

#GLADEOGRAPHIX PRESENTS:

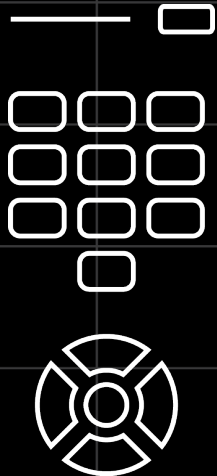
TV DEVELOPMENT/PROGRAMMING

The Persuader : The Organizer : The Creator

FAST FACTS

**MID-CAREER
MEDIAN SALARY:**
\$125,000

INDUSTRY:
Entertainment,
Media & Sports



These TV executives manage **current programming, development or both:**

Development executives develop new concepts for TV that will be made into television series, television movies, or unscripted ("reality") television.

Current programming executives work on projects that are "currently" on the air. They are the liaison between the network/studio and the actual production.

EXPECTATIONS/SACRIFICES NECESSARY

- ▶ Expect to do menial tasks when you start off like answering phones, getting coffee, scheduling, but this is time where you can really learn. You can learn how your boss negotiates, read scripts, determines.
- ▶ You will start off as an intern or assistant and move up the ladder. You cannot become an executive without "paying your dues".



THINGS TO DO IN HIGH SCHOOL:

- ▶ Watch TV and notice which shows you really like and why?
- ▶ Know who your favorites writers and directors are.
- ▶ Start reading screenplays.



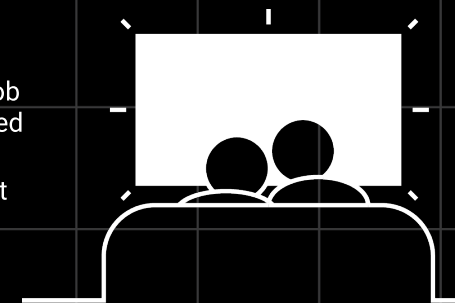
SKILLS NEEDED ON THE JOB:

- Cultural observers
- Understanding of story narrative
- Knowledge of current audience tastes and future trends.
- Passion for film or TV.
- Relationship cultivation
- Discretion



THINGS TO DO IN COLLEGE:

- ▶ Network! Network! Network!
- ▶ Read screenplays.
- ▶ Intern at a production company or studio.
- ▶ Work at your college or local television station.
- ▶ Produce your own Youtube show!



To learn more about this career, visit



www. **GLADEO** .org

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