



What can I do with a major in... Media Production - Film Production

The Electronic Media Communication major is designed to prepare students for careers in radio, television, film or other careers in electronic media, whether religious or secular. The development of skills in announcing, audio and video production, media writing, programming and management are features of this program. Students will also develop a critical understanding of electronic media and its relationship to faith in today's world. The film production track includes a semester at the Los Angeles Film Studies Center.

What types of work are related to this degree?

Programming and production
Television news casting
Directing
Media advertising and sales
Advertising production
Reporting
Public Relations
Producing and Editing
Promotions
Audience analysis
Audio, video, or television production support
Speech and copywriting
News Videography

Who employs people with this degree?

Internet-based companies
Companies specializing in webcasting services and technology
Nonprofits
Corporations
Public relations firms
Media outlets
Major networks
Web application companies
Government and corporations
Freelance or private video production companies or videographers
Universities and colleges

More information @ ONETonline.org

Strategies for Success:

- Internships are crucial for breaking into the field of electronic media and broadcasting. Complete as many internships as you can during college.
- Develop excellent technical and computer skills, especially internet proficiency and knowledge.
- Consider shadowing or informational interviewing as a means through which to gain information, develop contacts, build mentoring relationships, and gain entry into a competitive field.
- Be willing to start at the bottom doing entry level tasks before moving up to larger markets or organizations.
- Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities.
- Study all aspects of the industry and stay up-to-date through continuing education or training.
- When conducting your job or internship search, consider searching for keywords such as software you are well-versed in (i.e. Final Cut Pro). This will produce positions you may not have thought to search for but will give you valuable experience.
- Consider gaining experience in a corporation or non-profit. Many companies use media of all types to communicate internally and externally.

Professional Associations:

Public Relations Society of America
National Communication Association
International Communication Association
Health Sciences Communication Association
The Association for Women in Communications

International Association of Business Communicators
American Advertising Federation
American Business Women's Association
American Society for Training and Development

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.