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

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

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

Written and Oral Comprehension
- Visualization
- Written and Oral Communication

*Taken from ONet

POTENTIAL CAREERS

Television
- Programming
- News Reporting
- News Videography
- Directing
- Editing

Radio
- Production
- Promotion
- Management
- Research
- Sales
- News

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

Video Production
- Post-Production/Editing
- Writing

Social Media Management
- Strategy
- Content Planning
- Community Management

*Partially taken from the University of Tennessee—Career Services
EMPLOYMENT AREAS

- 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

*Parially taken from the University of Tennessee—Career Services

WORK ENVIRONMENT

**Camera Operators**
- Television Broadcasting: 24.0%
- Motion Pictures and Video Industries: 21.0%
- Self-Employed Operators: 34.0%

**Film and Video Editors**
- Motion Pictures and Video Industries: 42.0%
- Television Broadcasting: 9.0%
- Self-Employed Editors: 35.0%

*Taken from the Occupational Outlook Handbook

ADDITIONAL ELECTRONIC MEDIA RESOURCES

- American Copy Editors Society, http://www.copydesk.org/
- Directors Guild of America, http://www.dga.org/

RELATED BOOKS IN THE CAREER RESOURCE LIBRARY (CLC 530)

- Career Perspectives in Electronic Media
- Vault Guide to Journalism and Information Media
- The Internship Series: The Media Internship Book
- How to Get a Job in Television