



# Communication

# Careers

Communication skills are becoming more vital in all occupations, and specialists in communication are becoming more important in every industry. An organization's reputation, profitability, and even its continued existence can depend on the degree to which its goals and policies are supported by its targeted "publics."

Some communication professionals are public relations specialists who serve as advocates for businesses, governments, universities, hospitals, schools, and other organizations, and strive to build and maintain positive relationships with the public.

Reporters and correspondents also play a key role in our society. They gather information and prepare stories that inform us about local, state, national and international events; present points of view on current issues; and report on the actions of public officials, corporate executives, special-interest groups and others who exercise power. In covering a story, they investigate leads and news tips, look at documents, observe on-the-scene and interview people. Reporters take notes and may also take photographs or shoot videos. At their office, they organize the material, determine their focus or emphasis, write their stories, and may also edit videos. Radio

and television reporters often compose stories and report "live" from the scene. Later, they may tape a commentary in the studio.

Announcers and newscasters are well-known to radio and television audiences. Some announcers at large stations usually specialize in sports or weather, or in general news, and may be called newscasters or anchors. Others are news analysts. In small stations, one announcer may do everything. News anchors, or a pair of co-anchors, present news stories and introduce in-depth videotaped news or live transmissions from on-the-scene reporters. Weathercasters report and forecast weather conditions. They gather information from national satellite weather services, wire services, and other local and regional weather bureaus. Sportscasters select, write, and deliver the sports news. This may include interviews with sports personalities and coverage of games played.

Many video camera operators are employed by independent television stations, local affiliates, or large cable and television networks. They often work in a broadcast studio or cover news events as part of a reporting team. Camera operators employed in the entertainment field use motion picture cameras to film movies, television programs and commercials.

## Job Outlook

Employment of public relations specialists, writers and editors is expected to increase faster than average through the year 2010. Employment of salaried writers and editors for newspapers, periodicals, book publishers, and nonprofit organizations is expected to increase as demand grows for their publications. Talented writers who can handle highly specialized scientific or technical subjects have an advantage.

Employment of broadcast reporters and correspondents is expected to grow more slowly than the average for all occupations through the year 2010. Stations will continue to seek announcers and newscasters who have proven that they can attract and retain a large audience. Employment of camera operators and editors is expected to grow faster than the average for all occupations through 2010.

## Earnings

Median annual earnings in 2000 were \$39,580 for salaried public relations specialists and \$42,270 for salaried writers and authors. In the newspaper industry, median annual earnings were \$26,470.

According to a 1999 survey conducted by the National Association of Broadcasters and the Broadcast Cable Financial Management Association, television news reporters earned on average \$33,700. Median annual earnings were \$27,870 for television, video, and motion picture camera operators, and \$23,470 in radio and television production and services.

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## Educational Opportunities in Communication at LCCC

### *Associate of Arts*

The associate of arts is intended for students who wish to complete the first two or more years of a bachelor's degree program at LCCC in such program fields as:

- Communication
- Journalism
- Media Performance
- Media Production

Students completing the associate of arts degree may transfer with junior (or higher) standing to the four-year university or college of their choice. Students may also select the associate of arts degree if they wish to complete the first two or more years of a bachelor's degree program in liberal arts, fine art, computer art, graphic design, business, history, music, political science, psychology, social work, sociology, theater, urban studies, elementary education and secondary education.

There are virtually no limitations to the programs that can be pursued as LCCC can customize any associate of arts program to meet the transfer college/university's requirements. The associate of arts program may be completed in two years, if taken on a full-time basis. Many LCCC students choose to study on a part-time basis. Students in the associate of arts program complete courses in:

- Economics, geography, history, political science, psychology or sociology
- English, art, humanities, music, philosophy or theater
- Astronomy, biology, chemistry, mathematics, physics or physical science

Students in the associate of arts program may also select electives, or complement their curriculums, by choosing from such courses as oral communication, communication performance, interpersonal communication, small-group communication, intercultural communication, journalism I and II, staff practice/newspaper, photography I, II and III, introduction to mass communication, introduction to field production, introduction to broadcast production, broadcast speaking, small-format television and editing, television workshop, television production and introduction to lighting.

## Related Educational Opportunities through LCCC's University Partnership

### *Bachelor of Specialized Studies (BSS)*

The bachelor of specialized studies is an interdisciplinary degree program designed by an individual student. Although Ohio University offers a wide array of majors and degree programs, some students find that their interests, talents, backgrounds, and goals cannot be addressed by existing programs. The bachelor of specialized studies program provides the means by which a student may, with the help of an Ohio University advisor and consultation with faculty, design his or her degree program.

Among the students for whom the BSS may be an appropriate option are those:

- who want to combine course offerings in different academic departments to create a unique field of study not currently available in established curricula;
- whose educational motivation focuses on realizing their intellectual interests;
- who want to explore areas of study across several colleges;
- who wish to pursue study for a specific career, but in a non-traditional manner;
- and with completed associate's degrees who wish to earn a baccalaureate degree that is a reasonable fit with their earlier academic work.

## About Lorain County Community College

Lorain County Community College is one of Ohio's leading colleges delivering distance learning education via the Internet. The College has expanded its delivery of programs and services through the 2001 opening of the LCCC Learning Center in Lorain. Partnerships with Lorain County's K-12 school districts have also led to important developments for the community. More than 700 high school students participate in the Post Secondary Enrollment Options Program by enrolling in LCCC classes, making LCCC the state's largest community college provider of PSEO. More than 35 percent of Lorain County's top high school graduates choose to attend LCCC.

LCCC is one of Ohio's fastest growing colleges because of the variety of learning opportunities it provides. Students can choose from more than 80 educational programs. Students can complete the first half — and sometimes more — of a bachelor's degree. The University Partnership brings eight universities to the LCCC campus to offering 30 bachelor's and master's degree programs. With the University Partnership at LCCC, the College partners with the state's finest universities to bring the best in bachelor's and master's degree programs right to the LCCC campus. Students can earn degrees that get them jobs immediately. Students can upgrade, retrain and improve current life skills. Students can learn in the classroom, at home and over the Internet.

LCCC offers a complete college experience. We understand that there's more to college life than attending classes. We offer many of the programs, sports, and activities available at large four-year universities and colleges. But, students will not have to stand in line behind juniors and seniors in the classroom, on the playing field, or in leadership positions. Students can immediately act in a play, sing in a musical group, serve as editor for the college newspaper, plan social activities, compete on the playing field, or set policy as a student government member.

In addition to providing a great education for those who enter college with aspirations of a degree, LCCC helps those who have changed their career goals, who want to broaden their horizons, and who want to return to work. LCCC provides learning and training for those who want to move up but find they need new or improved skills for the kind of professional opportunities they seek.

LCCC faculty is recognized locally and nationally for their work as professors and in other areas. They all have advanced degrees and real-world experience and understand their primary responsibility at LCCC is to teach classes. Classes are small. Individual attention is plentiful.

An LCCC education, as the slogan says, leads students into "real jobs and real futures." To find out more, call (800) 995-LCCC or visit LCCC's Connections Center or the LCCC Learning Center in Lorain for all of your enrollment service needs, including admissions, registration, advising and counseling.



**Lorain County  
Community College**



**The University  
Partnership**

*of Lorain County Community College*

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