

Audioboo allows broadcast journalism students to showcase their skills to potential employers

July 24, 2013



London, UK ([rushPRnews](#))

07/24/13 — Audioboo is reminding broadcast journalism students that they can display their knowledge and skill-set to potential employers by regularly utilising the social sound network. The next-generation [podcasting](#) platform, used by worldwide

media such as the BBC and CNBC, is free to use, meaning those wanting to start their career in radio or television can easily demonstrate and share their reporting talents.

Competition for jobs within the broadcast journalism industry remains fierce, so by promoting their expertise via education assignments and personal work on Audioboo, students can ensure they are ahead of other graduates when seeking employment. Depending on the budding journalist's specialism, they may choose to comment on breaking news, upload sports commentaries or showcase interviews they've undertaken.

Sound snippets can be uploaded to the site from a saved source or directly via the [audio capture](#) feature on the desktop platform and mobile apps. Once content is posted to the platform, it can be easily shared on other social networks to increase the number of listeners and build Audioboo followers. Quality of work and technique is then demonstrable to potential employers,

especially when a candidate's professional portfolio and CV are just beginning to develop.

There are already a number of global, national and local broadcast media organisations as well as community journalists using Audioboo to share easily digestible [audio news](#), which highlights the fact that the reporters of tomorrow must be socially savvy. Clips uploaded to Audioboo allow media, brands and celebrities to engage with audiences in a concise manner and listeners sharing boos extend the reach of the content further.

Rob Proctor, CEO of Audioboo, said: "Broadcast media has always been a popular industry with graduates, but as with any area of journalism, the competition is fierce. Therefore, it is important for students to stand out and demonstrate their passion and skills before leaving university. Audioboo is ideal for showcasing university reporting work and original content as it can be shared with potential employers in a CV, or embedded in a blog or website.

"A large number of media outlets across the world use Audioboo, so budding journalists using the network not only exhibit their techniques and talent, but also that they have the social media and digital knowledge many employees are now looking for; by engaging with the platform, students can give their careers a head start."

For more information and to create a free Audioboo account, please visit www.audioboo.com

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