

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.

The San Juan Unified School District Board of Education is committed to equal opportunity for all individuals in district programs and activities. District programs, activities and services shall be free from unlawful discrimination, harassment (including sexual harassment), intimidation, and/or bullying based on actual or perceived characteristics of race or ethnicity, color, ancestry, nationality, national origin, immigration status, ethnic group identification, age, religion, marital or parental status, pregnancy, physical or mental disability, sex, sexual orientation, gender, gender identity, gender expression, genetic information, affiliation with the Boy Scouts of America, or on the basis of a person's association with a person or group with one or more of these actual or perceived characteristics. If you believe you have experienced unlawful discrimination, please contact: Equity Compliance Officer, Fhanysha C. Gaddis, (916) 971-7110, LegalServices@sanjuan.edu; Title IX Coordinator, Katie Fabel, (916) 971-7110, TitleIX@sanjuan.edu; Section 504 Coordinator, Dominic Covello, (916) 971-7220; ADA/Title II Coordinator, Michelle Fischer, (916) 971-7036

Broadcast & Video Production Pathway

College & Career Readiness

San Juan Unified School District
El Camino High School



San Juan Unified
SCHOOL DISTRICT

More Info?

sanjuan.edu/collegecareerready

Contact

Department of
College & Career Readiness
7322 Sunrise Blvd.
Citrus Heights, CA 95610
(916) 971-7163



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 El Camino High School, students have the opportunity to join the KYDS 91.5 FM student-run radio station.



Equipment & Training

- Drones
- Industry-aligned Software
- Cameras
- Production Equipment



UC/CSU A-G Requirements

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



Industry Partners

- FOX 40
- Sacramento Educational Cable Consortium (SECC)
- KYDS 91.5 FM
- San Juan Education Foundation



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).

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