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Adv. Speaking
Career speeches

Title: Radio announcing the fun career
General purpose: Describing what it takes to be DJ.
Specific purpose: To inform about the specifics on why it would be the best job.
Central idea: Being a disc jockey would be the best job for it is not back breaking work, you can make a good living, and you get the chance to talk about music and other special events.

I. Intro film clip

B. Within the next year or two all of us are going to be out looking for a job. There are many jobs out there to choose from and its going to be hard job but hopefully a good one. Hopefully at the end every one of us will get a job that we like. Could anyone imagine being at a job for the next thirty years that you hate and can’t stand. Through working on WMCR I have discovered that being on the radio is fun and enjoyable.

C. Thesis: Being a disc jockey would be the best job for it is not back breaking work, you can make a good living, and you get the chance to talk about music and other special events. This is a great job but it’s highly competitive, which means hard work is needed to acquire it.

D. Preview: Today I am going to inform you about the duties of a radio announcer, the equipment, the educational requirements, and why I would be a good announcer.

II. Main point
Radio announcers or DJ’s is a great interest to me for it deals with music, sports, movies, and the communities general interests. Which are great topics to discuss for they have a broad category. Which makes for a broad audience and a lot of people listening to you that you can’t see, which is great for more me because I like to talk, just not to a live audience.

A. Radio announcers can select and introduce music. Also present news, weather, commercials and sports. DJ’s also conduct interviews with special guests like actors, athletes and musicians. The selecting of these by the announcer is limited especially today by the use of computers and corporate radio.

1. When reporting activities and other matters of interest, an announcer must have a written script to follow. The script is usually written by the announcer for it is easier to remember and improvise on something written by yourself.

2. Along with the script, the announcer must also be aware of the control board and the
other mechanics that surround him, the announcer must also know how to sell air time for advertising, and selling air is harder than selling something that a person can touch.

B. A radio announcer has a lot of duties that they must be thoroughly familiar with, for that is how the show will operate smoothly and be a potential ratings grabber.

III. Main point

Radio announcers have lots of duties to their jobs but its not back breaking work. With so many duties an announcer needs a good environment to work in and they need the right tools to do the job accurately and thoroughly.

A. Radio announcers have the great job of working in sophisticated buildings with advanced equipment.

1. Radio announcers work often, so they have to work in well lighted areas, with long hours they also need to be comfortable, so announcers work in air conditioned spaces. With the sound that is needed, the announcing rooms are fitted with soundproof walls, in order to keep noise in and out.

2. They work with a wide variety of high-tech equipment such as cd players, computers, control boards, cameras, audio recorders, and film.

Transitions: The radio announcer have lots of duties, but they are given lots of advantages to help them. The announcers learned these skills through the years of education and training.

IV. Main point

Entry into a radio announcing position is highly competitive. College internships and training are a big part of the competitive job process, but like anything you have to work hard at it if you want the top pay and positions.

A. Radio broadcasting companies today don’t require an individual to have a broadcasting license. They require experience and knowledge of the duties of a radio broadcaster. Dr. Lazarsfeld says "Studying radio is like hiking up a mountain. The climber thinks that once he reaches the top the landscape will lie revealed before him. But when he achieves his objective he finds another peak ahead spurring him to further effort."(65 Lazarsfeld)

1. The Telecommunication Act of 1996, by the FCC, no longer requires a person working for a broadcasting station to have a license, the station only has to have a license.(discover program, Wakerle center)

2. Formal training by an internship and college is preferred, but stations also pay attention to taped trials that show a good presentation and style on news, interviews, and advertisements.

B. To be a radio announcer a person needs to have some specific majors to help them prepare for this occupation. A person needs to know communication technologies, Theater Arts, and stagecraft.
1. Classes to take are tv and radio production, which helps a person get to know the equipment that a radio announcer will have to use.

2. Another few classes that would be good to take would be media production, public relations, and public speech. For they make you familiar with people, which is a big part of an announcers job.

Transitions: Being a radio announcer to me would be a great job even though it could be a hard climb to the top positions and top pay, I believe that I am a good candidate for employment to any radio station.

V. Main point

I would be a great radio announcer for I have the education, the motivation, and the to be a great radio announcer. I also have some experience in advertising with the job I have now, which will prove in handy when an announcer has to sell advertising.

A. With my 3 years of MC I have learned a great deal about communications, people, and radio mechanics.

1. I have been with WMCR for three years learning all the basic layouts of a radio station.

2. With the job I have now at Tri-States water I get to work with lots of people and make up advertising, which gives me some experience at advertising and dealing with different types of people.

3. Quote from Prof. Willis in 1940 that still pertains to the radio industry. “The advertiser is of supreme importance in our American Broadcasting system because this money supports almost the entire industry.”(Willis 52)

VI. Conclusion

A. In conclusion I believe that I would be a great radio announcer or Disc Jockey for that I have good communications skills, an education, and some experience in the field.

B. Having a career in radio announcing is a fun career that will give you a decent living or a grand living if a person can make their own special mark in the business. Its not a back breaking job and a radio announcer gets a great environment to work in, which is air conditioned and sound proofed, inorder to make the announcers job more relieving and less stressful.

C. Remember even though there is a lot of jobs out their now, they are dwindling everyday so today more then yesterday it is a good idea to set your sites on a job that you will like because hopefully you will be doing that job for the next thirty years.
Sources

Discover program; Communications and Media, Wackerle Center, 2003

Lazarfield, Paul; The People Look At Radio; Columbia University, 1946

University of North Carolina Press pg. 65

Hormung, J.L.; Radio As A Career; Funk and Wagnalls co. 1940

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