The electronic media major prepares students for a variety of career opportunities in the ever-evolving field of telecommunications. The electronic media program blends solid liberal arts requirements, a strong business component and computer classes to meet the professional challenges of the field. Its depth and breadth build a foundation for employment in radio and television in the corporate sector; advertising, public relations or specialized post-production houses; the Internet or multimedia.

Production opportunities in audio and video challenge students beyond the classroom exercises. The division maintains a 16-track, 24-channel professional audio recording studio; digital audio editing consoles; audio practice labs; a Beta SP television production studio including teleprompters, camcorders and ancillary equipment for ENG/EFP production modes; two Avid MCExpress, an Avid Adrenaline System, ten Final Cut Pro, Version 4 digital non-linear video editing systems; video graphics facilities; DVD authoring software and burners; and a professional staff. We also produce “Uptown” and UCAST-TV/Studio 51, aired on UC’s cable channel. If radio is your passion, you may want to work on “BearCast,” the division’s online radio station.

Extensive internship and scholarship programs enhance our commitment to electronic media education, pairing practical insight with the curriculum. Students are encouraged to take advantage of these opportunities, which will place them with media companies in the Greater Cincinnati area, as well as selected production houses in New York and Los Angeles, and CNN in Atlanta.