



## Broadcasting

Hong Kong's television and radio are two of the most popular sources of recreation and information. The industry, which is regulated by the Hong Kong Broadcasting Authority, has grown tremendously over the past few years. There are a wide variety of government and private radio, terrestrial channels, cable channels and interactive TV services – all providing infotainment and employment opportunities.

With the advancement of new developments, various specialists are now in demand, including computer scientists, engineers and telecommunications experts. Traditional positions in broadcasting are also available: in public relations, marketing, advertising sales, production, programming and journalism.



### POSITIONS

The planning, coordination and supervision of various aspects of the programmes are the work of producers, who are responsible for finding and developing an idea and then assigning the work to scriptwriters. They are also responsible for choosing teams of artists, designers and technicians and for overseeing the production budget.



Producers need imagination, initiative and creativity to coordinate the needs and abilities of different people. Organisation and management skills are essential for directing the team. Many producers start their careers as production assistants.

On the technical side, the positions that require technical training are set designers, video graphic artists, animators, and makeup and costume staff. This also applies in filmmaking, news reporting and electronic field production to camera and sound



technicians, engineers, vision mixers and film editors.

For graduates, radio announcers and disc jockeys are probably the most appealing jobs in sound broadcasting. A clear and pleasant voice and knowledge of music are a must. In recent years, there has been a tendency for more degree-level graduates to take up this challenging career. DJ competitions are organised regularly by radio stations for those who are interested in this career but do not have the experience. Training is then provided for those with the highest potential.

### EDUCATION & REQUIREMENTS

To work in broadcasting, you must be prepared to work under pressure; speed is always a priority and a state of crisis the norm. Genuine interest and enthusiasm are indispensable.

As jobs in broadcasting usually require teamwork, good interpersonal skills are also important, and creative employees with a broad knowledge of new developments and current affairs are always valued. Graduates with post-secondary qualifications in the fields of communications, media, broadcasting, journalism or arts have a definite advantage.

### SALARY & BENEFITS

Starting salaries for most positions in broadcasting are in the \$8,000-\$12,000 range, but increase with experience and promotion. Visualisers or illustrators earn around \$8,000-\$9,000, while artists earn about \$8,000. Producers start at around \$9,000.

### FURTHER TRAINING

In broadcasting, training is mainly on the job; however, private television companies may offer comprehensive training programmes in production. Competition is always tough, but opportunities for advancement are available for the talented.

