



# ARTS & COMMUNICATION PATHWAY



**Are you a creative thinker,  
imaginative, innovative, and original?**

***If so, this pathway may be for you!***

**Cultivating students' awareness, understanding  
and application in career areas that include:**

PERFORMING ARTS  
VISUAL ARTS  
PUBLISHING ARTS

### **Sample Employers from this Pathway:**

Backyard Broadcasting PA LLC, Bloomsburg Theater Ensemble,  
Community Arts Center Inc., Contrast Communications,  
RiverStage Community Theatre, Seven Mountains Media LLC,  
Snyder County Times, Sunbury Broadcasting Corp., The Daily  
Item, The Graphic Hive, The Mifflinburg Free Press, The Standard-  
Journal, The Union County Times Inc., etc.

## Central Pennsylvania's Arts & Communications Occupations

Prepared by **Advance Central PA**  
Source: Lightcast Q1 2023 Data Set

### **Recreation Workers**

*Short-Term On-the-Job Training*

**\$22,488**

Entry Level Wages

**\$33,156**

Average Wages

### **Audio & Video Technicians**

*Short-Term On-the-Job Training*

**\$29,861**

Entry Level Wages

**\$44,550**

Average Wages

### **Graphic Designers**

*Bachelor's Degree*

**\$35,070**

Entry Level Wages

**\$48,481**

Average Wages

### **Editors**

*Bachelor's Degree*

**\$31,952**

Entry Level Wages

**\$53,315**

Average Wages

### **Commercial & Industrial Designers**

*Bachelor's Degree*

**\$45,974**

Entry Level Wages

**\$62,192**

Average Wages

**2022  
CAREER READY  
Central PA**

# CAREER PLANNING

## KNOW YOURSELF

Identify your values, strengths, and skills and how they relate to your career goals.

## TRY OUT CAREERS

Interview a professional, participate in a job shadow or internship, and network.

## WORK YOUR PLAN

Apply to the job, post-secondary training or education option that aligns with your career interests.



## RESEARCH CAREERS

Know the required education or training; the job outlook; and the potential earning and advancement opportunities.

## RESEARCH REQUIREMENTS

Look at all the options (on-the-job training, apprenticeships, or programs and costs) aligned with your career interests.

**What courses are offered in the Arts & Communication Pathway? Choices vary at each school but may include the below list. Check with your counselor or advisor to learn more.**

Principles of Design  
Photojournalism  
Music Theory  
Creative Writing

Media and Technology  
Web Design  
Technical Writing

## PA Dept. of Education Approved Programs:

Advertising Art & Design  
Computer & Networking Technology

In addition to courses, students may have opportunities to experience careers in the Arts & Communications fields through job shadows, internships and other real world experiences.



## Additional Central PA Arts & Communications Occupations

Occupation	Education Level	Entry Annual Wage	Average Annual Wage	Avg. Annual Openings
Advertising Sales Agents	MT OJT	\$31,398	\$46,594	4
Broadcast Announcers & Radio Disc Jockeys	BD	\$21,558	\$38,458	8
Camera Operators: TV, Video & Film	BD	\$30,965	\$48,753	5
Coaches & Scouts	BD	\$24,190	\$44,927	96
Commercial & Industrial Designers	BD	\$45,974	\$62,193	4
Fine Artists, Including Painters, Sculptors & Illustrators	BD+	\$20,509	\$62,237	14
Floral Designers	MT OJT	\$23,782	\$30,118	11
Interior Designers	BD	\$45,718	\$64,342	6
Market Research Analysts & Marketing Specialists	BD	\$44,220	\$67,222	109
Marketing Managers	BD	\$78,087	\$111,790	29
Music Directors and Composers	BD	\$26,660	\$52,613	9
Painting, Coating & Decorating Workers	MT OJT	\$27,940	\$34,034	7
Photographers	MT OJT	\$26,976	\$38,845	7
Printing Press Operators	MT OJT	\$32,069	\$39,197	51
Public Relations Specialists	BD	\$34,573	\$51,601	37
Word Processors and Typists	ST OJT	\$34,730	\$38,727	52
Writers & Authors	BD+	\$36,795	\$57,514	7

Prepared by **Advance Central PA**. Source: Lightcast Q1 2023 Data Set

**LEGEND:** **ST OJT:** Short-Term, On-the-Job Training    **MT OJT:** Moderate-Term, On-the-Job Training    **LT OJT:** Long-Term, On-the-Job Training  
**WK EXP:** Related Work Experience    **PS/PS+:** Post-Secondary Training    **AD/AD+:** Associate Degree  
**BD/BD+:** Bachelor's Degree    **MD/MD+:** Master's Degree    **PhD/PROF:** Professional Degree

Members of Career Ready Central PA, a regional organization whose mission is to “implement a comprehensive career education strategy to create and share resources and opportunities for schools, students, families and businesses that will produce a skilled, sustainable workforce,” developed this brochure. Career Ready Central PA members represent area school districts, universities, workforce development agencies, local business/industry, and nonprofit organizations. Learn more at [www.pathtocareers.org](http://www.pathtocareers.org).