

Introduction to radio

Radio is mainly live, presenter-led music and speech based audio entertainment. It now includes other audio formats such as podcasts and streamed music services, so listeners now have more options than ever before and thanks to mobile devices people can listen to almost anything, anywhere, and at any time. Radio continues to grow with 9 out of 10 people - 87.5% - listening to radio every week.

Different types of radio

There are over 600 radio stations across the UK ranging from BBC and Commercial stations along with lots of local community and hospital stations as well. Radio is usually divided into three main categories:

- **Commercial Radio:** these stations make their money through advertising and will have adverts featured throughout the day. Examples of commercial radio stations include Heart FM, Radio X, or Classic FM.
- **Community Radio:** These stations serve certain parts of the country and deliver information to the people living in that particular area. Community stations provide a mix of locally-produced content, representing a diverse mix of cultures and interests.
- **Public Service Radio:** A station that provides information and entertainment to the public without trying to make a profit. An example of a public service radio is the BBC.



Careers in Radio

Over 4,000 passionate and talented individuals make up this unique industry. The Young Audio Awards will showcase your interest and skills in the radio and audio field, and it could also be your first step into the radio and audio industry. But radio is not just about being a presenter, there are many different jobs including...

Radio broadcast assistant

Radio broadcast assistants help make sure that live and recorded radio programmes run smoothly. Employers will expect you to have practical experience and be able to show you have a real enthusiasm for radio broadcasting.

Careers in Radio

Producer

A Radio producer is the person who makes the show happen. They have technical abilities to work with the editing software, they work with the presenters, and team to make sure each show runs smoothly. They have to be super organised as they coordinate the content for the show including the music, guests, features as well as the structure of the show. Believe it or not presenters aren't just going with the flow, there is a whole structure behind each and every show thanks to the producer.

Radio Engineer

If the tech is what you are interested in, then you will excel in this role. Managing all of the radio equipment the radio engineer makes sure all of the equipment used for recording works properly and maintains this equipment. You will be the main person for any repairs of equipment so some sort of technical training or certificates are usually required for this role.

Head of News

A very niche role for those who love staying up to date on local and national news. This role is responsible for sourcing, evaluating and assigning news stories for presenters to read out. This person is in charge of maintaining and ensuring the radio station reports with integrity and accuracy as well as staying in line with the 'sound' and feel of the station.

Station Manager/Content Director

This senior role represents and looks after the whole station. With lots of different skills involved, the station manager is in charge of hiring employees, coordinating who is responsible for what, planning schedules and shows, identifying financial goals and planning ways to meet them. Nothing would happen on a station without the station manager knowing about it.

Marketing Manager

This role is often involved in a wide range of activities to promote the radio station to existing and potential listeners and clients. They aim to increase brand awareness and loyalty, grow audiences, and attract advertisers. They will work closely with colleagues across the station and will be good at managing project, keeping to deadlines, and communicating well with others.

There are lots of roles in radio, depending on the size of the station and whether it is a commercial station or not. There are many routes into the industry depending on what you would like to do. Some presenters and producers work their way up by helping out at University radio, local radio or hospital radio. This is a great way to meet people in the same field and learn on the job. Other ways could be by studying for a degree in radio, journalism, music, sound engineering or a similar creative field.



Ready for your next steps?

Interested in finding out more about how to have a career in radio? Here are some tips to help you get started or develop your skills:

Listen to lots of radio. This can include your favourite stations but make sure you mix it up and explore all the other stations out there you never know where inspiration can come from and you may find the perfect station you one day want to work.

Get involved with your school station or local station if you can, this will not only give you an insight into how a radio station works but will provide you with invaluable team work and communication skills that will help you with your next role.

Gain tips on how to conduct an interview and more on the YA BBC Teach page: www.bbc.co.uk/teach/teach/young-audio-awards/zrw9pg8

Get experience by recording your own shows and podcasts using very simple technology like a smart phone.

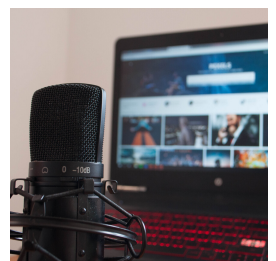
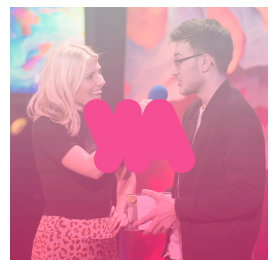
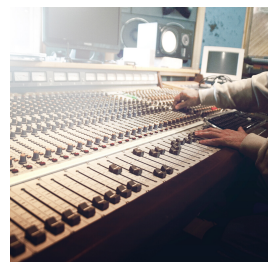
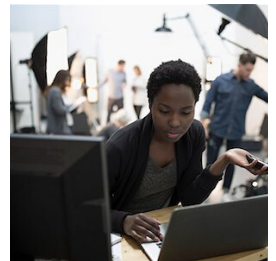
Have a look at training or apprenticeship opportunities with:

- Bauer Academy <http://baueracademy.co.uk/>
- The Global Academy <http://www.globalacademy.com/>
- The Radio Academy <https://www.radioacademy.org/>

Take part in the the Young Audio Awards by entering with the best bits from your radio show or podcast at youngaudioawards.co.uk. Last year winners received prizes including a masterclass with professionals including Radio 1's Adele Roberts, a national show on radio, new recording equipment and other great opportunities.

Jobs in radio are now advertised across a host of places, but will also be posted directly on station websites. It is worthwhile following radio stations and groups on Twitter or LinkedIn for the latest vacancies and internship opportunities.

Visit DiscoverCreative.Careers - a new website designed to help you explore job profiles and pathways into careers across all the creative industries www.DiscoverCreative.Careers



What are the creative industries?

The creative industries include different sectors, from architecture and advertising to VFX and video games. Together they are one of the UK's fastest growing industries.

The creative industries contributed £111.7bn to the UK economy in 2018, which is more than oil and gas, life sciences, aviation and the car industry combined.

Over 3 million people are employed in the creative sector: that's 1 in every 11 people! So there are a huge number of different careers options available to suit your skills.

87% of creative jobs at low or no risk of automation. This means that these roles are more future proof, as there is less risk of a job being replaced by a robot.



What type of jobs are available?

When people think about jobs in the creative industries most will think about the more obvious jobs, like an actor, a designer, a writer, an artist, a musician, a photographer, or director. In fact, there are hundreds of other jobs in the creative industries that exist alongside these ones, which are crucial to the creative industries. These could include:

- Accountants and business managers
- Lawyers and HR advisors
- Fundraisers and events producers
- Publishers and researchers
- Marketing and social media managers
- Caterers and carpenters
- Front-of-house or box office managers
- Community or outreach officers
- Account managers and agents
- Administrators and production assistants
- Technicians and lighting or sound engineers
- And so many more

Think about what you enjoy doing or what people have said that you are good at. You might be very organised and good with spreadsheets for example, or you might be excellent at social media.

You can go to www.DiscoverCreative.Careers and filter jobs to find a role to suit you best!

What will your creative career look like?