



LCCC Major and Career Guide: **Mass/Multimedia**

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

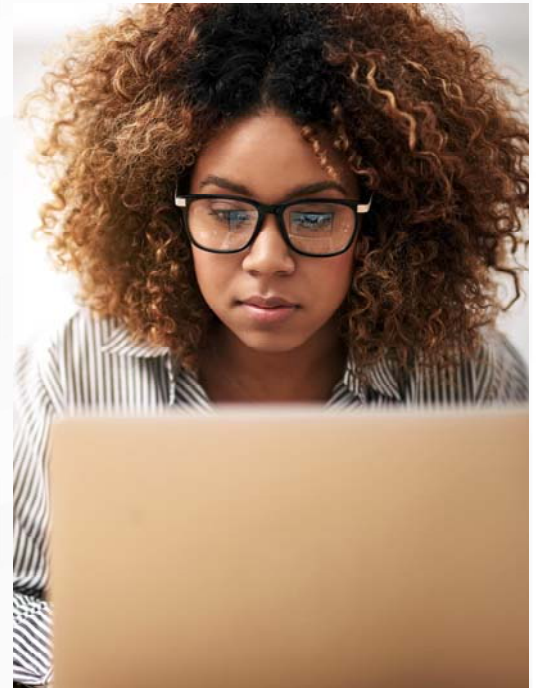
Examples: Wingspan Student Media; Theatre Club; High Plains Register; Phi Theta Kappa; Student Athlete Advisory Council; Student Government Association Campus Activities Board; or Residence Hall Council; LCCC Athletics Department

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

Examples: Cheyenne Frontier Days: <http://www.cfdrodeo.com/volunteers/>; Downtown Cheyenne: <https://downtowncheyenne.com/call-to-action/>; United Way of Laramie County: <http://www.unitedwayoflaramiecounty.org/>

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 (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)	Producers and Directors (BA)
Broadcast News Analysts (BA)	Program Directors (BA or Beyond)
Broadcast Technicians (AA or BA)	Photographers (AA or BA)
Camera Operators (CD or AA)	Public Relations Specialists (BA)
Copy Writers (BA)	Radio Operators (CD or AA)
Editors (BA)	Radio and Television Announcers (AA or BA)
Engineering Technicians (AA or BA)	Reporters and Correspondents (AA or BA)
Film and Video Editors (BA)	Talent Directors (BA)
Graphic Designers Sound (AA or BA)	Technical Writers (BA)
Instructors (BA or Beyond)	Technical Directors/Manager (BA)
Journalist (BA)	Writers and Authors
Media Equipment Workers (AA or BA)	
Multimedia Artists and Animators (BA)	

➤ Sample Work Settings

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

➤ 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
LCCC Academic Advising: lccc.wy.edu/academics/services/advising/index.aspx
LCCC Career Center:
lccc.wy.edu/services/careerCenter/index.aspx

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

Occupation	Median Salary U.S. Yearly	Median Salary Wyoming Yearly	US Employment change, 2014-2024 -Percentage
Reporters and Correspondents	\$37,820	\$27,690	-35.2
Editors	\$57,210	\$40,320	-5.3
Broadcast Technicians	\$38,550	37,300	3.4
Photographers	\$34,070	\$27,750	-41.2
Public Relations Specialists	\$58,020	\$54,380	3.4

Resources used: O*NET OnLine: onetonline.org and *What Can I do with this Major?:* <http://whatcanidowiththismajor.com/major/>
 Laramie County Community College; Career Center and School of Arts and Humanities
 1400 E College Drive, Cheyenne WY 82007

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