

CERTIFICATE

Broadcast Media Arts

Lawrence
Technological
University

\$41,950

median salary
Announcer/on-air personality

15%

Growth rate for
2020–30, much
faster than average

\$61,900

median salary
Video Editors and Camera Operators

29%

Growth rate for
2020–30, much
faster than average

Source: U.S. Bureau of Labor Statistics, study.com

*A career you'll love.
Specs@LTU's Broadcast
Media Arts Certificate
program gives you the
training needed to
perform in both radio and
television broadcasting.*

CURRICULUM

Semester One

Fundamentals of Radio
Fundamentals of Television

Semester Two

Digital Audio Concepts
Digital Video Concepts

Semester Three

On-Air Radio
TV Field Production



The Broadcast Media Arts (BMA) Certificate program focuses on performance while teaching students the fundamentals of both radio and television, editing audio and video, creating graphics, and writing for web and broadcast.

THE POWER OF A SPECS@LTU BMA?

The Broadcast Media Arts (BMA) program offers training in various aspects of radio and television broadcasting, including editing audio and video material using non-linear editing stations, creating audio and video effects and graphics, writing for web and broadcast, and marketing via web and social media. Upon satisfactory completion of the BMA program, successful graduates will be able to take a concept, use industry-approved methods of putting that concept into story form, and deliver that concept to the appropriate audience. Skill sets include, but are not limited to: shooting video; editing both audio and video content; writing effectively for broadcast; working with multiple software programs to create audio and video effects and graphics; delivering on-air news, sports, weather and appropriate features; and branding and representing companies via web and social media.

The Brookings Institution ranks LTU fifth among U.S. colleges and universities for adding value in preparing graduates for well-paying occupations. LTU's focus on theory and practice, and its location at the center of the nation's #1 region for technology uniquely position you to gain the experience and advanced knowledge you need to succeed.

Specs@LTU teaches you to:

- Write news stories for on-air broadcast
- Demonstrate an understanding of software and equipment typically found in the industry
- Demonstrate proper technique when performing live for radio, television, and other audio and video settings
- Demonstrate technical skills necessary for creating video and audio content for broadcast distribution
- Demonstrate confidence in working in the broadcast industry and communicating in industry-standard language
- Understand the various positions for which they may seek employment in the broadcast industry

CAREER SERVICES

Specs@LTU classes prepare students to work in their chosen industry. Some of the topics covered in class include the demands of today's media professionals, how to work with clients, understanding the organizational structure of the industry, and establishing the professionalism needed to acquire an entry-level job.



MORE INFORMATION

800.225.5588, admissions@ltu.edu



Scholarship Available WORTH \$10,000

for details, call 800.225.5588,
email admissions@ltu.edu, or
visit www.ltu.edu/specs



GET MORE. DO MORE.

Lawrence Technological University produces leaders with an entrepreneurial spirit and a global view. Specs@LTU builds off of LTU's model of theory and practice, and puts students in the studio to give them real world experience and training.

YOUR BENEFITS ALSO INCLUDE

- Faculty with current industry experience
- Convenient schedules that include day or evening classes
- Well-connected career placement services
- High-tech, wireless 107-acre campus that's commuter friendly

Explore nearly 100 undergraduate, master's, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Business and Information Technology, and Engineering.

**Lawrence
Technological
University®**

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PROFESSIONAL
DEVELOPMENT

21000 West Ten Mile Road
Southfield, MI 48075-1058
www.ltu.edu