

Adam Painter – Missoula, MT (KECI)

1) Describe your job and the duties you must fulfill day to day.

I am currently the weekend meteorologist/weekday environmental reporter at KECI-TV in Missoula, Montana.

2) What are some of the positive things about your job?

I get to forecast the weather, use my creativity in the art of building weather graphics, and I get to explain meteorology to our viewers and a simple and easy to remember way.

3) What are the drawbacks of your job?

The pay is low. There is not much money in the broadcasting business. If you are starting out from college, expect your first salary to range from \$20,000 to \$24,000.

4) What are good qualities and attributes to have if you want to be a broadcaster?

You must be outgoing and have a personality that many people can relate to.

5) Should you intern somewhere and where?

Internships are a must. Your Iowa State degree teaches you about the nuts and bolts of meteorology. Your internship will teach you everything about the television industry.

6) How can you prepare to become a broadcaster?

Take speech classes at Iowa State. Also, participate in Cy's Eyes on the Skies.

7) What are good tips to keep in mind for being on the wall and presenting the weather?

Relax, talk conversational (as in give the forecast like you would to another student at ISU with no meteorology background), slow down, relax...

8) How do you go about making a tape to send out to jobs?

Get an internship... no way around this one.

9) What are tips that you have for making it in the broadcasting field?

Make sure this is your passion. It is a tough industry, which you will need thick skin for. Don't expect to get rich.

10) Any other comments on the broadcasting field?

This field is in trouble. With DVR and TIVO, nobody is watching commercials anymore. Therefore, many companies aren't spending advertising dollars the way they used to in local commercials. Nobody in their 20s and 30s watches local news. Our viewing audience is slowly "dying off".