

# International Conference on Broadcasting Media & Film Industry

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## Setting yourself apart in the age of internet television and transitioning to the big screen

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In the age of Youtube, Vimeo and other vehicles of Internet television, anyone can be a star. The question is how do you set yourself apart from every other person that has created their own show regarding your topic of interest? The Internet is a wonderful and relatively new tool for aspiring journalist to, not only get their start in the industry, but to hone their skills and build a reputation. Even at the higher levels of network broadcasting, the demand for digital journalism and video content is growing. Colleges use Internet to broadcast their less prominent sports, the National Women's Soccer League and the United Soccer Leagues broadcasts all their matches on Youtube. Even Major League Soccer had put out a job listing for a full time On-Air Talent just for Youtube. Proper steps and guidelines need to be taken, however, in order to be considered a serious journalist and not just another person that seeks attention. Measures that can be taken include working for a credible source, such as a college, or a sports team. A high production value is very important, as is using credible guests and not just your pub buddy, Tom. Finally, learning how to maximize the use of social media, collaborating with other websites and reaching out to advertisers to grow and enhance the reputation of your platform. Once you have set up this particular template, then you can follow a path to bigger and better opportunities within the industry.

### Biography

Marc Serber is a presenter and play by play man for such outlets as Fox Sports, LA56 KDOC-TV, the Orange County Blues, Cal State Dominguez Hills and a writer for Soccerly.com. Through his work he has presented or called matches in some of the world's most prestigious tournaments such as the UEFA Champions League, the CONCACAF Champions League and the Copa Libertadores. He has also called matches at every level of U.S. soccer from the college game to Major League Soccer and the U.S. Women's National Team.

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