

99 THINGS You Wish You Knew Before™ ...



Chase your dream

BY STEVE KOWCH

Whenever I speak to broadcast students at colleges or universities they want to know what kinds of jobs are available in the media and how can they be stars!

Talent takes on many forms, it is what you have the passion for. No matter your talent, strive to be the best and stand out in your chosen field.

Not everyone wants—or can be—in front of a microphone or camera, and that's a good thing. Without the talent behind the scenes there can be no stars.

You can be part of the excitement of radio and television by bringing your talent to the team. We all have a role to play.

Many of us get into the media to chase our dream. When you chase your dream you rise above the crowd of those who go through life dreaming of what might be but never invest the time to make those dreams a reality.

Chasing one's dream is like running a marathon. It takes a long time to accomplish the goals you set out at the start of the journey. It's not a sprint, because your career is a lifetime commitment. Along the way there are all kinds of twists and turns with good things, bad things and exciting things that will affect your career.

People come into the media with all kinds of baggage. Some are lazy. Some have bad attitudes. Some are negative. Some are unhappy all the time. Some just have bad work ethics. Others have no ambition in life. Still others have a sense of entitlement that gets in the way of standing above the crowd. Others let their egos get in the way and refuse to take direction.

Many of these people were destined from the start to be lost in the crowd. For them it was never a career. It was only a job. Only a pay cheque. It doesn't mean they're bad at what they do. In fact most people do a good job. It's just that their priorities are different from those who want to stand out and are willing to put more into their career.

But you can't get ahead working an ordinary eight-hour day in the media. If that is how you're going to do the job then go work in a bank and count other people's money.

There is only one way to move your career forward and that is to be great every day at what you do. Beat the competition every time. If you have a bad day, or just a routine day, you won't be noticed. You need to have a better day than everyone else.

Someone who can give you your next job is listening to you on radio or watching you on TV. And they are comparing you to everyone else in your market as they look for new talent to hire. It is what program directors, news directors, general managers and consultants do.

Today, thanks to the Internet, we can check out talent in markets across the country from our offices or homes.

You have to be better than everyone else. It's that simple. It's hard work to be better. It's easier to blend in and get lost in the crowd without even knowing it.

If okay is good enough, if not putting in the extra time to make what you're doing the best, if taking the easy route is your way of working, if you let spin masters or publicists shape your shows or stories, then there is no hope for you.

You can't stand out if you're not the best at what you do in your own station. If you're lost in the crowd where you work how will a prospective employer even know you exist?

Steve Kowch is former Operations Manager at CFRB Toronto. He is the author of 99 Things you Wish you Knew Before Making It Big In Media. For more information go to www.99-series.com. Kowch may be reached at skowch@gmail.com.

