporation, which has been in existence since 1920. It is the world's largest public radio station and is still going strong because of its professionalism and the accuracy of the news that it delivers. It is government funded and employs a large workforce that operates throughout the world.

It has a yearly budget of eight billion dollars with a work force of 28,500 in the United Kingdom alone. The BBC Trust is the organization that runs this huge corporation that enjoys such universal appeal. The BBC is able to broadcast in many other languages than English, and it is the model used in other countries because of its success.

This corporation does not run any commercials in the United Kingdom because of the BBC Charter, be it on radio, television, or even internet. Commercials only run in other parts of the world. The BBC is the largest public radio station with the biggest news gathering force in the world, which no other radio station, both public and private, can match. The BBC reaches 274 million households in more than 200 countries. The radio services for the BBC can be heard on several wavelengths, making it easier for it to reach so many other parts of the world. Working for the BBC is a full-time job



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that comes with good pay, several additional benefits such as medical and life insurance, as well as monetary allowances while on duty away from home. By the year 2010, BBC news

operation will usher in the state-of-the-art Broadcasting House. Anybody that can get a job with a public radio station like BBC should be proud of a good, secure job.

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