

HEAR FROM PROFESSIONALS. LEARN FROM EXPERIENCE.



## COMMUNICATION ARTS

This cluster offers two different avenues of concentration. Careers in the Performing Arts, Visual Arts, or certain aspects of Journalism, Broadcasting, and Film require creative talents. Careers in Audio-Video Communications Technology, Telecommunications, or Printing Technology require strong backgrounds in computer and electronic based technology, and a solid foundation in math and science. Communicating effectively in both oral and written form is essential for all careers in the cluster.



Learning that works  
for Nebraska

## WHAT TO EXPECT IN THIS GUIDE



### INTERVIEWS

Each video contains interviews with employees and business representatives discussing work requirements, education levels, salary and job prospects.



### TOURS

Experience virtual industry tours that provide a unique opportunity to get a glimpse inside Nebraska-based companies without leaving your home or classroom.



### INFORMATION

Throughout the videos you will find valuable information regarding job markets, salaries, and educational requirements to help you identify a possible career path.

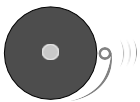
**NOTE TO INSTRUCTOR:**

These are suggested activities and questions to accompany the virtual industry tour. Each component may be used individually or modified to fit the needs of the classroom. Use these websites for more information on this career cluster:

- [www.education.ne.gov/nce/career-clusters](http://www.education.ne.gov/nce/career-clusters)
- <https://www.education.ne.gov/nce/careerdevelopment/>
- **Nebraska H3 Reports**
- [www.nebraskacareerconnections.org](http://www.nebraskacareerconnections.org)

In addition, NEworks has an array of resources, including Nebraska Workforce Trends magazine, Labor Market Regional Reviews, Occupational Profiles, and Career Ladder Posters, available at <https://networks.nebraska.gov> under Labor Market Information>Additional Services>Publications.

**BELL RINGER:**



Post the following prompt for students to answer as they enter the room. They will respond individually in their notes.

Have students share responses with the class. Discuss the wide variety of methods of communication including: verbal, nonverbal and written.

**What are some ways that you communicate at home? In school? In the workplace?**

Expand by including how we communicate ideas and feelings through music, painting, acting and film, photography, sculpture, drawing, books and literature, poetry, dance, graphics and more.

The Communication Arts Career Cluster offers two different avenues of concentration. Careers in the Performing Arts, Visual Arts, or certain aspects of Journalism, Broadcasting, and Film require creative talents. Careers in Audio-Video Communications Technology, Telecommunications, or Printing Technology require strong backgrounds in computer and electronic-based technology, and a solid foundation in math and science.

**ANTICIPATORY SET:**



Guide students to think about the importance and value of this Career Cluster by facilitating a communication activity. Put students into pairs. Give each pair one piece of paper and a writing utensil. Give these instructions.

- **Sit back-to-back with one partner facing the front of the room and the other facing the back of the room. You must stay facing this direction throughout activity.**
- **The partner facing the back of the room needs to have paper and pencil.**
- **I will draw a picture on the front writing surface. Only the front facing partner may look at the drawing.**
- **The front facing partner will orally describe the image so that the backward facing partner can draw the image on his or her own paper.**
- **What questions do you have?**

Draw an image on the writing surface. Simple shapes can be used by overlapping them in several places to add complexity.

After you complete the picture, give students one minute to finish instructions and drawing.

After one minute, have students compare their drawing to the image on the writing surface and hold up the drawings for the entire class to view.

Facilitate a group discussion by asking these questions:

- **Why does your image look different from what was on the writing surface?**
- **What was challenging about this activity?**
- **What did you do that worked well?**
- **When have you communicated well in school? In the workplace?**
- **When have you failed to communicate in school? In the workplace?**
- **What have been the negative repercussions of a failure to communicate effectively in school? In the workplace? Give some specific examples.**
- **What is your preferred communication method? Why?**

Point out that communication is key to many careers including those in the Communication Arts Career Cluster. Communication is one of the Nebraska Career Readiness Standards that were identified during the Nebraska Summit on Career Readiness. All of the professionals highlighted in today's video will showcase how he or she communicates daily with clients and other employees.

**Note to Instructor.** Resources related to the Nebraska Career Readiness Standards can be found at: <https://bit.ly/necrstandards>.

## INTRODUCTORY QUESTIONS:



Ask students to respond to the following questions in journal form or aloud. If asking aloud, have students share with a partner first, then ask two or three students to share. Responses will vary and are based on the students' knowledge prior to watching the virtual tour.

- **When you think of Communication Arts, what types of jobs come to mind?**
- **Are these careers YOU might be interested in? Why or why not?**

CONTENT:



Show the 16-minute virtual industry tour located at <https://bit.ly/CTComm>, which features three companies, Pitzer Digital, Allo Communications, and NTV. Or have students individually view the video online.

Students will complete the Student Viewing Guide guided notes worksheet as they learn about the Career Cluster. Introduce the virtual tours by saying:

- **Today we are studying careers in the Communication Arts Career Cluster. Each professional in the video will describe their involvement in the industry, as well as the skills necessary for success.**

FOLLOW-UP QUESTIONS:



Ask the following questions after students view the virtual industry tour. Questions can be assigned as journal questions, asked aloud or even discussed in small groups.

**1. How would you define this Career Cluster**

- This cluster offers two different avenues of concentration.
- Careers in the Performing Arts, Visual Arts, or certain aspects of Journalism, Broadcasting, and Film require creative talents.
- Careers in Audio-Video Communications Technology, Telecommunications, or Printing Technology require strong backgrounds in computer and electronic- based technology, and a solid foundation in math and science.
- Communicating effectively in both oral and written form is essential for all careers in the cluster.
- In addition, the creative aspects of this cluster are rapidly merging with the technological, offering exciting and challenging careers.

**2. What types of careers are included in this Career Cluster?**

- Digital media executive, graphic designer, videographer, writer, editor, marketer, vice president of customer relations, customer service representative, general manager, multimedia journalist and reporter
- Other careers not mentioned in the video: Audio-visual systems technician, audio video or lighting technician, sound board operator, broadcast technician, camera operator, control room technician, radio and tv announcer, actor, dancer, musician, play writer or screen writer, stagecraft designer, computer typography and composition equipment operator, graphics and printing equipment operator, web page designer, equipment and line installer, network technician, systems analyst, telecommunication computer programmer, interior designer, and more.

**Note to Instructor:** Explain to students that this Career Cluster can be divided into six Career Pathways including:

- Audio/video (AV) Technology and Film
  - Journalism and Broadcasting
  - Performing Arts
  - Printing Technology
  - Telecommunications
  - Visual Arts
- 
- Each Career Pathway has a set of specific skills for the occupations within this Career Cluster.
  - For more information about this and other Career Clusters, have students visit the NCE-at-a-Glance Career Cluster Slices table at: <https://www.education.ne.gov/nce/career-clusters/>. The PDF for the Communication Arts Career Cluster is at: <https://bit.ly/NEavcomm>.
  - Additionally, have students access Nebraska Career Connections at [www.NebraskaCareerConnections.org](http://www.NebraskaCareerConnections.org), go to the Career Exploration tab and search through Career Clusters and Pathways to find jobs and majors. Individual registration and login instructions can be found on the single page PDF document at the end of this Teacher Discussion Guide.

### **3. Which careers and jobs in this Career Cluster can be obtained immediately after high school graduation?**

- All jobs in the virtual tour require some type of degree or certificate.
- Examples of jobs that can be obtained with a high school education and on-the-job training include: Movie and stage grip, usher and ticket taker, movie projectionist, bookbinder and binary worker, graphic and printing equipment operator, and photograph processing worker
- For more information about these careers, have students visit: <https://bit.ly/NEavcomm>.

### **4. Which pathways are represented in the virtual tours?**

- Journalism and Broadcasting: NTV
- Print technology: Pitzer Digital
- Telecommunications: Allo Communications
- Visual arts: Pitzer Digital

## 5. List and describe the pathways of this Career Cluster.

- Audio and Video Technology and Film careers involve working in the AV communications industry to manufacture, sell, rent, design, install, integrate, operate, and repair audiovisual communications equipment. Workers are involved in the presentation of sound, video, and data for corporate boardrooms, convention centers, classrooms, theme parks, stadiums, and museums.
- Journalism and Broadcasting workers gather information, prepare stories, and make broadcasts to inform the public about current events. Technical support workers install, test, repair, set up, and operate electronic equipment used to record and transmit radio, television, and cable programs as well as motion pictures. Engineers and supervisors oversee the technicians who operate and maintain the broadcasting equipment.
- Performing Arts careers include individuals, groups, and businesses involved in theatrical and musical performances, such as theatrical production companies, actors, agents for actors, costume design companies, and lighting and stage crews. Voice and instrumental musical performers and dancers are also included in this pathway.
- Printing Technology workers are involved in one of the three stages of the printing process - prepress, press and binding, or post-press. The printing industry is rapidly moving toward complete digital imaging and computerization.
- Telecommunications specialists focus on the interaction between computers and communications equipment that provide information in the form of data, graphics, and video. Telecommunications equipment technicians, installers, and repairers set up and maintain this sophisticated equipment.
- Visual Arts careers are generally categorized into two groups - fine art and commercial art. Fine artists include painters and sculptors working with mediums such as oils, acrylics, pen and ink, clay and computers. Commercial artists provide service to clients such as corporations, retail stores, and advertising firms.

## 6. The virtual industry tour mentioned traits employers seek when hiring in the Arts, A/V Technology, & Communications Cluster. What Career Readiness Skills should a desirable applicant possess?

- Answers will vary.
- For more information, visit: <https://bit.ly/necrstandards>.
- Have copies of the Nebraska Career Readiness Standards poster visible around the classroom and/or provide a copy of the Nebraska Career Readiness Standards Checklist <https://bit.ly/necrschecklist> to each student as a way to help them understand and identify what is meant by “career readiness skills.”



**7. What is a career portfolio and why is a strong portfolio sometimes more important than education or area of study? What are some examples of work (or experiences) that you have already had in high school that might be added to your portfolio?**

- A portfolio is a visual representation of abilities, skills, capabilities, knowledge, and qualities. A career portfolio represents your potential. Physically, it is a collection of tangible materials that represent work-related events in your life.
- The career portfolio gives an employer a complete picture of who you are: experience, education, accomplishments, and skill sets. A portfolio illustrates the depth and breadth of your skills and experience,
- Answers will vary on the examples of work (or experiences) that they have already had that might be added to their portfolio.

**Note to Instructor:** Students may begin their own digital portfolio in Nebraska Career Connections.

**8. What is an internship? Why do business leaders value an internship or on the job training more than the college major or college grades of applicants?**

- An internship is time spent learning about a business and industry through work experience.
  - Some internships are paid, while others are experience only and unpaid.
  - The benefit is gaining vital skills and knowledge about that career area. Internships allow a person to learn about the industry and discover if it is a career path that they are truly interested in.
  - Internships are considered one form of work- based learning.
- Employers are looking for skills, qualities, and experience that a grade point average (GPA) doesn't always capture. Your GPA may get you in the door for an interview, but it is not going to close the deal alone. Skills and experience are far more relevant than coursework grades

**9. Do you believe arts are an important part of elementary and high school education? Why or why not?**

- Answers will vary. Might include: creativity, improved academic performance, motor skills, confidence, visual learning, decision making, perseverance, focus, collaboration and accountability

**10. Critical thinking is one of the Nebraska Career Readiness Skills and an important skill for all careers featured in the industry tour. Edglossary.org describes critical thinking as occurring when the person is analyzing, evaluating, interpreting, or synthesizing information and applying creative thought to form an argument, solve a problem or reach a conclusion. When have you demonstrated critical thinking?**

- Answers will vary.
- Explain to students that this is a sample behavioral interview question that they may be asked. Employers use past experiences as a way to predict future performance.
- One technique used to respond to behavioral questions is the STAR response: **S**ituation, **T**ask, **A**ction and **R**esult.
- Example sources for more information include [https://bit.ly/STAR\\_technique1](https://bit.ly/STAR_technique1) and [https://bit.ly/STAR\\_technique2](https://bit.ly/STAR_technique2).

**11. Core academic skills include reading, written communication, listening, speaking, mathematical reasoning and problem solving. Academic skills and technical skills complement one another. Academic attainment is an important Nebraska Career Readiness Skill. How might these core academic skills be used in this Career Cluster?**

- Answers will vary.
- Here are a few examples: A multimedia journalist must read, skim and accurately summarize research in preparation for producing news clips.
- Written communication is used by an editorial newspaper writer to convey ideas and information to the audience.
- Listening and speaking are essential for customer service representatives while they respond to questions and concerns from prospective customers and current customers.
- Graphic designers use math and problem solving every day when working with the size and dimensions of graphics for different items and spaces.

**12. How have occupations and jobs in this Career Cluster evolved with increased technology? What changes might the future hold?**

- Answers will vary.
- Be sure students consider the rapid advances with computers, phones, the internet, and social media. Many of the current careers didn't exist ten years ago.



EXTENDED  
LEARNING  
ACTIVITIES:



**The following are suggested activities to increase student learning and exposure to this Career Cluster.**

- Join a Career and Technical Student Organization (CTSO) such as DECA, FBLA, FCCLA, FFA, or SkillsUSA. Student members have the chance to apply lessons and information learned in the classroom in real hands-on experiences such as creating a chapter website or apply multi-media production and editing skills by creating a video focused on the benefits of joining the CTSO.
- Have each student put together a portfolio of tangible materials that showcases his or her skills and work experience. Use the digital portfolio available at [www.nebraskacareerconnections.org](http://www.nebraskacareerconnections.org) under the Students Tab in the High School section.
- Assign individual students or pairs of students to work with local businesses to create a video or Facebook Live video showcasing the business. Students will create a plan, write a script, film, or record and publish the short video on social media.
- Assign individual students or pairs of students to work with a non-profit organization or student organization to develop print materials, logos, or other promotional materials.
- Have each student assume the role of a multimedia journalist and select a topic to research, script, present and video record a short piece appropriate for a local news channel. Share these presentations with the class.
- Post a class blog by assigning each student to be the “blogger” each day.
- Meet with the school counselor to discuss classes that would help prepare a student for this Career Cluster. Also, discuss certifications that can be obtained during high school that would be valuable.
- Identify a postsecondary institution that is offering certifications or degrees that would help prepare a student for this Career Cluster.
- Obtain and complete admissions and scholarship applications for the school or program.
- Take a class field trip to an art gallery, history museum or other exhibition. Opportunities are also available online for virtual tours of many famous locations.
- Participate in an activity such as community theater, musical theater, symphony, or classical concert as a performer or as part of the stage crew.
- Have students view the three additional online videos containing more information about each business found at [www.necareertours.com](http://www.necareertours.com).

**THERE ARE MANY RESOURCES THAT CAN BE USED BY TEACHERS, PARENTS AND JOB SEEKERS FOR CAREER EXPLORATION.**

Some resources are tailored for Nebraska and some are national, but all provide valuable information and many incorporate information from the Nebraska Department of Labor Market Information (LMI). This list is not comprehensive, and only represents a sampling of the many resources available. Share the Career Exploration/ Planning resources table with students and have them do a review of what each offers them as a tool for finding the right career fit. Nebraska Career Connections is a totally FREE resource that is highly recommended for use by career and technical education students and teachers.

CAREER EXPLORATION & PLANNING		
Website	Type of Resources Available	Produced & Sponsored By
Nebraska Career Connections <a href="http://www.nebraskacareerconnections.org">www.nebraskacareerconnections.org</a>	Education and career planning resources for students, parents, educators, adults and employers. Students can explore career options, search for colleges, find out about applying for college, tuition, scholarships & financial aid, and create an e-portfolio and resume.	Nebraska Departments of Education and Labor, Nebraska VR, and Partnerships for Innovation.
Nebraska H3 Reports: <a href="https://bit.ly/neH3">https://bit.ly/neH3</a>	Information on High Wage, High Demand, High Skill jobs in Nebraska. Top H3 occupations are identified on the home page. Reports can be generated by each Nebraska Economic Development Region and also statewide. Reports include H3 Report, Nebraska Economic Industry Report and All Career Clusters Report, Jobs can be searched by Job Title or SOC Code.	Nebraska Departments of Education, Labor and Economic Development
O*NET OnLine <a href="http://www.onetonline.org">www.onetonline.org</a>	Occupation information: knowledge, skills, abilities, Career Interest profile, job outlook and wages	U.S. Department of Labor, Employment and Training Administration (sponsor)  Developed by the National Center for O*NET Development
My Next Move <a href="http://www.mynextmove.org/">www.mynextmove.org/</a>	Condensed version of information from O*NET OnLine	
Occupational Outlook Handbook <a href="http://www.bls.gov/ooh/">www.bls.gov/ooh/</a>	Nationwide data on occupation pay, work environment, job outlook, similar occupations, and more	Bureau of Labor Statistics
Nebraska Reality Check <a href="https://www.education.ne.gov/nce/career-readiness-videos/">https://www.education.ne.gov/nce/career-readiness-videos/</a>	Lifestyle cost information and occupations in corresponding wage range	Nebraska Department of Education

IN-DEPTH		
Website	Type of Resources Available	Produced & Sponsored By
CareerOneStop <a href="http://www.careeronestop.org">www.careeronestop.org</a>	Variety of resources related to career planning, job training, and job searches	U.S. Department of Labor, Employment and Training Administration (sponsor)
GetMyFuture (section of the CareerOneStop website) <a href="http://www.careeronestop.org/GetMyFuture">www.careeronestop.org/GetMyFuture</a>	IResources tailored to students and young adults such as career exploration, information on finding education and training programs, and how to conduct a successful job search.	U.S. Department of Labor, Employment and Training Administration (sponsor)

Instructions: Questions 1, 2, and 3 can be answered by watching **all** three sections of the virtual industry tour.

1. List eight careers mentioned during the virtual industry tour:

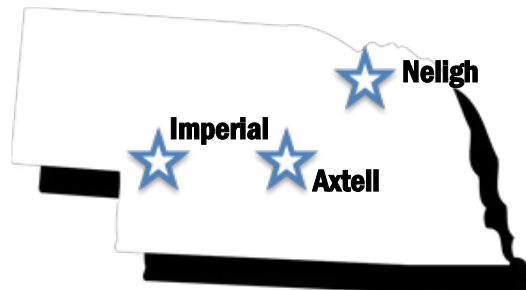
- |                                   |  |
|-----------------------------------|--|
| 1. <b>Digital Media Executive</b> | 5. <b>Editor</b>                               |
| 2. <b>Graphic Designer</b>        | 6. <b>Marketer</b>                             |
| 3. <b>Videographer</b>            | 7. <b>Vice President of Customer Relations</b> |
| 4. <b>Writer</b>                  | 8. <b>Customer Service</b>                     |

**Representative General Manager, Multimedia Journalist, Reporter**

2. Where is each business located?

<b>Business</b>	<b>Location</b>
Pitzer Digital, LLC	<b>Neligh</b>
Allo Communications	<b>Imperial</b>
NTV	<b>Axtell</b>

3. Mark the location of these cities on the Nebraska map.



Instructions: The following questions are specific to the Pitzer Digital, LLC section of the virtual tour.

4. What type of work does Pitzer Digital produce?

- **Websites**
- **Regional and national campaigns**
- **Four news websites**
- **One newspaper**
- **Marketing materials such as business cards, banners, posters, logos, graphics and more**

5. What was the average salary for an entry level marketer in Nebraska? **\$37,424** \_\_\_\_\_

6. What are the top five O-NET skills for graphic designers?

1. **Active listening**
2. **Critical thinking**
3. **Speaking**
4. **Reading comprehension**
5. **Active learning**

7. What tangible materials could you include in your career portfolio?

- **Answers will vary and depend upon the desired career. Be sure students consider examples of work or projects completed during work experiences and during school that could be included.**

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*Instructions: The following questions are specific to the Allo Communications section of the virtual industry tour.*

8. What services do Allo Communications provide?

- **Phone**
- **Television**
- **Internet**

9. What are some typical customer service needs?

- **Prospective customers with questions about the service provided, fees and quality of service**
- **Current customers with complaints and problems or wanting to add additional services**

10. Describe the best customer service experience you have had with a business. What factors made this a positive experience?

- **Answers will vary.**

11. What are three important skills for anyone working in customer service?

1. **Problem solving**
2. **Ability to think on your feet**
3. **Attention to detail**

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*Instructions: The following questions are specific to the NTV section of the virtual industry tour.*

12. What is the mission of NTV?

- **To inform the community with local news and make the community a better place to live**

13. What does a multimedia journalist do?

- **Research**
- **Shoot videos**
- **Write**
- **Edit**
- **Present the story**

14. What does InternNE do?

- **Matches students looking for internships with employers looking for interns**

15. What work experiences have you had? What additional experiences do you need to be a highly qualified job applicant?

- **Answers will vary**

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*Instructions: Respond to Question 16 after watching all three sections of the virtual industry tour.*

16. Which of the careers introduced in the virtual industry tour best fit your skill set and interests?

- **Answers will vary**



## ABOUT THIS PROJECT

The virtual industry tours provide a unique opportunity for students, parents and job-seekers to experience Nebraska-based industries without leaving the home or classroom.

The videos showcase different businesses and industries in each of the sixteen Career Clusters plus Entrepreneurship in the Nebraska Career Education Model. In addition to the tour of the business or industry, the videos also contain interviews with employees and managers discussing work requirements, education levels, salary and job prospects. The videos provide an accurate picture of today's workplace, breaking down stereotypes and assumptions while emphasizing the knowledge and skills required to be successful.

The teacher and student guides are designed to enhance student learning for each virtual tour. For the students, a guided notes worksheet is included to help them record important information about the career cluster. The teacher's guide includes a lesson plan complete with anticipatory set, introductory questions, and discussion questions to follow the virtual tours.

Discussion Guides and Career Readiness Resources are available at:  
**[WWW.NEBRASKACAREERCLUSTERS.COM/RESOURCES](http://WWW.NEBRASKACAREERCLUSTERS.COM/RESOURCES)**



It is the policy of the Nebraska Department of Education not to discriminate on the basis of sex, disability, race, color, religion, marital status, age, national origin, or genetic information in its educational programs, admission policies, employment, or other agency programs.

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