

Why Career Technical Education (CTE)?

Career Technical Education
provides students with
opportunities to **experience** and
develop real-world skills within
our education system that
prepares them for success in post-
secondary options.



NAVIANCE

BROADCAST TECHNICIAN INTERESTS

Realistic
Conventional
Investigative

Explore your interests through the
Interest Inventory survey in Naviance.

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More Info?

sanjuan.edu/collegecareerready

Contact

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Broadcast & Video Production Pathway

College & Career Readiness

San Juan Unified School District

Del Campo High School



San Juan Unified
SCHOOL DISTRICT



Broadcast & Video Production

The Broadcast & Video Production pathway exposes students to the powerful media of audio and video production. Students will explore several genres of production including, news, interviews and Public Service Announcements (PSAs). Students will develop behind the scenes skills in camera operation, framing, composition, editing, graphic creation, and color choice and correction. Students will also experience video production through live-streaming and live television broadcast. Students work collaboratively with production crews in the control rooms and studio.

At Del Campo High School students have the opportunity to participate in DC Daily, a student run, school-wide live video newscast.



Introduction to
Media Arts
(Meets UC/CSU
"F" VAPA Requirement)

1

Video
Production
(Meets UC/CSU
"F" VAPA Requirement)

2

Broadcast
& Video Production
(Meets UC/CSU
"G" Requirement)

3



Equipment & Training

- 4K Video Cameras
- DSLR Cameras
- JIB Cameras
- Teleprompters
- Professional Lighting
- Tripods and Monopods



UC/CSU A-G Requirements

- All three courses in this pathway are A-G and fulfill graduation requirements



Industry Partners

- KCRA 3
- CBS 13
- CW 31
- Sacramento Educational Cable Consortium (SECC)



Career Outlook

Employment in Media and Communication occupations

- Projected to grow six percent
- Demand stems from the need to create, edit, translate, and disseminate information through a variety of different platforms
- Annual median wage is \$62,340

U.S. Department of Labor, Bureau of Labor Statistics, (May, 2021).