



**MATT**

**STATION MANAGER**

**TRAVERSE AREA  
COMMUNITY MEDIA**

## CORE TASKS

- **Oversee all functions of the public television station**
- **Promote our activities and services to the community**
- **Recording government meetings**
- **Maintaining video equipment**
- **Offering video training to the public**

## OUTLOOK



**Increase in  
job demand**

**Check out News  
Reporters  
and  
Film Editors**



## ANNUAL SALARY RANGE

**\$34,280–\$100,380**

**MICHIGAN**



**\$22,430–\$66,660**

**NORTHWESTERN  
MICHIGAN**

- **Salary information from O\*net**

### Matt's career advice for media/video:

**If you're interested in pursuing a career in video, find out what you want to make videos about and study that field in school. I think that film-making skills can be learned most effectively outside of a university setting.**

**If you're interested in making narrative (fiction) films then study writing...in natural history documentaries (like the Planet Earth series), study biology...in social documentaries, study anthropology. Then, take a few video-based electives to gain access to equipment and basic video training at your school.**

**Work to develop film-making skills as a secondary path of study.**

### HIGH SCHOOL CAREER TECH OPTIONS

- Charlevoix Emmet ISD Career Tech Programs: TV and Film Production and Broadcasting
- Northwest Education Services Career Tech Center: Film and New Media; Writers' Studio
- Wexford Missaukee ISD Career Tech Center: Digital Media Production



### MOST MEDIA MANAGERS HAVE A BACHELORS DEGREE

**You may need to leave the area to complete a bachelors degree in this field but you can start with your associates degree from any of these!**

- Kirtland Community College
- North Central Michigan College
- Northwestern Michigan College
- Westshore Community College

### FOCUSING ON CAREERS NEAR YOU



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