The field of Mass Media and Multimedia deals with the development, preparation and implementation of written, visual or audio material intended for distribution and public consumption. Individuals in this field often create material using various forms of technology and/or present to large audiences in their daily routine.

**Skills**

- Active Learning
- Active Listening
- Adobe Photoshop
- Broadcast
- Budgeting
- Business Development
- Complex Problem Solving
- Coordination
- Critical Thinking
- Customer Service
- Google Analytics
- Instructing
- Journalism
- Judgment and Decision Making
- Learning Strategies
- Management of Personnel Resources
- Market Strategy
- Monitoring
- Negotiation
- Operation and Control
- Operation Monitoring
- Quality Control Analysis
- Persuasion
- Project Management
- Reading Comprehension
- Service Orientation
- Social Media Platforms
- Social Perceptiveness
- Speaking
- Systems Analysis
- Systems Evaluation
- Time Management
- TV and Radio Production
- Writing

**Making the Most of Your Academic Experience**

**Academics – Tips for Success**

- Take an active role in your academics (getting good grades, attending class, and engaging in classroom discussion)
- Get to know your faculty (make a point to stop by during their office hours)
- Ask good questions
- Use your professional associations to learn more about the field

**Leadership, Internships, and Networking**

Get involved in campus leadership opportunities

Examples: Wingspan Student Media; Theatre Club; High Plains Register; Phi Theta Kappa; Student Athlete Advisory Council; Student Government Association Campus Activities Board; or Residence Hall Council; LCCC Athletics Department

Seeking paid internships for media and multi-media experiences will enhance your knowledge of the field.


Talking to people in the field about their experiences allows you to gain perspective about day to day responsibilities and increases your professional network.

Informational Interviewing 101 is a resource that will assist you in lccc.wy.edu/Documents/Services/Career_Center/Informational%20Interviewing%20101.pdf

**Interests**

- **Artistic** — Interest in creative activities and self-expression
- **Enterprising** — Interest in decision making, persuading and leading
- **Investigative** — Interest in problem solving, research and analyzing

**Questions to Consider**

- How do you deal with stress?
- Are you good with computers and technology?
- Do you like research?
- Are you skilled in written and oral communication?
- Are you comfortable working odd hours and being on call at a moment’s notice?
- Do you have a curiosity about world or local events?
- Can you make quick decisions?
- Do you enjoy working with the public?
- Are you organized? Can you handle multiple deadlines at a time?
Part-time opportunities and internships

- Work specifically in creative settings such as social media, journalism, education, concert venues, non-profits, television and/or radio, or advertising.
- Think about the transferable skills that you need to work in the media industry and choose part-time and/or paid internship employment that will enable you to gain experience in those areas.
- To search for part-time jobs go to the LCCC Career Center Online Resource Library [lccc.wy.edu/services/careerCenter/Resource-Library.aspx](http://lccc.wy.edu/services/careerCenter/Resource-Library.aspx) (Search- Topics: Job Search and Industry Cluster: Arts, Audio/Video Technology and Communication, Education and Training, Hospitality and Tourism, Human Services, Social Science and Humanities or Marketing, Sales and Service) and/or College Central Network or online job posting site.

Sample Occupations
(Credit Diploma (CD), Associate (AA), Bachelor (BA), and Beyond)
Audio and Video Equipment Technicians (AA or BA)
Broadcast News Analysts (BA)
Broadcast Technicians (AA or BA)
Camera Operators (CD or AA)
Copy Writers (BA)
Editors (BA)
Engineering Technicians (AA or BA)
Film and Video Editors (BA)
Graphic Designers Sound (AA or BA)
Instructors (BA or Beyond)
Journalist (BA)
Media Equipment Workers (AA or BA)
Multimedia Artists and Animators (BA)

Sample Work Settings
Business corporations
Cable television
Colleges and universities
Digital stations
Freelance
Government
High schools
Internet based companies
Large corporations
Local and public television stations
National public radio
National, state, and local networks
Nonprofit organizations
Print news organizations
Private production companies

Salary
(For more salary information go to onetonline.org)

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<tr>
<td>Reporters and Correspondents</td>
<td>$37,820</td>
<td>$27,690</td>
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<td>$57,210</td>
<td>$40,320</td>
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<td>Broadcast Technicians</td>
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<td>37,300</td>
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<td>Photographers</td>
<td>$34,070</td>
<td>$27,750</td>
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</tr>
<tr>
<td>Public Relations Specialists</td>
<td>$58,020</td>
<td>$54,380</td>
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Sample Employers
Associated Press
Bureau of Land Management
Greater Cheyenne Chamber of Commerce
KFBC Radio
KGWN-TV
Laramie County Tobacco Prevention
Old West Museum
Wyoming Association of Conservation Districts
Wyoming Department of Agriculture
Wyoming Homeland Security
Wyoming newspapers
Wyoming State International Trade Office
Wyoming Tribune-Eagle

Professional Associations
American Media Institute
American Society for Media Photographers
American Society of Journalists and Authors
National Writers Union
National Association of Broadcasters
Society of Professional Journalists
ACES: The Society for Editing
Public Relations Society of America
Online News Association

Additional Resources
LCCC Department Mass Media/Multimedia Program Website: [lccc.wy.edu/programs/massMedia/index.aspx](http://lccc.wy.edu/programs/massMedia/index.aspx)
LCCC Academic Advising: [lccc.wy.edu/academics/services/advising/index.aspx](http://lccc.wy.edu/academics/services/advising/index.aspx)
LCCC Career Center: [lccc.wy.edu/services/careerCenter/index.aspx](http://lccc.wy.edu/services/careerCenter/index.aspx)

Laramie County Community College; Career Center and School of Arts and Humanities
1400 E College Drive, Cheyenne WY 82007

LCCC does not discriminate based upon any protected status. Please see [lccc.wy.edu/NDS](http://lccc.wy.edu/NDS).