



Journalism and Broadcasting is a program of study in the **Arts, Audio-Video Technology, and Communications Career Cluster**. A Career Cluster is a grouping of occupations and broad industries based on commonalities. There are 16 Career Clusters.

Career clusters link what students learn in school with the knowledge and skills they need for success in college and careers. The Arts, Audio-Video Technology, and Communications Career Cluster require courses and activities that challenge students to be creative. The ability to communicate effectively in both oral and written form is important.

There are five programs of study in this cluster:

- Audio and Video Technology and Film
- Journalism and Broadcasting
- Performing Arts
- Printing Technology
- Visual Arts

Employment Outlook

Example career in this program of study includes **Writers**. Writing jobs require a dual-college degree in communications, journalism, or English and a technical subject area. Keen competition is anticipated for new jobs available, as online publications and services spur the demand for writers with Web or multimedia experience. Nationally, the salary range for writers is from \$28,020 to \$106,630 (Occupational Outlook Handbook, 2008-2009). In Texas, entry level salaries are \$31,046 (Texas Workforce Commission, 2009).

Using this brochure

Inside you will find a suggested **program of study** that has lots of helpful information. The model is an example of the types of courses and extended learning experiences that are important for the **Journalism and Broadcasting Program of Study**. Use this model to plan your course schedule, educational experiences, and career choices.

At the top of the model, you will find **career goals** with the corresponding **O*NET code**. The O*NET code is an official classification of jobs and can be used to locate career-related information. Your teacher, counselor, or media center should be able to help you locate further information.

The upper left side of the model highlights the **core courses and career-related electives** in high school that will help prepare you for your career goal. This model is based upon the Recommended High School Graduation Plan and can easily be adapted for the Distinguished Achievement High School Graduation Plan.

The upper right side of the model highlights examples of **extended learning experiences** that can enhance your knowledge and skills for your career goal. You will find examples of curricular activities, such as participation in Career and Technical Student Organizations like SkillsUSA, career learning experiences, service learning activities, and extracurricular activities.

The lower left side of the model indicates **industry licensures/certifications** and **on-the-job training experiences** that may be available while still in high school. This section also highlights the various levels of **postsecondary education** and examples of **career options** available to you once you have completed that level of education and training.

The lower right side of the model contains examples of **professional associations** available for journalism professionals. Many organizations allow preprofessional membership while enrolled in a postsecondary program. Most organizations have websites which can be easily located by entering the organization name in available search engines.

