



CINEMA, TELEVISION & MEDIA PRODUCTION

Bachelor of Science: Cinema, Television and Media Production
Minor: Cinema, Television and Media Production
Certificates: Digital Video Production and Television Production

Cinema, Television and Media Production encompasses the fields of broadcasting, video production, audio production, cable TV, corporate TV, as well as more recent media distribution formats such as CD, DVD and the Internet. These majors become familiar with all aspects of the electronic media industry and are given comprehensive training in video and audio production for a variety of audiences and content distribution methods. Students begin working with equipment their very first year. A required full-time internship in the last semester prior to graduation gives KU Cinema, Television and Media Production majors an edge in their professional preparation. Graduates have found employment in broadcast radio and television, cable television, production houses, and corporate video.

Career types associated with Cinema, Television and Media Production

(Is this a good fit for me? Are you a...)

- Realistic - "Doer"
- Enterprising - "Persuader"
- Social - "Helper"

Skills associated with the Cinema, Television and Media Production major

- Ability to communicate ideas, thoughts, and feelings visually
- Ability to think creatively and meet deadlines
- Written & verbal communication skills and ability to gather information and data
- Demonstrate creativity ability and artistic expression
- Ability to perform in a hands-on, equipment-based environment
- Aptitude for accuracy and detail
- Ability to concentrate intensely and work alone for long periods of time

Related courses Cinema, Television and Media Production majors typically enjoy

- Art/Graphic Design
- Computers
- English/Writing
- Journalism
- Photography
- Science

Common interests of Cinema, Television and Media Production majors

- Making and editing movies
- Taking pictures
- Working with computers and electronic equipment
- Joining a film, communications, or media club
- Working part-time or volunteering in a radio or TV station
- Creating advertising material for community organizations and other groups

For more information about this major

Contact the Cinema, Television, and Media Production Department

202 Rickenbach Learning Center, 610-683-4492
or visit www.kutztown.edu/ElectronicMedia

KU Majors related to Cinema, Television and Media Production

Communication Studies, Computer Science, English, and English/Professional Writing

Realistic students may also be interested in:

Anthropology, Art History*, Biochemistry, Biology, Chemistry, Criminal Justice, Environmental Science, Geography, Geology, Management, Marine Science, Mathematics, Physics, Sport Administration.

*minor only



- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.



- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.



- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in employers panels, site visits & networking events.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.



- Attend your Senior Kick-off session and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your “30 second” commercial/elevator pitch.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

Sample Career Titles

Cinema, Television and Media Production majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

- Actor
- Advertising Account Executive
- Advertising Copywriter
- Broadcast Advertising Specialist
- Casting Manager
- Communications Lawyer
- Contestant/Guest Coordinator
- Continuity Writer
- Copywriter
- Director’s Assistant
- Director: Film, Video, Theatre
- Disc Jockey
- Editor
- Editorial Assistant
- Electronic Publication Specialist
- Government Relations Specialist
- Journalist
- Lighting Technician
- Market Research Specialist
- Mass Communications Manager
- Media Buyer/Manager
- Motion Picture Industry Artist
- Narrator
- News Reporter
- News Writer/Editor
- Photographer
- Photojournalist
- Producer: TV, Film, Theatre
- Production Assistant
- Program Director
- Public Information Officer
- Public Relations Assistant
- Publisher
- Radio/TV Announcer
- Recording Industry Representative
- Representative
- Sales Representative (Radio/TV)
- Salesperson
- Script Writer
- Social Media Manager
- Sports Promoter
- Sportscaster
- Station Manager
- Teacher: Media
- Technical Writer
- Television Engineer/Manager
- Video Programmer
- Weather Forecaster
- Web Caster/Developer
- Writer/Author

To learn more about these careers, visit <http://online.onetcenter.org> or www.bls.gov/ooh.

Common Internship Sites and Employers

Cinema, Television and Media Production majors often find internships and employment in the following industries:

- Broadcast Radio and Television
- Business & Industry
- Cable Television Companies
- Corporate Video Firms
- Educational Institutions
- Telecommunications Organizations
- Magazine/Newspapers
- Production Companies
- Public Relation Firms
- Web Development/Social Media Firms



Handshake is the primary online resource for preparing and connecting students and alumni with employers.
www.kutztown.edu/handshake

Useful Websites for Cinema, Television and Media

Whether you are researching related career fields, applying for internships or jobs, or planning to join

Industry/Employment Information

The Broadcast Industry's Home Page
www.broadcast.net

Career Guide
www.khake.com

Corporation for Public Broadcasting
www.cpb.org

Cyber College
www.cybercollege.com

Greater Philadelphia Cultural Alliance
www.philaculture.org/jobbank

International Film & TV Production Directory
www.mandy.com

Journalism Jobs
www.journalismjobs.com

Media Research Center
www.mrc.org

LinkedIn Job Search
www.linkedin.com/jobs

Professional Associations

American Federation of Television & Radio Artists
www.sagaftra.org

American Sportscasting Association
www.americansportscasteronline.com

Association for Women in Communications
www.womcom.org

Broadcast Education Association
www.beaweb.org

Center for Communication
www.cencom.org

International Radio & Television Society
www.irts.org

National Association of Broadcasters
www.nab.org

National Association of Broadcast Employees & Technicians
www.nabetcwa.org

New Media Professionals Association
[http://newmedia.org/new-media-professionals-association-\(nmpa\).html](http://newmedia.org/new-media-professionals-association-(nmpa).html)

Society of Broadcast Engineers
www.sbe.org

Employers

ArtsQuest
ASR Media Productions
Charmcine
Kutztown University: Univeristy Relations
Lehigh Valley Iron Pigs
Paperboy Media Group
Propulsion Media Labs
Reading Fightin' Phils
Reda Films
Rodale Institute
TC Motion
Upstage Video

Building Your Resume for a Career in Cinema, Television and Media Production

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge to real life situations.

Ethan Media

eelec000@live.kutztown.edu, 555-555-5555

QUALIFICATIONS

- Fluent Mandarin and English
- Strong interpersonal and communication skills
- Experience working independently and in a team environment
- Proficient in Adobe Creative Cloud, Adobe Photoshop, Final Cut Pro & Microsoft Office

EDUCATION

B.S. Kutztown University of Pennsylvania
Major: Cinema, Television and Media Production
Minor: Communication Studies
GPA: 3.52
Dean's List

Kutztown, PA
May 20xx

Fall 20xx-Fall 20xx

Related Courses: Audio Production, Video Lighting, Video Engineering and Troubleshooting, Video Field Production, Event and Documentary Production, Video Post-Production, Audio Post-Production, Communications Law

INTERNSHIP & EXTERNSHIP EXPERIENCE

The Reading Fightin' Phils MiLB
Production Intern

Reading, PA
Spring 20xx

- Assisted professional staff in filming and production of baseball broadcasts and highlights
- Aided production team in editing game clips and player interviews for local news features
- Conducted post-game player interviews
- Participated in bi-weekly production team meetings to discuss project ideas and progress

Production Extern

March 20xx

- Observed production team execution of game-day duties including player interviews and filming

RELATED EXPERIENCE

KUTV "Between the Lines", Kutztown University Sports Talk Show
Student Producer

Kutztown, PA
Fall 20xx-Present

- Plan, shoot and edit athlete and coach interviews
- Coordinate and schedule "Athlete of the Week" segment
- Consult with faculty supervisor to discuss and implement production critiques
- Update and maintain KUTV social media pages (Facebook, Vine & Twitter)

McFarland Student Union, Kutztown University
Production Assistant

Kutztown, PA
Spring 20xx

- Assisted organizations with audio and visual set-up for campus events and performances
- Answered client questions and performed troubleshooting duties as needed

PROFESSIONAL DEVELOPMENT & CAMPUS INVOLVEMENT

Member, National Broadcasting Society

Fall 20xx-Present

Member, Communication Career Club

Spring 20xx

Volunteer, KuBok, Kutztown Neighborhood Watch

Fall 20xx

Recipient, Career Success Certificate, Kutztown University Career Development Center

Spring 20xx

Recipient, Career Exploration Certificate, Kutztown University Career Development Center

Fall 20xx

WORK EXPERIENCE

Starbucks

Allentown, PA

Barista

Summers 20xx & 20xx

- Resolved customer issues and inquiries
- Trained new employees by reviewing establishment procedures and proper customer service techniques
- Stocked merchandise and handled cash and credit transactions

Take note of the skills and knowledge obtained through your educational background and hands-on experiences. Highlight transferable skills such as fluency and technological proficiencies.

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through externships, internships, part-time jobs and related volunteer positions.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.