



ARTS, A/V TECHNOLOGY & COMMUNICATIONS



CAREER SUCCESS GUIDE

Great Career Ideas • Creating Your Plan • College Resources



Kay Ivey, Governor of Alabama

A MESSAGE FROM THE GOVERNOR

As I've said on many occasions, our people are Alabama's greatest strength, especially our young people, who hold the state's future in their hands. As the guardians of our state's future, students deserve every possible tool to help them—and Alabama—succeed in all areas.

To achieve this, we have created the Alabama SUCCESS Guides, which are designed to assist students in identifying resources regarding

careers, postsecondary education and financial literacy. Through our students, we are positioning our state for even greater accomplishments. They will be well-equipped for careers in Alabama's workforce which will allow them to compete—and excel—in our global economy.

This Alabama SUCCESS Guide is an excellent tool in helping our students of today become our leaders of tomorrow.

ATTENTION PARENTS!

This guide is part of a series created to help students in Alabama learn more about high-demand careers, salaries, the steps they need to take to reach their goals, and the resources that can help them get there.

The workforce has changed since you entered it. Many of the jobs that exist today were not even created when you graduated from high

school, and the pace of change is faster than ever! However, since work skills are transferable to many jobs, by helping your student connect with what they learn in the classroom to real jobs that interest them, they will graduate better equipped for life after high school.

Thank you for talking with your child about what careers interest them – and why. You can help them by

sharing your own work experiences with your child. Ask people in your community who work in jobs that interest your child to share about their careers or let your child visit their workplace. And last, but not least, go with your child to meet with their school counselor or career coach to get them moving in the right direction. Help them prepare for their future...today.



WHAT EMPLOYERS WANT

SHARON M. TINSLEY
PRESIDENT
ALABAMA BROADCASTERS ASSOCIATION

“**EMPLOYERS ARE LOOKING FOR CRITICAL THINKERS WITH SKILLS FROM MANY AREAS OF EXPERTISE.** In the past, radio and TV broadcasters provided their content over-the-air or by cable. Today, stations are present on every platform... online, mobile, apps, social media, etc. As a result, they need employees with lots of different skill sets including announcing, anchoring, reporting, producing, directing, writing, shooting video, editing video and audio, broadcast engineering, sales, graphic design, payroll, human resources, marketing/promotions, and web design. Departments within stations, even small stations, often operate like teams, so you must be able to work well with others and have strong communication skills.

To be a producer, announcer, anchor, reporter or writer, it's important that you have a well-rounded educational background. Technical knowledge is also critical for many roles at radio and TV stations. Like most other career fields, to get ahead in broadcasting, you need to develop leadership skills that demonstrate a drive to succeed and a strong work ethic.”

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CLUSTER: ARTS, A/V TECHNOLOGY & COMMUNICATIONS

THINK AGAIN

MYTH: You can't make a living being an artist.

FACTS: According to the National Endowment for the Arts (NEA), there are nearly 2 million working artists in the U.S. who collectively earn about \$70 billion a year. Making a living as an artist requires talent, passion, and a strong work ethic, so it's true that not everyone has what it takes to succeed in this field. If you are willing to think and work creatively, you can find plenty of ways to turn your talent into a career.

Now is the time to take a fresh look at Arts, A/V Technology & Communications careers you may not have considered before.

REALITY CHECK

WHAT IT COSTS TO LIVE ON YOUR OWN IN ALABAMA
 Estimated 2017-2018 monthly expenses for a 22 year-old living in Birmingham.

NOTE: Keep in mind that your paycheck will be reduced by about 30 percent to cover taxes, retirement, and insurance. What's left is known as your "take-home pay." Subtract 30 percent from the salaries shown on pages 5 and 6 to get a more accurate take-home amount.

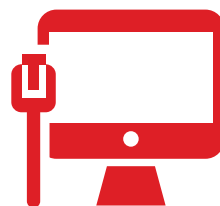
Groceries:
 \$350-\$400



Mobile Phone:
 \$55



Cable and Internet:
 \$80



Gasoline:
 \$100
 (1,000 miles @ \$3.00 per gallon, 30 mpg)



Rent and Utilities:
 \$700-\$850
 (1 Bedroom)



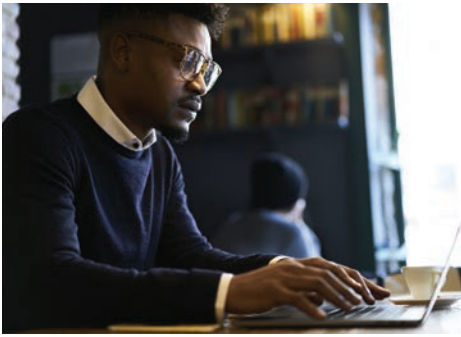
Car Payment:
 \$350-\$450
 (Used 2016)



Car Insurance:
 \$60-\$125
 (6-Month Policy)



Sources:
 RENT: rentbits.com/rb/t/rental-rates/birmingham-al
 CAR: carsdirect.com
 MOBILE PHONE: att.com, verizon.com
 GROCERIES: bestplaces.net
 CABLE AND INTERNET: birmingham.mybriighthouse.com
 CAR INSURANCE: progressive.com
 GAS: gasbuddy.com



TECHNICAL WRITER

Job Description: Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.

Education:
Bachelor's degree

Salary Range:
\$45,022 – \$73,207



PUBLIC RELATIONS SPECIALIST

Job Description: Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.

Education:
Bachelor's degree

Salary Range:
\$30,356 – \$62,627



PRODUCER OR DIRECTOR

Job Description: Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.

Education:
Bachelor's degree

Salary Range:
\$28,461 – \$56,380



PHOTOGRAPHER

Job Description: Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists.

Education:
High school diploma or equivalent

Salary Range:
\$19,469 – \$43,936



TELECOMMUNICATIONS EQUIPMENT INSTALLER & REPAIRER, *Except Line Installer*

Job Description: Install, set-up, rearrange, or remove switching, distribution, routing, and dialing equipment used in central offices or headends. Service or repair telephone, cable television, Internet, and other communications equipment on customers' property. May install communications equipment or communications wiring in buildings.

Education:
Postsecondary non-degree award

Salary Range:
\$35,083 - \$64,276



TELECOMMUNICATIONS LINE INSTALLER & REPAIRER

Job Description: Install and repair telecommunications cable, including fiber optics.

Education:
High school diploma or equivalent

Salary Range:
\$27,093 - \$46,586



RADIO & TELEVISION ANNOUNCER

Job Description: Speak or read from scripted materials, such as news reports or commercial messages, on radio or television. May announce artist or title of performance, identify station, or interview guests.

Education:
Bachelor's degree

Salary Range:
\$17,534 - \$41,161



EDITOR

Job Description: Plan, coordinate, or edit content of material for publication. May review proposals and drafts for possible publication. Includes technical editors.

Education:
Bachelor's degree

Salary Range:
\$28,390 - \$60,241

AMOI S. GETER DIRECTOR OF PUBLIC RELATIONS

ALABAMA POWER

As Director of Public Relations for Alabama Power, I am responsible for overseeing external and internal communication strategy, including media relations, employee and executive communication and nuclear communication.

My father once told me that my mouth would one day get me in trouble or help me be successful. His ability to see that I possessed a skill for communicating is what led me to a career in communication. This led to a successful career as a television news

journalist. In my time I have covered stories ranging from consumer and health reports, to clinic bombings to the Olympics. My drive to tell a compelling story visually that was fair, accurate, and balanced and position news stories for a newscast that kept audiences engaged helped prepare me for what would turn into a career in corporate communication for Southern Company. Because I was a journalist, I knew what the media wanted to know. I knew what made headlines and top stories, and because of that I was able to turn that skill into something that positioned the

company positively and factually to internal (employees) and external audiences. Also because I was able to plan for the unexpected, I honed my strategic communication planning skills and applied it for 16 years now with the company. In the future, I hope to lead the public relations team at Alabama Power and continue to “tell the news” of the company and state to our employees, customers, stakeholders, and media.

“My father once told me that my mouth would one day get me in trouble or help me be successful.”

Graduate of Ramsay High School
Birmingham, AL

CHANDRA SPARKS SPLOND AUTHOR/BLOGGER/EDITOR/SPEAKER

WEST END PUBLISHING, LLC

I currently write books for teens and tweens, and I edit books for aspiring and established authors. In addition, I blog on issues that help women balance faith, family and fiction, and I speak about my books, writing and editing to schools, churches and other organizations.

When I was 14 I had this crazy dream that I wanted to write books, but I didn't know how my dream was going to come true. I grew up in Birmingham, Alabama, and I didn't have access to the Internet back then nor did I have the know-how to research how to get a book deal, assuming I had written a book, which

“Always pursue your dreams, and never give up.”

I had not. I graduated from the University of Alabama at Tuscaloosa where I majored in journalism and minored in English and speech communications. But books in the market that I wanted to write for, which was African-American young adults, didn't really exist. I figured since those books weren't out there, that meant I was supposed to be the one to write them, so I've spent most of my

life working in various aspects of publishing in order to make my dream come true. The biggest thing I want students to take from my life is that I am no different from anyone reading this. I was just a little black girl who grew up in Birmingham, Alabama, with a dream. It took 22 years for my dream to come true, but it never would have happened if I had given up. Always pursue your dreams, and never give up.

Graduate of Ramsay High School
Birmingham, AL

MICHAEL MOSELEY PHOTOGRAPHER

MOSELEY STUDIOS

My position consists of doing photographic imagery for clients. I provide studio and location photography services. My services include wedding, commercial, artistic, portrait, architectural, and editorial photography. I also work with photo editing software such as Adobe Photoshop and Adobe Lightroom to achieve desired imagery results for my clients.

Growing up I always enjoyed and loved art. My dad was a photographer and also worked with a creative services department for a university, and I was lucky enough to get to go to work with him sometimes and get to see all the

neat things going on, including photography, graphic design and printing. Receiving a well-rounded middle and high school education along with participating in extra curricular activities helped me plan a career. Having the opportunity to work on school yearbooks and similar school activities helped me along the way. I believe all these experiences along

“I believe my work ethic has made me successful in this career.”

with being able to work in certain areas of the photography field during my time in high school and college has made a positive impact on my career. The long hours of owning your own business can be challenging, but the satisfaction of providing something special and sometimes timeless for clients is rewarding. I believe my work ethic has made me successful in this career. Attention to detail and wanting to provide the very best for my clients and getting along well with people and being professional and personable at the same time also has helped.

Graduate of Elba High School
Elba, AL



MELISSA RIOPKA

NEWS ANCHOR

WHNT NEWS 19 : HUNTSVILLE, AL

Graduate of Cullman High School
Cullman, AL

I currently anchor the noon, 5pm, and 6:30pm newscasts for WHNT. I also co-produce the noon show. I report on special assignments, assist with writing in other shows, as needed, as well as write for the web and social media.

I grew up watching the news and somewhere around the end of my senior year I decided to major in broadcast journalism. But the middle and high school classes that most helped me prepare were English, the social sciences and theater; theater for the public speaking aspect and the social sciences because they came the closest to touching on government,

court, and education issues that we frequently cover, and English because it provided the groundwork for a future focus on broadcast writing. I majored in Telecommunications and Film at the University of Alabama with a minor in American studies, which turned out to be a lucky call. It gave me a deeper appreciation and understanding of some of the issues that shape people. Nearly 20 years later, I

“It gave me a deeper appreciation and understanding of some of the issues that shape people.”

still love telling people’s stories. The industry has changed incredibly, especially in the last five years. To someone considering a job in TV news right now, you should know you will almost certainly be hauling your own gear, writing, shooting and editing your own stories, writing for the website, doing Facebook lives, etc. Social media has become a very important tool to disseminate information. It’s a tremendous amount of work, but I hope that would never dissuade someone who was passionate about it!

ASHLEY REMKUS

PUBLIC SAFETY REPORTER

AL.COM

Graduate of Cherokee High School
Cherokee, AL

I am a journalist covering crime, police, courts and emergency personnel across north Alabama. I tell the stories of crime victims, suspects and the system that is designated to serve justice.

When I was in middle school, I discovered that I really liked talking to, listening to, and meeting new people. Through high school, I

“Journalists have to be accurate, fair, concise and detail-oriented.”

learned to love and express myself through reading and writing. By the time I got to college, I knew hearing the stories of other peoples’ lives was my passion. While studying at the University of North Alabama, I took several classes, not only in my major and minor fields of study, but also in law and criminal justice. During my internships at The Decatur Daily and TimesDaily, I gained experience and skills that resulted in full-time employment as a journalist several months before I graduated.

Journalists have to be accurate, fair, concise and detail-oriented. They must be brave, courageous and hard-working. This is a very demanding, high-pressure field. Skills in communicating – through writing, speaking and otherwise – are a must. Now, I’ve been a crime and public safety reporter for two years, telling the stories of people across Alabama. My job allows me to be a change agent and help improve the quality of life for those who often suffer the most.

TIENSAE TESHOME

STATION MANAGER

EAGLE EYE TV

Graduate of Auburn High School
Auburn, AL

As station manager, I’m responsible for the daily operations of our station. This includes keeping up with weekly programming, managing a staff of directors, assistants, and general reporters to make sure everyone knows what their job is and is completing it in a timely manner. I’m responsible for all social media posts and the general image of the station and served as a liaison between University Student Media and Auburn University.

In middle school and in high school I made an effort to stay involved with my school’s TV production programs. Obviously they were much smaller productions compared to professional broadcasts, but those programs helped build a foundation for me to take to college and hopefully to my next job. Every experience and opportunity paved the way for me to reach my goals. After high school, I took the skills I learned in my high school media production program to work for Eagle Eye TV - Auburn’s student-run TV station - as

an assistant news director, entertainment director, and ultimately a station manager. I learned to produce shows, write scripts, and manage a station. In addition to my relevant coursework in my major, I was able to use what I learned in the classroom and apply it to the work I did at Eagle Eye.

“Every experience and opportunity paved the way for me to reach my goals.”



MAKE A PLAN

SIT DOWN WITH YOUR PARENTS AND COUNSELOR AND CREATE A PLAN

Map out an Alabama Education Plan (sample below) based on your interests, strengths, and possible career goals. Your plan outlines the courses and electives you'll take in high school, plus related co-curricular organization and career preparation experiences. Your school counselor or career coach will work with you to determine the learning experiences needed for you to complete your plan, such as using distance learning or earning college credit from your local community college. Below is a sample Alabama Education Plan for you to use as a guide.

SAMPLE EDUCATION PLAN FOR THIS CAREER CLUSTER

GRADE 9	GRADE 10	GRADE 11	GRADE 12
FRESHMAN YEAR	SOPHOMORE YEAR	JUNIOR YEAR	SENIOR YEAR
English 9 Algebra I Physical Science World History *Career Preparedness *LIFE PE **Elective	English 10 Geometry Biology United States History 10 *Health/Elective **Elective **Elective	English 11 Algebra II Science Elective United States History 11 **Elective **Elective **Elective	English 12 Math Elective Science Elective US Government/Economics **Elective **Elective **Elective

*Other Required Courses

**Career & Technical Education and/or Foreign Language and/or Arts Education (3 Credits)

ARTS, A/V TECHNOLOGY & COMMUNICATIONS CLUSTER COURSES

Advanced Animation Portfolio	Character Animation	Introduction to Graphic Arts	Studio and Portfolio
Advanced Digital File Preparation and Output	Digital Design	Introduction to Television Production	Television Production - Photography and Editing
Advanced Television Production	Digital File Preparation	Large Format Photography	Television Production - Studio Operations
Animated Filmmaking	Foundation of Arts, Audio-Video Technology and Communication	Medium Format Photography	Television-Writing, Producing, and Performing
Animation Character Development and Design	Graphic Illustration	Offset Press Operations	
Animation Layout	Introduction to Advertising Design	Senior Career Pathway Project - Arts, A/V Tech & Communications	
Binding and Finishing	Introduction to Animation and Visual Communication	Storyboarding	
Camera, Image Assembly, and Platemaking	Introduction to Commercial Photography		

CO-CURRICULAR

WORK-BASED LEARNING

SkillsUSA

Job Shadowing
Career Day/Fair

Internship
Field Trips

Work Experience
Guest Speakers

GETTING READY

MAPPING OUT YOUR PROGRAM

GRADE 8

- Research your career options based on your interests, talents, and goals.
- Create an Alabama Education Plan (see page 9).

GRADE 9 FRESHMAN YEAR

- Choose a career cluster.
- Do your best work in all your classes. Course selection and grades really do count when you are applying to colleges and training programs.
- Keep a folder or portfolio of your activities, awards, accomplishments, and work experience, and add to it during your high school career.

GRADE 10 SOPHOMORE YEAR

- Continue building the strongest possible academic record.
- Consider taking the ACT if you plan to apply to a two-year college or university in the future.
- Consider taking the PSAT (Preliminary SAT/National Merit Scholarship Test) if you plan to apply to a two-year college or university in the future.
- Use the information in your portfolio to create a resumé.
- Apply for summer jobs, internships, or volunteer activities related to your career cluster.

GRADE 11 JUNIOR YEAR

- Take the PSAT/NMSQT.
- Use resources available at your school (books, online tools, college fairs, etc.) to research postsecondary education options related to your career goals.
- Register to take either the ACT or the SAT I and SAT II Subject Tests. (There are testing dates every month from January through June). Registration deadlines are approximately four weeks before each testing date.
- Apply for summer jobs, internships, and volunteer activities related to your career goals.
- Use studentaid.ed.gov to determine your financial aid eligibility.

GRADE 12 SENIOR YEAR

- In the fall, apply to postsecondary programs and retake any standardized college admissions tests if you would like to improve your score.
- Beginning in October, complete college financial aid forms. Deadlines and required data differ from school to school, so read the instructions carefully.
- In the spring, choose your postsecondary program on the basis of where you have been accepted, costs, etc.
- Continue doing your best work. All schools require a final transcript before making your acceptance official.

COLLEGE PREP: GETTING ACCEPTED

The college admissions process can be stressful and a bit scary, especially if you are the first in your family to apply. Give yourself the best shot at getting into a college program that matches your goals by following these five steps:

1. MAKE THE GRADE

Your grade point average really does count, so do your best work on every assignment, pay attention in class, and participate in group discussions.

2. MAKE A LIST

Before you can apply to college, you have to figure out what you would like to study and what matters most to you (like college location, size, or religious affiliation). Use the college guides in your local library, school library, school counselor, or career coach's office to start making a list of colleges that interest you. Use online tools like collegeboard.org and accs.cc to learn more about each school and take virtual campus tours.

3. GET INVOLVED

Build teamwork and leadership skills by joining career technical student organizations, clubs, and teams at your school, volunteering for service projects, and participating in church or community activities.

4. PLAN FOR TEST

Most colleges want scores from the ACT, SAT, or SAT II tests. See what tests the schools on your list require, sign up to take them in time to include the scores on your application, and then practice the free SAT sample questions at collegeboard.org or sample ACT tests at actstudent.org.

5. BE NEAT AND COMPLETE

Before you send in a college application, double-check your spelling, make sure nothing is missing, and save a copy just in case you have to submit it again.

PAYING YOUR WAY: FINANCIAL AID

Every Alabama student can afford to go to college. It just takes a little planning. Put your college dreams within financial reach by taking these five steps:

1. CONSIDER A COMMUNITY COLLEGE

Alabama's public and private two-year colleges offer an affordable way to earn an associate's degree or complete enough credits to transfer into a four-year school as a junior. Learn more at accs.cc.

2. WEIGH YOUR OPTIONS

Attending one of Alabama's four-year public or private schools cuts travel costs and other living expenses, as compared to attending schools out of state. In addition, public schools offer reduced in-state tuition, and, if there's a college nearby, you can save even more by living at home.

3. RISE TO THE TOP

Apply to a couple of schools at which your grades and accomplishments put you near the top of the typical applicant pool.

4. DO A LITTLE DIGGING

More than one million local, national, and college-specific scholarships are available each year. Ask your school counselor or career coach for help finding printed scholarship resource guides. To find and apply for scholarships online, sign up for the free college scholarship search source achievealabama.org.

5. APPLY FOR AID

Fill out the Free Application for Federal Student Aid (FAFSA) beginning on October 1 of your Senior year. FAFSA forms and instruction booklets are available at your school counselor's office and online at studentaid.ed.gov. Some schools also require the CSS/Financial Aid Profile form (profileonline.collegeboard.org), and others have their own financial aid forms. Carefully read each college's application to know what forms you need to submit and when.

	AGRICULTURE, FOOD & NATURAL RESOURCES
	ARCHITECTURE & CONSTRUCTION
	ARTS, A/V TECHNOLOGY & COMMUNICATIONS
	BUSINESS MANAGEMENT & ADMINISTRATION
	EDUCATION & TRAINING
	FINANCE
	GOVERNMENT & PUBLIC ADMINISTRATION
	HEALTH SCIENCE
	HOSPITALITY & TOURISM
	HUMAN SERVICES
	INFORMATION TECHNOLOGY
	LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY
	MANUFACTURING
	MARKETING
	STEM
	TRANSPORTATION, DISTRIBUTION & LOGISTICS

CLUSTER PATHWAYS

Graphic Arts
 Television Production
 Advertising Design
 Animation
 Commercial Photography

POST SECONDARY LEARNING

COMMUNITY COLLEGE
 4-YEAR COLLEGE/UNIVERSITY
 WORK-BASED LEARNING

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