

Career Choices/Relevant Courses

Communication Major, History Minor

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Video Link

<http://youtu.be/V-MQNPnYnYc>

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My time at Rogers state has prepared me immensely for the communications industry. The classes which I have taken gave me valuable lessons on writing for, and producing media. When my time at Rogers state has come to an end, I will feel prepared and excited for a job dealing with media. This work details the courses I have taken and how it applies to the job market currently.

The Communications courses at Rogers State have all contributed to the degree which has prepared me for my future. One course in particular that has helped prepare myself and other students is writing for the Media. The course explores a variety of writing techniques from News Releases to online advertising. These are the methods in which news is being disseminated currently and that is why this class was such an asset to my education. One project that myself and other students worked on in this class was a public relations and marketing campaign for Cowabunga ice-cream. I will elaborate further on this project and what it entailed, later in this text. Since I have decided to pursue a career in sports broadcasting on television, another class that has benefitted me has been video production. Video Production has laid the groundwork for a solid career in reporting of all kinds, especially those types of reporting which include the use of Cameras and video editing. The ability to film and write scripts has been an invaluable skill that I acquired while in this class. The Media business today makes the people who work in it wear many hats. When you know how to use the camera, and edit video, it makes you a valuable asset to your business. News Writing was yet another class which legitimately prepared me for the industry of communications. The class employed more detailed writing of scripts, in addition to the knowledge of what to expect in the real world of communications. Reports which were done during the semester for news writing included short videos, and newspaper articles which focused on different departments and events around Rogers state. These three courses combined have set me up for a career in media currently and in the future.

I am currently writing for VYPE sports magazine and this job in particular, along with my News writing class, has prepared me for my career. Through networking with future employers,

to solidifying my writing skills, this job has provided me a great opportunity to begin working in the field of print media before graduation. As previously stated, in the class writing for the media, I completed a final project in which myself and other students created a Public Relations campaign for a real company. The campaign, which centered on promoting an ice cream company, had the members of the group produce brochures, website artifacts, and many other forms of digital and print media. This experience was invaluable to the furthering of my writing education toward media.

My weaknesses in the area of media are centered on a lack of training in the television studio. Despite having been trained on a teleprompter and with advanced cameras, I still feel there are some in my field who are more experienced than me in this. Where I could have an advantage over other individuals in my field is in the area of speech. The ability to talk and use the appropriate language in Media is one which I think I have begun to obtain, but still need work on. It is for this reason that I have decided I would like to pursue a career in sports broadcasting. The plan I will try to implement involves being hired at a news station, and then moving up in positions until I am qualified enough to possibly move to another, more prestigious station. This plan has some obvious potential drawbacks and hurdles, but even so, I have decided this is the field in which I want to earn a living. I feel a passion for sports and sports broadcasting that goes back to before I was in college to my childhood. I grew up with knowledge of sports and now I have knowledge of communications to go with it. My dream is to one day become a sports broadcaster for the Entertainment and Sports Programming network, or ESPN. If I am going to accomplish this goal I will have to be humble and ready to work any job between now and then which will get me to that point. I am prepared to do

whatever it takes and embark on any job that will get me to the eventual ideal “Perfect job” I desire. This job might not work out, but I feel that trying ones best in any area to reach the absolute pinnacle is something to strive for. The salary at the top level of this job would be an added benefit, but the real pleasure would be the job itself.

The salary at ESPN is obviously going to be higher than a job at a station such as channel six KOTV in Tulsa. I am prepared for this reality and will have no problem being patient and waiting my turn for a better paying job. The business of communications is much like any other in which you strive for a better position with better pay. Eventually, if the body of work is good and the attitude matches, you will move up in a company. The Bureau of Labor said that in 2012, you can expect an average salary for a starting news anchor to be around \$36,000. While this is not very much money initially, the amount could rise, and in five years for example, a worthy news anchor could be making close to \$50,000 a year. The rooms for movement within a company in positions such as newscaster are enormous. I am confident that even when there is not very much money being made, the joy of the job will be more than enough to keep me going. Out of all the options I have explored, the lowest of any communications related job is only \$30,000. This is encouraging due to the fact that some jobs are much lower, and require a similar amount of college. I am excited to pursue a career in broadcasting and if it works, I can see myself being happy and successful in this field for decades.

