

# Arts, Audio/Video Technology & Communications

**The Arts, A/V Technology & Communications Career Cluster allows you to apply your creativity in a variety of areas. This industry allows you to learn about advanced technologies used in venues ranging from corporate boardrooms, hotels, and convention centers, to classrooms, theme parks, stadiums, and museums [careertech.org].**

**A**lthough they have different career paths, siblings Cheston and Carlie McGuire both found their passions in their Television and Media Production classes at T.C. Williams High School.

"In every full-time job I've had since college, I've used those skills I learned in high school creating product videos, print ads, online ads, and shooting commercials," says Cheston.

As vice president of media relations for the investment group Farr, Miller and Washington, he helps shape the firm's public image.

He has recreated the firm's marketing materials, rebuilt its Web site, produced a commercial, and launched quarterly videos for clients.

Carlie also took Television and Media Production classes after seeing her older brother find his passion.

As a TV reporter, the ebbs and flows of the news cycle dictate Carlie's day. "I go into work most days not knowing what I'm going to do," says Carlie.

As a reporter, Carlie is under constant deadline pressure to contribute to, report and shoot, and repackage stories for evening broadcasts. "As exciting as it is some days, it's equally stressful others," says Carlie.



Photo by Mark Rhodes

by Jessica Sabbath

## What they make

Occupation	Employed in Va. <sup>1</sup>	Median wage <sup>2</sup>	Predominant level of education
Graphic designers	6,943	\$51,780	Bachelor's degree
Telecommunications line installers	6,131	\$61,600	Associate degree, certification
Printing press operators	5,669	\$ 34,140	High school diploma, certification
Telecommunications equipment installers	5,669	\$56,620	Associate degree, certification
Writers and authors	3,977	\$59,080	Bachelor's degree, certification
Editors	3,776	\$56,650	Bachelor's degree
Technical writers	3,085	\$72,970	Bachelor's degree
Photographers	2,955	\$31,470	Bachelor's degree, certification
Producers and directors	1,889	\$60,370	Bachelor's degree
Print binding and finishing workers	1,844	\$28,390	High school diploma
Audio and video equipment technicians	1,480	\$37,660	Associate degree, certification
Multimedia artists and animators	1,152	\$56,440	Bachelor's degree, certification
Prepress technicians and workers	1,030	\$37,740	High school diploma
Reporters and correspondents	962	\$36,000	Bachelor's degree
Commercial and industrial designers	587	\$45,280	Bachelor's degree
Desktop publishers	532	\$37,170	Associate degree
Film and video editors	383	\$54,530	Bachelor's degree
Proofreaders and copy markers	391	\$33,400	Bachelor's degree, certification

<sup>1</sup>2012 <sup>2</sup>2013

Sources: U.S. Bureau of Labor Statistics, Virginia Employment Commission, Trailblazers

## Carlie McGuire

Reporter, WJCL, Savannah, Georgia

## Cheston McGuire

Vice President of Media Relations, Farr, Miller & Washington, Washington, D.C.

**High school:** T.C. Williams High School, Alexandria City Public Schools

**CTE studies:** Both Carlie and Cheston studied Television and Media Production I, II, III



For more information about career planning, visit the CTE Resource Center's Web site.

