



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 careers in this program of study include **Broadcast Technician**. This career is expected to grow faster than average through the year 2016. Competition for jobs will be highest for entry-level positions in higher paying metropolitan areas. Broadcast and sound technicians require skills in information technology as well as manual dexterity and the ability to work with electrical, electronic, and mechanical systems and equipment. Nationally, salaries for Broadcast technicians range from \$17,510 to \$66,550 (Occupational Outlook Handbook, 2008-2009). Entry level salaries for Broadcast technicians in Texas are \$17,841 (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 Program graduation plan and can easily be adapted for the Distinguished Achievement High School Program 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.

Thinking about a career in Broadcasting?



<http://www.achievetexas.org>

This program of study may be for you! Broadcast technicians work with electrical and electronic equipment to produce radio and television broadcasts, concerts, plays, musical recordings, television shows, and movies (Occupational Outlook Handbook, 2008-2009). Look inside to see the suggested coursework and learning opportunities to prepare you for an exciting and rewarding career.

