

# Is BIM In Your Future?

For over 40 years BIM has been providing our unique educational program to prepare men and women to enter the broadcasting industry. We're also making plans for the future, perhaps expanding or possibly opening a branch in another state. At this point we're just researching possibilities. We'd like to know how many graduates would come back to BIM, this time as a **STAFF** member. If we decide to expand, here are just some of the positions that would need to be filled and a very brief explanation of each.

## Staff Positions

- **Director** – Initially an on-the-job training experience. Work closely with the President learning the entire BIM Operation. Must take direction well. Ultimately, must be a willing decision maker. Must be a LEADER. A background in business, and/or sales, and/or broadcasting and/or teaching, preferred. College credits would be a definite plus as would a strong desire to work with students and a deep appreciation of the “BIM Way”.
- **Dean of Students** – Meet daily with students, make announcements, elicits BIMoments and meets with Class General Manager. Supervises Student Executive Board and reviews weekly student departmental reports. Addresses student concerns and problems, advises each student on a scheduled basis.
- **Business Manager** – Maintain Accounts payable and receivable, business ledgers, supervise payroll and enroll students. Prepare Business Department audit reports, meet with prospects and families and explain financial options
- **Admissions Director** – Recruiting and processing prospective students. Make classroom presentations at area high schools and at various college and job fairs. Conduct interviews with potential students, entrance testing and tours of our facility. Successful sales experience and superior telephone skills are essential.
- **Education Director** – Curriculum development, training of new instructors, supervise instructors. File Federal, State and Accrediting Agency Reports. Maintain all student grades and attendance records. Represent BIM at MAPCS, MHEC and ACCSCT meetings as necessary.
- **Evening School Director** – Head of the Evening Division. Makes daily announcements, maintains student morale and serves as the liaison between students and Education Director. Teaches, advises students and coordinates with Major Moderators. Prepares nightly reports for the President. Monitors student attendance and adherence to Handbook Regulations.

- **Radio Director** – Moderator for all students majoring in Radio. Teach subjects which are particular to that major and “core” class subjects which are required of all BIM students. Responsible for mentoring all “radio majors”. Experience in commercial radio required, supervisory experience would be a plus.
- **News/Sports Director** – Moderator for students majoring in either News or Sports. Must have on air or documented professional experience in the gathering and dissemination of news. Superior writing skills required. Act as mentor for students majoring in both new and sports.
- **Television Director** – As Moderator for students majoring in Television Production you will also work with News and Sports Majors in the production of television programs. Must be experienced in all phases of television production and be willing to mentor those in your charge.

### Courses-Instructors

**Public Speaking** – The essential skill for the media. The primary purpose is to teach students self-confidence through speaking in public.

**Announcing** – The emphasis is on correct vocal delivery and copy reading. There is also an element of voice coaching.

**Commercials** – Students learn how to create effective broadcast spots for both radio and television.

**Disc Jockey Techniques** – Teach basic studio operation as it relates to the production of a Disc Jockey show.

**General Broadcasting** – Highlights include station organization, network operation and cable TV. Students will prepare and perform radio and television dramas

**General News and Issues** – All students are taught the basics of journalism, broadcast news reporting, writing and delivery.

**Placement** – Teaches techniques useful in seeking employment in the broadcast industry.

**Promotions** – Exposes differing kinds of promotions, and how to plan, budget and execute various types of promotions.

**Sales** – Includes the basics of media advertising sales. Emphasis is placed on the use of Arbitron ratings in both sales and programming environments.

We are just in the “research” stage at this point. If you are interested in a career path change, send us a copy of your resume, which is kept on a confidential file for a minimum of two years.

#### Attention:

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