

What can I do with a major in Mass Media Arts

The University of Georgia Career Center

Clark Howell Hall, 706.542.3375, www.career.uga.edu

Grady College, Telecommunication Department, <http://grady.uga.edu/Telecommunications>



This information describes typical occupations and employment settings associated with this major. Understand that some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Mass Media Arts

(Sources: University of Georgia Bulletin, <http://www.bulletin.uga.edu/> and Grady College, <http://grady.uga.edu/Telecommunications/about>)

This program prepares students for careers in creative digital media industries. The major includes four emphasis areas: video production for film, television, online and mobile distribution; scriptwriting and screenwriting; digital media management, programming, sales and research; and new media development, including online, mobile and social media. The major focuses on entertainment and other creative content, providing students with professional courses of study in the theory and production of creative digital media and the impact of that content on society. Graduates find careers in the film, television, radio, cable, satellite, online, mobile and other new media industries. Majors work in writing, content production, programming, distribution, management, sales and research, primarily in the creative and entertainment industries.

Researching Job Titles and Careers

O*NET <http://online.onetcenter.org> (click on Find Occupations)

Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)

Georgia Career Information Center <http://www.gcic.peachnet.edu> (accessible only on campus computers)

Career Insider: Vault Guides http://career.uga.edu/resources/online_resources (Under the "Resources" tab and select "Online Resources")

Candid Career http://career.uga.edu/resources/online_resources (View professionals speaking about their careers under the "Resources" tab and select "Online Resources")

Possible Job Titles

Account Executive	Film Editor	Scriptwriter
Audio Engineer Instructor	Lighting Director	Social Media Agent
Broadcast Technician	Line Producer	Sound Mixer
Cinematographer	Marketing Coordinator	Sports Copy Editor
Copyright Specialist	News Director	Staff Writer
Creative Director	Post Production Assistant	Talent Agent
Digital Media Producer	Production Assistant	Teacher
Digital Video Coordinator	Program Manager	Traffic Manager
Disc Jockey	Project Manager	Video Production Coordinator
Editorial Assistant	Promotion Writer/Producer	Videographer
Event Coordinator	Radio/TV Reporter	Web Designer

Possible Employers

20 th Television	Digital Insight	PHD Worldwide
Athens Banner-Herald	ESPN	Public Broadcasting Atlanta
Atlanta Film Festival	Georgia Carolina Broadcasting	Raycom Media
AT&T	J. Walter Thompson Technology (JWT)	Sony Pictures Entertainment
Bravo TV	Lionsgate/ Screengems Studios	Spaulding Communications
Capital Arts Entertainment	Maven Pictures	Teach for America
CBT News	Moxie	Turner Broadcasting System
CNN Headline News	NBC Universal	Turner Network Television
Comcast Cable	Nickelodeon	Universal Pictures
Cox Media Group	Pandem Productions	Viacom Outdoor
Cumulus Broadcasting	Penguin Putnam Publishers	Walt Disney Company

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at www.career.uga.edu/gradsurveyresults/ and search for alumni on Linked In at www.linkedin.com.

Campus Resources

Association for Women in Sports Media at the University of Georgia, The- <https://www.facebook.com/AWSMatUGA>
Critical Media Studies- <https://www.facebook.com/UGACultureClub>
DiGamma Kappa Broadcasting Society- <http://dgk.uga.edu/>
Filmmaking Union at UGA- <http://ugafilmmaking.wordpress.com/>
Grady Newsource- <http://gradynewsresource.uga.edu/>
National Association of Black Journalists – UGA Chapter- <http://nabj.uga.edu>
Online News Association at UGA- <https://www.facebook.com/ONAUGA>
Public Relations Student Society of America (PRSSA)- <http://ugaprssa.wordpress.com/>
The Professional Entertainment & Sports Association – PESA- <http://pesauga.com>
The Red and Black- <http://www.redandblack.com/>
Women in Sports and Events (WISE)- <http://wiseworks.org/>
WUOG 90.5FM- www.wuog.org

To find additional clubs and organizations, go to the Center for Student Organizations at- <http://stuorgs.uga.edu/find/index.html>
Connect with your Career Consultant <http://career.uga.edu/contact#careerconsultants>

Employment Websites

GENERAL:

CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)
DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)
GoinGlobal (To access GoinGlobal, login to your DAWGlink account)
Idealist www.idealists.org/ (nonprofit jobs)
USAJobs www.usajobs.gov/ (federal jobs)

MAJOR/CAREER SPECIFIC:

American Public Media <http://americanpublicmedia.applicantpro.com/pages/careers/>
AM FM Jobs <http://www.amfmjobs.com/>
Atlanta Film Festival 365 <http://atlantafilmmfestival.com/index.php>
Cox Communications Career Page http://www.cox.com/aboutus/careers.cox?sc_id=corp_scut_z_z_coxcareer_vanity
Creative Planet Network <http://www.creativeplanetnetwork.com/>
CreativePool <http://creativepool.com/>
Digital Media Jobs Network <http://www.digitalmediajobsnetwork.com/jobs/index.cfm>
Entertainment Careers <http://www.entertainmentcareers.net/jcat.asp?jcat=120>
Georgia Film & TV <http://www.georgia.org/GeorgiaIndustries/Entertainment/FilmTV/Pages/default.aspx>
Internship King <http://www.internshipking.com/>
Journalism Jobs <http://www.journalismjobs.com>
Media Bistro <http://www.mediabistro.com/>
Media Post <http://www.mediapost.com/jobs/>
National Association of Black Journalists <http://www.nabj.org/>
Nation Job <http://www.nationjob.com/media>
National Public Radio <http://www.npr.org/about-npr/181953728/work-at-npr>
Public Broadcasting System <http://www.pbs.org/about/careers/job-openings/>
Public Media <http://www.current.org/>
Production Hub <http://www.productionhub.com/>
Radio Online <http://www.radio-online.com>
ShowBiz Jobs http://www.showbizjobs.com/dsp_jobsearch.cfm
T. Howard Foundation – Diversity in the Media <http://www.t-howard.org/>
Turner Broadcasting System <http://www.turner.com/>
TVJobs.com <http://www.tvjobs.com/>

Professional Information Resources

Academy of Television Arts and Sciences <http://www.emmys.org/>
Association for Women in Sports Media <http://awsmonline.org/>
Georgia Association of Broadcasters <http://www.gab.org/>
Motion Picture Association of America <http://www.mpa.org/>
National Association of Broadcasters <http://www.nab.org/default.asp>
National Broadcasting Society-Alpha Epsilon Rho www.nbs-aerho.org
Southern States Communication Association <http://www.scca.net/index.php>

LinkedIn Groups to join:

Internships and Interns

UGA DiGamma Kappa (DGK)

University of Georgia Alumni Association Group (UGA)

University of Georgia Grady College of Journalism and Mass Communication Alumni

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

Knowledge/Skills Needed in Mass Media Arts

- Get experience with reporting, production and editing by securing an internship with a TV broadcast station, radio station or production company. Obtaining a production assistant internship is common for students beginning their careers in this field. Internships may be paid or unpaid positions.
- Develop excellent scriptwriting, reporting, editing and public speaking skills.
- Enroll in New Media Certificate courses to gain understanding and proficiency in digital media such as the Internet, websites, computer multimedia, and social media. For more information, visit <http://mynmi.net/certificate/>.
- Volunteer to announce sporting events at UGA or within the community.
- Gain experience with social media marketing using platforms such as Facebook, Twitter, and Instagram. Become proficient in social media analytics by using HootSuite.
- More students are becoming proficient in online advertising services such as Google AdWords.
- Gain proficiency in editing software such as Apple- Final Cut Pro X, Quicktime Pro, and Avid. Additionally, Dreamweaver, Macromedia Flash, Maya, Adobe Photoshop, Adobe Premiere Pro, and Fireworks are also very useful in the multimedia industry.
- Consider pursuing a minor in Film Studies to gain knowledge in film history, criticism, and theory.
- Create a portfolio of edited videos, reels, packages, media business strategies, graphics and ideas. Making an online portfolio is a good way to market your skills and work samples for job opportunities by using websites such as <https://vimeo.com/>, www.youtube.com, www.behance.net/, <http://cargocollective.com/>, www.issuu.com/, and <https://wordpress.com/>.

Campus Involvement, Domestic Field Study and Study Abroad Opportunities

- Pre-Journalism and Mass Media Arts majors interested in getting hands-on experience in video production are strongly encouraged to get involved with Grady Newsource, a four-day-a-week, 30-minute newscast that airs on WNEG-TV. Students rotate weekly through every job in the newsroom: producer, playback, assignments editor, anchors, writers, reporters, videographers, sports and weather.
- Join DiGamma Kappa, the official broadcasting society at the University of Georgia. The group meets bi-weekly to provide networking opportunities, activities, and social functions within the broadcast and mass media industry. The organization also provides an atmosphere for students to learn about jobs and internships from professionals in the industry.
- Host a radio show on or intern with WUOG 90.5 FM or WUGA 91.7/97.9 FM or other local radio stations.
- Students interested in working in entertainment media are encouraged to attend Grady L.A., a summer internship/study program in Los Angeles where students work as interns for companies in the entertainment industry. Each week, students will be introduced to guest speakers including studio executives, animators, directors, screenwriters, agents, and other key industry players <http://grady.uga.edu/studyabroad/LA>.
- Students interested in film are encouraged to get involved with the FilmmakingUnion at UGA and Film Athens <http://www.filmathens.net/>. Also, consider submitting some of your best work to the annual Grady Film Festival <https://twitter.com/GradyFest>.
- Consider enrolling in the Cannes Film Festival Study Abroad program which offers two academic courses in film studies <http://grady.uga.edu/studyabroad/Film>. This opportunity also allows students to network with producers, directors, and actors who have starred in motion pictures.

Additional Internship/Job Search Tips

- For additional information on internships and job opportunities, please look out for emails sent every Monday on the **Grady Career Services Update listserv**. If you are not on that listserv, please email Cecil Bentley at cbentley@uga.edu or call or (706) 542-4993.
- If you're interested in working or interning for a specific company, please visit that company's website. Job and internship opportunities are usually listed under the "Careers" tab.
- For information about job salary, company reviews, and job openings, visit <http://www.internshipking.com/>, <http://www.glassdoor.com/index.htm> and <http://www.careerbliss.com/>.
- For a general job search, visit www.indeed.com, www.monster.com, and www.simplyhired.com.