

# Proactive Steps

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## Early Planning Efforts for Media Arts Students

**Students should complete the following steps during or after their fourth semester, aligned with their chosen career pathway (e.g., broadcast, post-production, live events, digital media).**

**It is strongly recommended that students consult with a Media Arts faculty member prior to pursuing internships, advanced projects, or transfer opportunities.**

### **Professional Portfolio and Project Completion**

- Complete a professional portfolio including video, audio, and written work developed across coursework
- Select and refine projects that demonstrate clear storytelling, technical execution, and workflow understanding
- Publish work on professional platforms (e.g., LinkedIn, personal website, or social media hosting platforms)
- Present and discuss projects in a professional context (portfolio reviews, class presentations, or interviews)

### **Industry Experience and Applied Production Work**

Students should gain hands-on experience in environments that reflect real-world production:

- Participate in WKRB Radio (90.3 FM) and television studio production (L137)
- Work in defined production roles (camera, audio, technical director, editor, etc.)
- Contribute to collaborative projects with deadlines and structured workflows
- Pursue internships, freelance opportunities, or part-time roles in media production (Faculty consultation recommended prior to applying)

### **Technical and Workflow Readiness (Applied Focus)**

Students should be able to demonstrate basic operational competency in:

- Setting up and working within studio and field production environments
- Understanding and following signal flow and system connections
- Working within editing and post-production workflows
- Recognizing how hybrid and IP-based systems are used in production environments

### **Professional Engagement and Networking**

- Join and participate in professional organizations (SMPTE, BEA, AES, SBE, AVIXA)
- Attend industry events (SMPTE section meetings, NAB-related sessions, local meetups)
- Engage with guest speakers and industry professionals
- Build relationships that may lead to internships or job opportunities

### **Professional Communication and Digital Presence**

- Create and maintain a LinkedIn profile and actively engage:
  - Post project work
  - Comment on industry content
  - Build a professional network
- Use LinkedIn and other platforms as a visibility tool for opportunities, not just a static resume
- Develop clear communication skills for collaboration, interviews, and professional interactions

### **Career Preparation and Next Steps**

- Develop a targeted resume and cover letter for specific roles (editing, production, audio, etc.)
- Secure faculty or industry references
- Apply to internships, entry-level roles, or freelance opportunities
- Research and apply to transfer programs where appropriate