

COMMUNICATION ARTS & BROADCAST MANAGEMENT



The communications and management skills taught in this program mirror the needs expressed by industry's leaders. This program offers the most up-to-date intensified media courses available at the high school level. Over 90% of graduates pursue post-secondary education in majors such as advertising, marketing, public relations, communications, as well as business and sports management. Students will study all areas of broadcasting including formatting on-air programs, equipment operation, writing, commercial and program production, podcasting and other web-based formats. The students also manage a federally licensed noncommercial-educational radio station. WCWT-FM has state of the art technology. Students can work toward an associate degree with the help of a \$3,000 Sinclair Tech Prep Scholarship and in their senior year can earn up to 6-college credits in journalism and business management. Students can take any Advanced Placement or Honors classes while taking this Tech Prep program! Students compete regionally and nationally.

*Source: United States Department of Labor – Bureau of Labor Statistics (accessed 12/18)
(<https://www.bls.gov/ooh/occupation-finder.htm>)*

Occupation	Projected Job Growth by 2026	Average Salary
Film & Video Editor/Camera Operator	13%	\$58,210
Writers and Authors	8%	\$61,820
Broadcast/Sound Engineering Techs	8%	\$42,650

Sinclair College Credits

JOU 2101 Introduction to Journalism – 3 semester credits
MAN 1107 Foundations of Business – 3 semester credits

Student Organizations

Intercollegiate Broadcasting