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Broadcast Center Discusses Career Viability & Industry Growth

(SAINT LOUIS, MO) — Despite the economic downturn, at least one local school is certain of the potential for its graduates to enter an industry in growth mode. According to Broadcast Center President and owner Ralph Stanley, “At a time like this in our history, the free service provided by Radio and TV stations is more essential than ever”.

Research conducted this year by Ball State University (1) states that radio has added 6 million listeners since 2005. Radio has more than six times the amount of listeners that iPod and all other MP3 players have – combined, with Satellite radio at 4% of the total radio listenership.

Mr. Stanley cited the recent 2009 State of St. Louis Workforce Report (2) as another reason for optimism. Jobs in the broadcast field are expected to increase by 3.7% in the St. Louis region in the next 12 months. That outpaces the projected growth of any other industry, including the health care and education sectors.

In light of instability in the economy, many considering a career in broadcasting and media have questions about the viability of the industry and job opportunities in radio and TV. “Let’s face it,” says Mr. Stanley, “we’ve seen quite a few local media personalities lose their jobs in the last year, but we’re bullish on the future of radio and TV, and we’re on the frontline of new media. Most of our graduates start their careers in small and medium markets.” Stanley also states that radio and TV stations outside larger media markets like St. Louis are less likely to be owned by publicly held companies, and therefore under less pressure from shareholders to reduce expenses.

With a reputable, 37-year history of excellence in preparing students for careers in Radio and TV Broadcasting, and graduating popular St. Louis Radio and TV figures, the Broadcast Center boasts a student-centric, hands-on education that is second to none. Adding to Broadcast Center’s value is their reasonable tuition rate which is 16% below the national average for broadcast and media schools.

While Broadcast Center’s core curriculum focuses on TV & Radio Broadcasting, it offers a gamut of specialized programs and courses in; communications training for professionals ([BCCT](#)), Web Design, Video Production and more. Elective courses are taught by an all-star lineup of St. Louis media personalities: Larry Connors teaches News/Electronic Journalism; Chris Kerber, The voice of the St. Louis Blues, teaches Sports; Michelle Anselmo of Fox2 and CW11 covers TV reporting/anchoring, and Dan Rositano, 11-year veteran of IT & web Development at KPLR-TV and publisher of the resurrected [St. Louis Globe-Democrat](#), teaches Web Design.

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(1) http://www.researchexcellence.com/news/documents/VCM_Radio-Audio_Report_FINAL_29Oct09.pdf

(2) <http://stlworkforce.org/State-of-StL-Report-2009.pdf>