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For more topics including networking, LinkedIn, ways to build your resume, and social media tips, check out the <u>Career Center Career Guide</u>.



# **EXPLORING RESOURCES**



### **UGA Career Center**

You have access to a dedicated Career Consultant as you explore majors and careers in the Entertainment industry and beyond. Attend events, visit drop-in hours, or schedule an appointment with your consultant at <u>career.uga.edu</u>.



## **Exploratory Center**

Looking for a major to get you to your career of choice? The Exploratory Center, located in Memorial Hall, provides academic advising for Exploring/Intended Students. Visit the <a href="Exploratory Center website">Exploratory Center website</a> for more information.



## **Majors and Academic Departments**

Each path to a career in Entertainment may look different. UGA provides many excellent academic programs with applications to careers in entertainment. Work with your <u>Academic Advisor</u> and explore options with a <u>Career Consultant</u> as you choose an academic pathway. Here are some undergraduate program options to consider:

#### **Grady College of Journalism and Mass Communication**

Majors: Entertainment Media Studies, Advertising, Journalism, Public Relations Certificates: New Media, Sports Media, Public Affairs Communication, News Literacy

### Franklin College of Arts and Sciences

Majors & Minors: Art, Film Studies, Communication Studies, Theatre

Other Minors: Design & Media, Studio Art

### **Terry College of Business**

**Majors:** Marketing

**Certificates:** Music Business

**Note:** These are majors available at the UGA-Athens Campus. This is not an exhaustive list, and you may find additional interest areas outside of this list.



## **Major and Career Research Resources**

Research the majors that you have selected using the resources below.

Know your interests! Be sure to take our free <u>online career assessments</u>! See more on the Career Center website, under the resources tab.

Research required classes for each major using the UGA Bulletin: <u>bulletin.uga.edu</u>. (Click on the "Majors" tab to review required courses for each major.)

Check out "What Can I Do with a Major In...?" for an online list of entry-level career opportunities at <a href="mailto:career.uga.edu/wcidwami">career.uga.edu/wcidwami</a>.

Make an appointment to talk with your Career Consultant about your ideas.

# **GUIDE TO CAREER SERVICES**

The Career Center supports UGA students and alumni throughout their career search from picking a major to applying for a full-time job or graduate school. We can help you with:

- Resume & CV
- Cover Letter
- Interview PrepCareer ExplorationCareer Fair Prep
- Negotiating Salary & Benefits
- Networking
- Social Media & LinkedIn
- Employer Research
- Portfolio and Reels
- Personal Statement
- And more!

**Individual Career Counseling** – Schedule an in-person, virtual, or phone appointment with your designated Career Consultant at career. UGA. edu/appointments or by calling the Career Center at 706-542-3375.

**Drop-In Hours** – Come as you are for immediate answers to career questions (no appointment needed). Hosted when class is in session during fall and spring semesters.

- In-Person Drop-In Hours Monday to Thursday, 11:00 a.m. to 2:00 p.m., UGA Career Center in Clark Howell Hall.
- Virtual Drop-In Hours Fridays 11:00 a.m. to 2:00 p.m., Online via Handshake.
- Satellite Drop-In Hours- Contact your Career Consultant to find out when they will provide pop-up career drop-in hours at a campus at a location near you.

College Specific Resources – Students studying in the Grady College of Journalism and Mass Communication can access curated career resources for entertainment and media via the Grady Job Leads newsletter, employer programming, and @UGAgradycareers Instagram. Check with your Career Consultant for information about resources in your academic area.

Arch Ready Programs - Attend five programs to learn career readiness essentials, and earn the **Arch Ready Professionalism Certificate** for your resume.

Handshake – Apply for jobs and internships, research employers, and join career events via Handshake, the online job and internship board for UGA students and alumni.

**Online Career Resources** – The Career Center offers online resources to explore career options and gain experience: **BigInterview** (virtual mock interviews), **Firsthand** (company profiles, industry guides), Forage (virtual work experience programs), Interstride (international job search), and **Parker Dewey** (micro internships).





# FILM & TV ENTERTAINMENT CAREERS

Careers in the entertainment and media industries are varied and constantly evolving. Entertainment content can be delivered via many media channels: film, television, radio, satellite, podcast, music, social media, and new media. Careers in entertainment and media may fulfill a variety of functions. For scripted film and TV entertainment these roles may include:

- **Pre-Production**: Scriptwriting, screenwriting, storyboard, design, content development
- Production: Video production (film, television, online and mobile), Voice Over, videography/cinematography,
- **Post-Production**: Editing, special effects, distribution
- Management: Programming, sales, research, media management, recruitment
- Marketing and Media: New media development (online, mobile, and social), creative content creation, public relations, advertising

### Common Career Paths in Film & TV Entertainment

Some career titles held by students that have graduated from the Entertainment & Media Studies program at UGA are:

- Assistant Video Editor
- Assistant Video Producer
- Audiovisual Technician
- Cinematographer
- Content Writer
- Director
- Editorial Assistant
- Filmmaker
- Graphic Designer
- Producer
- Production Assistant
- Videographer
- Screenwriter









Did you know that we have even more information about what you can do with a degree in Entertainment and Media? Visit our page, "What Can I Do with a Major In Entertainment Media Studies?" for information on careers and UGA Career Outcomes. You can also view career outcomes for related majors in art, film, marketing, advertising and other areas at <a href="https://career.uga.edu/outcomes">https://career.uga.edu/outcomes</a>.

# **ENTERTAINMENT CAREER MYTHS**

Most industries have some common misconceptions that people may hold, and the entertainment industry is no different! Some of these common misconceptions that people have about the entertainment industry may not be completely true.

#### Myth: "It's all about who you know, not what you know."

**Reality:** While networking is extremely important in this field, your knowledge and skills matter a lot too. Make sure that you are making connections with people in the field, but the people you connect with will not be able to advocate for you unless they know you are credible, dependable, and have the skills that you need to be successful in this field.

#### Myth: "Your first internship or job determines what you will do for the rest of your life."

**Reality:** Strive to obtain an internship that is related to how you want to utilize your EMST degree so that you can become better prepared for a career in the industry. Your first internship or job can help you to develop transferrable skills and qualities that you may take with you into your next internship or job, but in no way does it determine what the rest of your career will be like.

### Myth: "Most job postings can be found online."

**Reality:** Networking is one of the primary ways that positions are filled within this industry. You can find out about a great deal of opportunities through different online resources that are located within this guide, but make sure to start enhancing your network so that you can learn about opportunities that aren't advertised publicly.

### Myth: "It doesn't matter what kind of experience I get; I just need experience."

**Reality:** Experience is good to have but having experience that allows you to develop skills and qualities in your specific field will make it easier for you to be able to demonstrate to employers that you are a competitive candidate.

### Myth: "Film and TV production professionals will recruit me for a job."

**Reality:** Industry professionals receive a ton of resumes for open jobs due to high demand. There is little to no need to recruit for positions because they usually depend on their networks to fill various roles. This means you will have to work hard to find positions and network to find the right people who are hiring.

# ABOVE-THE-LINE VS. BELOW-THE-LINE

Some common terms that you may see while searching for a job in the entertainment industry are "above-the-line" and "below-the-line." The "line" refers to a line drawn in a budget. Both above-the-line and below-the-line positions are critical in the creative development of a project, but they entail very different job responsibilities. It is also important to know that above-the-line positions are not the same thing as top-level jobs nor are below-the-line jobs the same as entry-level jobs. People typically do not "work their way up" from below-the-line jobs to above-the-line jobs as these are two categories and not two levels. In order for you to know which category is right for you, it's important to know the difference!

### Above-the-Line

Above-the-line jobs are usually ones in which those filling the positions are responsible for leading the creative development of and securing the funding for the project. These are members with the largest amount of power over the project. The salary for these jobs is typically **fixed**. Some examples of some above the line jobs include:

- Screenwriter
- Producer
- Director
- Casting Director
- Actor





### Below-the-Line

People in below-the-line roles are typically responsible for the day-to-day work required to complete a project. There are more below-the-line positions than there are above-the-line positions, contributing to a wider variety of jobs that are considered below-the-line. Often the pay for these jobs is **hourly**. Some examples of below-the-line jobs include:

- Assistant Directors
- Production Assistant
- Production Coordinator
- Line Producer
- Editor

For more in-depth information on this topic, see "Film Career Guide: Above the Line vs. Below the Line Jobs" by MasterClass (June 2021).

# **RESUME GUIDELINES**

A resume shares your education, skills, and experience with employers. This is your chance to highlight your most relevant experience for the internship or job. Keep these ideas in mind:

## What should I put on my resume?

Include relevant experiences from work, internships, class projects, volunteering, campus involvement, leadership opportunities, and personal projects related to the field.

# How Should I organize my resume?

Place the most relevant experiences toward the top of your resume. Start with your name and contact information followed by Education. Then focus on relevant experiences and projects.

## What does a resume look like in Entertainment?

Entertainment resumes are more likely to contain several short-term projects than other communication industry resumes. Entertainment resumes should follow a traditional format rather than a creative format. In most cases, entertainment employers expect to see a one-column resume that is easy to read quickly and that clearly communicates your qualifications.

## Where can I get feedback on my resume?

The UGA Career Center provides <u>appointments and drop-in hours</u> for resume reviews and more. You can also attend <u>events and programs</u> focused on resumes and other topics for assistance.



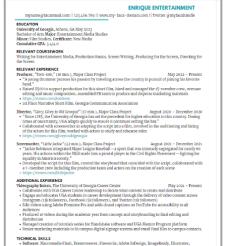
RELIVANT COUNSINOUS.

Writing for Entratament Media, Production Basics, Screen Writing, Producing for the Screen, Directing for the Screen, Directing for the Screen the Screen Relivancy Institute of the Screen

\$500 to support production for this short film, hired and managed the 15-member crew, oversaw and music composition, assembled PR team to produce and disperse marketing materials

Aim for This











See page 9 for a sample entertainment resume. You can download useful resume examples in Word or PDF format from <u>career.uga.edu</u>.

#### **Enrique Entertainment**

myname@fauxemail.com || 123.456.789 || www.my-faux-domain.com || Twitter @myfauxhandle

#### **EDUCATION**

University of Georgia, Athens, GA May 2023

Bachelor of Arts Major: Entertainment Media Studies

Minor: Film Studies, Certificate: New Media

Cumulative GPA: 3.4/4.0

#### RELEVANT COURSEWORK

Writing for Entertainment Media, Production Basics, Screen Writing, Producing for the Screen, Directing for the Screen

#### RELEVANT EXPERIENCE

Producer, "Tom-tom," (10 min.), Major Class Project May 2022 - Present

- "A young drummer pursues his passion by traveling across the country in pursuit of joining his favorite band."
- Raised \$500 to support production for this short film, hired and managed the 15-member crew, oversaw editing and music composition, assembled PR team to produce and disperse marketing materials
- https://vimeo.com/tomtom
- 1st Place Narrative Short Film, Georgia Communication Association

Director, "Glory, Glory to Old Georgia!" (17 min.), Major Class Project August 2020 – December 2020

- "Since 1785, the University of Georgia has set the precedent for higher education in this country. During times of uncertainty, UGA adapts quickly to ensure it continues setting the bar."
- Collaborated with screenwriter in adapting the script into a film, involved in the auditioning and hiring of the actors for this film, worked with actors to study and rehearse roles
- https://vimeo.com/glorytooldgeorgia

Screenwriter, "Little Jackie" (42 min.), Major Class Project August 2021 – December 2021

- "Jackie Robinson integrated Major League Baseball—a sport that was intensely segregated for nearly 60 years. His actions within the MLB made him a pivotal player in the Civil Rights Movement—fighting for equality in America society."
- Developed the script for this film, created the storyboard that coincided with the script, collaborated with a 7-member crew including the production team and actors on the creation of each scene
- https://vimeo.com/littlejackie

#### ADDITIONAL EXPERIENCE

Videography Intern, The University of Georgia Career Center May 2021 – Present

- Collaborate with UGA Career Center leadership to decide what content to create and distribute
- Engage and educates UGA students in career development through the delivery of video content across Instagram (13k followers), Facebook (5k followers), and Twitter (11k followers)
- Edit videos using Adobe Premiere Pro and adds closed captions on YouTube for accessibility to all audiences
- Produced 10 videos during the academic year from concept and storyboarding to final editing and distribution
- Managed creation of tutorials series for Handshake software and UGA Mentor Program platform
- Resize marketing materials to fit campus digital signage screens and email final files to campus contacts.

#### TECHNICAL SKILLS

- **Software**: Dreamweaver, Adobe InDesign, ImageReady, Illustrator, Premiere, After Effects; Microsoft Office Suite; Apple Final Cut Pro, Quicktime Pro; Digidesign Pro Tools
- Analytics: Google Analytics and Hootsuite

# **RESUME REVIEW CHECKLIST**

Consider these guidelines as you edit your resume.

Resume is easy to skim with simple, easy to read fonts
Resume content uses bold, italics, and underlining to highlight key content
Fonts, dates, text alignment, and formatting are consistent
Unnecessary information is removed including references and photos
Resume is one page
Margins are between 0.5 - 1 inch
Contact information is easy to find at the top of the page
The Education section is at the top of the resume under name and contact information
Resume text contains keywords from the job description
Bullet points start with strong action verbs
Accomplishments are quantified when possible, i.e. "grew following by 10%" or "video
content earned 500 views"
Bullet points are accomplishment-oriented, showing the impact or result of the
experience or task.
Use the present tense for current positions and the past tense for past experiences
Avoid vague language like "good listener" or "hard worker". Instead, be specific about
your skills!
Avoid graphics or images. Keep it simple!
Don't include a photo of yourself



### **Resume Resources**

#### **UGA Career Guide**

- Resume Breakdown
- Market your experience with sample bullet points for common experiences
- Resume Action Verbs
- Resume Examples
- Access at <u>career.uga.edu/students</u>.
   Select "Resumes/Cover Letters"

#### **Drop-In Hours**

- Resume review opportunity
- No appointment needed
- Come as you are
- Virtual and in-person options
- Details at: <u>career.uga.edu</u>.

# **JOB SEARCH**

When you begin to look for jobs that allow you to utilize your degree, ask yourself the following questions:

- How do I want to utilize my degree?
- What kind of career area do I want to work in?
- Do I want to engage in more corporate/managerial work or more creative work?
- Is there a specific geographic location I am looking to work?
- What are some key job responsibilities that I'd really like to have?

Answering can help guide your job search. Below, you'll find different ways that you can learn about job opportunities in entertainment.

## Where to Search for Jobs & Internships

Sign Up for <u>Grady Job Leads Listserv</u> for weekly email newsletters with communication and entertainment job and internship opportunities.

Follow <u>@UGAGradyCareers</u> on Instagram for timely job postings and career advice, run by the Grady College Office of Experiential Learning, and follow <u>@UGAcareercenter</u> for career advice, events, and resources.

Discover a <u>list of advertising agencies and PR firms</u> from the Grady College.

View the UGA Career Center "What Can I Do with a Major In Entertainment Media Studies" webpage for a curated list of general and entertainment-specific job search engines. Compile a list of organizations you would like to work for and keep an eye on their job openings, typically housed on company "Careers" pages. (Examples may include NBCUniversal, WarnerMedia, and Cox Communications.)

Review the **Georgia Film & TV Help Wanted Hotline** to find current production positions.

View <u>UGA Career Outcomes</u> for your major to see where recent graduates have worked in their first post-graduation position.

<u>MAIP (Multicultural Advertising Intern Program)</u> is an additional resource for finding internship opportunities in the media industry.

## **Entertainment Job Titles**

Job titles vary from company to company. However, these titles can give you a place to start looking:

- Camera Operator
- Casting Director
- Cinematographer
- Director
- Editor
- Executive Assistant
- Filmmaker
- Media Writer

- Multimedia Sound Worker
- Producer
- Production Assistant
- Radio Personality
- Sports Broadcaster
- Talent Agent
- Videographer



# **NETWORKING**

Who you know, and who knows you matters! Networking is a common and essential aspect of the job and internship search, especially for entertainment and media careers. It is a good idea to cultivate your network over time, and it is never too early to begin networking. There are many opportunities on campus for students to connect with employers and alumni to build a network of professional contacts.

### Where Can You Network?

- Campus events hosted by the UGA Career Center, Grady College, and other campus groups
- LinkedIn and the EMST LinkedIn Group
- Entertainment Media Industry Club and other <u>student organizations</u>
- EMST Alumni Facebook Group
- UGA Mentor Program
- UGA Faculty and Staff
- Atlanta-Area Professional Groups
- The crew production directory webpages for each state:
  - o <u>Alabam</u>a
  - o Florida
  - o **Georgia**
  - o North Carolina
  - Tennessee
  - o <u>Texas</u>

- Georgia Production Partnership
- Women in Film and Television Atlanta
- Atlanta Business Journal
- Georgia Film and Television Production
   Sourcebook
- Georgia Hollywood Review
- Variety
- Hollywood Reporter
- Georgia Film & TV
- Film Atlanta
- Atlanta Film Society
- Atlanta Screenwriters Group

Click here or Scan the QR code for upcoming events at Grady College!



## Sample Script

"Hello, my name is [blank]. I was given your name/ found your name by [blank]. I am a (class year) Entertainment and Media Studies major at UGA and am interested in arranging an informational interview to learn more about your journey to [blank]. If you are interested, please let me know when would be a good time for me to meet with you over the phone, in person, or via video chat for a half-hour conversation. I am happy to provide dates and times that are suitable for my schedule should you find this more convenient."



# **ONLINE PERSONAL BRAND**

As you establish yourself in the world of entertainment and media careers, it is helpful to have a "personal brand" that distinguishes you from other candidates. This simply means clearly communicating your professional skills and personality to make a good impression on a potential employer.

As you think about your personal brand, ask yourself these questions:

- What do I want to be known for in my profession?
- What words would family, friends, colleagues, and supervisors use to describe me?
- What are the top skills that I can offer in the workplace?

Refer to career.UGA.edu for <u>more information on developing a personal brand</u>.

In addition to a resume and cover letter, a digital portfolio and a curated social media presence can showcase your work and promote your personal brand.

### **Portfolio**

#### What is a Portfolio?

A portfolio is a collection of your work and should be used to market yourself to a potential employer. It is a tool for demonstrating your work in a variety of ways including, but not limited to, writing samples, professional blogs, videos, and pictures. A portfolio can be showcased online or through hard copy, though many industries now may request an online version of your portfolio.

### Why Use a Portfolio?

A portfolio offers a very tangible perspective on your skills and abilities. A great way to get attention during an interview is by using an online portfolio program or using a hard copy of your work to demonstrate your unique qualities and experience!



# **Social Media Tips**

Social Media is an excellent way for you to connect with people in your industry, learn about career opportunities, and showcase your creative work. Building your online presence through multiple platforms can expand your professional network.

You don't have to create a lot of content to use social media. You can use these platforms to listen and stay informed. Many individuals use social media simply to stay abreast of developments within their industry.











# STEPS TO CAREER SUCCESS IN GRADY

If you are interested in a major in the Grady College of Journalism and Mass Communication, there is a typical flow of steps to take to ensure you stay on track to achieve your career goals. Here, we have broken down these steps for you. Note that the three areas listed here are based on goals you are looking to achieve; they are not necessarily listed in sequence. (After all, you may be looking for an internship and applying to a major simultaneously)! Some of these steps may also apply to students in other majors looking for media careers. For questions on what these steps might look like for you individually, reach out to your career consultant at the UGA Career Center.



## **Get Ready for a Summer Internship**

- Get involved with a major-related student organization
- Create your own experience (blog, photos, videos, etc.)
- Search for on-campus opportunities or local internships to prepare for major-related internships and jobs on <a href="Handshake">Handshake</a>
  - Check Handshake, job boards and company websites regularly for internship opening dates
  - Plan to pursue a career-related internship the summer before you graduate



# **Apply to Grady**

- Check eligibility with your academic advisor
- Explore key knowledge, skills and abilities of majors
- Practice writing a statement of interest as early as you can



Have a draft of your statement reviewed by the **Career Center** 



# Become Competitive for a Job



- Have at least 1 major-related part-time job or internship
- Determine your goal (job title, type of organization, etc.)
- Know the industry and how to speak about your experience
- Understand how and when you might be recruited/hired

# **GAINING EXPERIENCE**

Areas to develop do not necessarily need to be done in any particular order, but will be best to work on over time. To understand which areas are best to develop for your specific major, reach out to the Career Center.

### **Making Your Own Experience**

- Make your own videos
- Help with other students' films
- Make your own podcast
- Gain technical skills
- Create your own ads
- Start a blog
- Begin a Micro-Internship through <u>Parker Dewey</u>

### **Engaging on Campus**

- Join student organizations
- Get involved with their committees & events
- Seek leadership roles in student organizations and campus programs
- Assist with major-related tasks for the organization

#### **Skills**

- Utilize <u>LinkedIn Learning</u> to view expert-led tutorials
- Write and edit work often
- Design skills: Adobe Creative Suite, Canva
- Editing skills: Final Cut Pro, Avid

### Networking

- Use the LinkedIn Alumni Tool
- Set up info interviews
- Shadow professionals
- Attend career fairs
- Connect with a Mentor through <u>UGA's Mentor Program</u>

### **Professional Development**

- Seek a mentor with <u>UGA's</u> <u>Mentor Program</u>
- Join major-related student orgs.
- Create a portfolio
- Get to know your Grady professors
- Learn about industry organizations
- Attend company/agency tours

### **Becoming Industry Savvy**

- Read trade publications
- Consume media you wish to create
- Keep up with current events
- Follow companies/influencers on social media

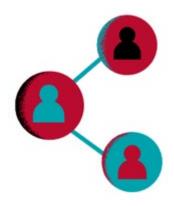
# **WAYS TO GET INVOLVED**



## **UGA Student Organizations**

Click on the organization's name to visit their website.

- UGA DiGamma Kappa
- Women in Media
- The Industry Entertainment Industries Club
- Film Club
- Grady Newsource
- Rouge Magazine
- Online News Association / Society of Professional Journalists at UGA
- National Association of Hispanic Journalists (NAHJ) at UGA
- Paw Print Agency
- Talking Dog Agency
- Asian American Journalists Association
- The Red and Black
- Women in Sports and Events (WISE)
- Grady Ambassadors
- TEDxUGA
- Public Relations Student Society of America (PRSSA) at UGA
- The Chapel Bell: Positive Press Publication
- ELITE
- infUSion Magazine
- National Press Photographer's Association at UGA
- Pandora Yearbook



### **Professional Associations**

Click on the organization's name to visit their website.

- Academy of Television Arts and Sciences
- Association for Women in Sports Media
- Georgia Association of Broadcasters
- Motion Picture Association of America
- National Association of Broadcasters
- National Broadcasting Society (Alpha Epsilon Rho)
- Southern States Communication Association

# **WAYS TO GET INVOLVED**



## **Study Abroad**

Click on the program's name to visit their website.

<u>Grady LA Field Study and Internship Program</u> <u>Cannes Film Festival Study Abroad</u>

Contact for Study Abroad Programs: Rebekah Ryan, Grady College Distance Learning Coordinator - rryan26@uga.edu



# **Academic Opportunities**

- New Media Certificate
- Sports Media Certificate
- Film Studies Minor
- Georgia Film Academy Partnership



## **Experiences and Networking**

Facebook Groups:

- Atlanta Screenwriters Group
- Film Atlanta Productions
- Help Wanted Hotline State of Georgia Film Office
- UGA Intern for a Day Program
- Arch Ready Professionalism Certificate



### **Radio Stations**

**UGA Stations** 

- WUOG 90.5 FM
- WUGA 91.7/7.9

#### **Other Local Stations**

- WGAU 98.7FM & AM1340 (Athens News & Weather)
- Magic 102.1
- Power 100.1
- 960 The Ref (Athens Sports Radio)
- <u>103.7 Chuck FM</u>
- 106.1 WNGC Your Georgia Country

# **CONTACT INFORMATION**

#### **UGA Career Center**

You have access to a dedicated Career Consultant as you explore majors and careers in the Entertainment industry and beyond. Attend events, visit drop-in hours, or schedule an appointment with your consultant at <u>career.uga.edu</u>.

### **Career Center Drop-Ins**

Come as you are with your questions, no appointment needed! Available on days when class is in session. **Monday - Thursday, 11:00 am-2:00 pm**, Clark Howell Hall

Fridays, 11:00 a.m. - 2:00 p.m., Online via Handshake

Details: Grady College Drop-In Hours

Come as you are with your questions, no appointment needed! **Tuesday and Wednesday, 1:00 p.m.** - **3:00 p.m.** Peyton Anderson Forum (PAF), Journalism Building, 2nd Floor

## Appointments (Virtual & In-Person)

To make an appointment, call the Career Center at (706) 542-3375 or schedule on Handshake via career.uga.edu/appointments.



career.uga.edu | @ugacareercenter | career@UGA.edu | 706-542-3375 Clark Howell Hall | 825 Lumpkin Street