



CAREER OPPORTUNITIES FOR ELECTRONIC MEDIA MAJORS

SKILLS & ABILITIES OF THE ELECTRONIC MEDIA MAJOR

Skills

- Active Listening
- Reading Comprehension
- Critical Thinking
- Time Management
- Project Coordination
- Judgment and Decision Making
- Active Learning
- Complex Problem Solving
- Communication
- Creative Imagination

Abilities

- Interacting with Computers
- Thinking Creatively
- Monitor Processes, Materials, and Project Progression
- Visual Color Discrimination
- Written and Oral Comprehension

- Visualization
- Written and Oral Communication

Knowledge

- Communications and Media—Knowledge of media production, communication, and dissemination techniques and methods
 - Design—Techniques, tools, and principles
 - Fine Arts—Theory and techniques required to compose, produce, and perform
- Computers and Electronics—Processors, computer hardware and software, applications and programs
 - Customer and Personal Service—Principles and processes for providing customer and personal service

POTENTIAL CAREERS

Television

- Programming
- News Videography
- Directing
- Editing

Radio

- Production
- Promotion
- Management
- Research
- News

Internet

- Webcasting
- Podcasting
- Web Design/Development
- Website Maintenance

Video Production

- Post-Production/Editing
- Writing

Social Media Management

- Strategy
- Content Planning

TYPES OF EMPLOYERS

- Major Networks
- Local Commercial Television Stations
- Public Television Stations
- Cable Television
- Private Production Companies
- Government
- Business Corporations
- National Public Radio
- Digital Stations
- Major, Medium & Small Market Stations
- Internet Based Companies
- Companies Specializing in Webcasting Services
- Colleges and Universities
- Public Relations Firms
- Marketing Agencies
- Social Media Management Companies
- Media Outlets
- Freelance

ADDITIONAL RESOURCES

- International Cinematographers Guild, <https://www.cameraguild.com/Home.aspx>
- American Copy Editors Society, <http://www.copydesk.org/>
- National Association of Broadcasters, <http://www.nab.org/>
- Society of Broadcasting Engineers, <http://www.sbe.org/>
- Power of AV, <http://www.powerofav.com/>

*Sources: University of Tennessee—Career Services, O*Net Online*