# CTE: THE KEY TO ECONOMIC DEVELOPMENT

## Media & Entertainment

### U.S. Media & Entertainment:

Is the

# Largest

M&E market in the world[1]

Will be worth

# $771 billion

by 2019[2]
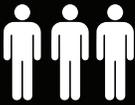
Employs

# 1.6 million

individuals[3]

**What is the pathway to these fulfilling and essential careers?**

**Career and Technical Education!**

P Pearson

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## Informing and entertaining the public, the nation's media and entertainment sector:

- Makes up a third of the global media and entertainment industry[4]
- Spans the performing arts; film, video and music production; and print and digital publishing
- Requires creative and highly skilled individuals

## What jobs are available in media and entertainment?

Media and entertainment is big business nationwide, not just in major metropolitan areas: The creative industry is Arkansas's third-largest employer, while Massachusetts' cultural sector has added billions to the state's economy.[5] Technology will drive much of the employment gains in this sector. Job openings for writers and authors are predicted to increase by 15 percent through 2018, and opportunities will also be available for multimedia artists and animators (14 percent); graphic designers (13 percent); audio and video equipment technicians (13 percent); and film and video editors (12 percent).[6] Jobs for actors are also projected to grow faster than average, in part because of newer content delivery methods such as streaming video.[7]

Earnings vary widely in the media and entertainment sector, but many occupations pay above the median annual wage.[8] On average, technical writers bring in more than $70,000 annually, while multimedia artists and animators reap almost $64,000 each year, and film and video editors and camera operators earn $55,740 per year.[9]

Postsecondary education is necessary for almost 80 percent of these jobs, with one-quarter requiring some college or a credential beyond high school but less than a bachelor's degree.[10] Educational attainment leads to large wage increases in this sector: Workers with some college credits earn almost $20,000 more than those with a high school diploma or less.[11] Those employed in media and entertainment use academic, technical and employability skills to write and edit; design publications, video games and websites; install and operate audiovisual equipment; perform; and produce and direct entertainment, among many other activities. Relevant careers include:

- photographers
- sound engineers
- editors
- graphic designers
- actors
- technical writers
- animators
- lighting technicians

## Endnotes

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## How does CTE prepare the media and entertainment workforce?

Career and technical education prepares high school, postsecondary and adult students for careers in media and entertainment through:

- the national Career Clusters® Framework—primarily the Arts, A/V Technology and Communications Career Cluster—which outlines course progressions that help students explore career options and prepare for college and career success

- CTE courses in digital media design and production, commercial photography, radio production and related topics, integrated with rigorous academics

- work-based learning experiences, such as technical writing internships through the Professional Communications program at Gateway Technical College[12]

- career and technical student organization enrichment experiences, such as SkillsUSA, Technology Student Association, Future Business Leaders of America-Phi Beta Lambda and Business Professionals of America competitions in 3D animation, audio/radio production, graphic communications and other topics[13]

- opportunities to earn stackable credentials, such as certifications from the Society of Broadcast Engineers, recognized for quality by the National Skill Standards Board[14]

## What are promising programs in media and entertainment?

**Hightower High School's Digital Media Academy** (DMA) enables students in Fort Bend Independent School District, Texas, to specialize in digital filmmaking and broadcasting, or digital graphics and 3D animation. In addition to courses in their chosen pathway, students can earn college credit and relevant industry certifications such as Adobe. Beyond the classroom, they partake in a variety of hands-on activities such as creating Hightower TV news, a student-run broadcast; recording and editing promotional videos; and providing videography services for student conferences. Students also complete 100 hours of community service and participate in practicums with industry. Engaged employers have included the Houston Texans, Missouri City TV, Brilliart Films, KRBE-104 FM Radio, Bouncing Pixels, Inc. and Houston PBS.[15]

Demand for graphic designers in the Seattle area is projected to grow over the next several years. The **Seattle Central Creative Academy** at **Seattle Central College** prepares individuals for careers in graphic design and photography through facilities equipped with professional tools and classes comprised of collegial work groups that emulate a professional studio environment. The academy includes a commercial digital printing lab; a 10,000-square-foot photography studio; and facilities for folding, binding, laminating, embossing and scanning. Students complete a paid internship and are prepared for freelance work and employment in advertising agencies; retail, corporate and in-house design departments; and publishing firms. Upon receiving their Associate of Applied Science in graphic design, 80 percent of 2015 graduates were employed full time two months after graduation.[16]

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