

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 Career Interest Profiler in Naviance.

More Info?

sanjuan.edu/collegecareerready

Contact

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

Broadcast & Video Production Pathway

College & Career Readiness

San Juan Unified School District

Meraki High School
San Juan High School
(Open to all SJUSD students)



San Juan Unified
SCHOOL DISTRICT

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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, Public Service Announcements (PSAs), and creative. 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 the use of drones, live-streaming and live television broadcast. Students work collaboratively with production crews in the control rooms and studio.



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 6 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