



## What can I do with a major in... Media Production - Recording Arts

The Electronic Media Communication major is designed to prepare students for careers in radio, television, film or other careers in electronic media, whether religious or secular. The development of skills in announcing, audio and video production, media writing, programming and management are features of this program. Students will also develop a critical understanding of electronic media and its relationship to faith in today's world. The recording arts track includes a semester at the Contemporary Music Center (CMC) in Nashville.

### What types of work are related to this degree?

Record engineering  
Assistant engineering  
Producer  
Mixer  
Broadcast technician  
Artists & Repertoire (A&R) coordination  
Promotion managing  
Booking agent  
Tour manager/coordinator  
Public relations  
Journalism  
Sound designing  
App development

### Who employs people with this degree?

Record labels  
Booking agencies  
Artist management firms  
Business management firms  
Music publishing firms  
Performance rights organizations  
Licensing firms  
Talent agencies  
Music studios  
Audio equipment manufacturers/dealers  
Entertainment magazines/blogs  
Independent/ freelance work

More information online at [ONETonline.org](http://ONETonline.org)

### Strategies for Success:

- Internships are crucial for breaking into the field of electronic media and broadcasting. Complete several internships during college.
- Volunteer for industry events and non-profit benefits.
- Gain experience by working at a local music/recording venue.
- Take courses in marketing, accounting, finance, communications, entrepreneurship, public relations, management or other fields related to entertainment in order to add more specialized knowledge to your resume.
- Begin setting up informational interviews and attending networking events soon and often. Who you know is extremely vital in this field.
- Produce independent projects or work for free. This will build your portfolio and give you valuable experience.
- Consider gaining experience in a corporation or non-profit. Many companies use media of all types to communicate internally and externally.

### Professional Associations:

National Association of Record Industry Professionals  
Recording Industry Association  
Gospel Music Association  
Audio Engineering Society

Country Music Association  
Broadcast Music, Inc.  
International Computer Music Association  
International Entertainment Buyers Association

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.