

Digital Media Production

Digital media production majors gain experience in all stages of production. Their first year, students are encouraged to take production courses, which give them hands-on training operating audio and video equipment and reporting broadcast news. Students are encouraged to get involved with KALA radio and SAUtv studios. Passion to learn, to discover, to do are the hallmarks of a person who will become successful in digital media production.

Ambrose Advantages

Hands-on skills and classes. The digital media production major offers a balance of hands-on skills development lab classes and concept and critique discussion classes. From day one, you'll be invited to contribute your ideas and to participate in our media outlets. We have a student newspaper, a campus radio station with three program streams, and a campus television operation with a 24-hour programmed channel on the Mediacom cable system. The department also maintains several social media outlets.

Hit the airwaves. Radio station KALA programs a diverse mix of music, ranging from college rock to Latin, jazz to blues, for more than 110 hours a week. With our live features, news and remote coverage of SAU sports, you can quickly join the ranks of our well-known on-air personalities. Our television station offers an array of state-of-the-art broadcast equipment students use to apply their classroom learning. Our television outlet, SAUtv, produces local shows and carries cable programs with an education and technology focus. St. Ambrose programs include "SAUtv Dateline," a student-produced newscast of university events, live SAU athletic games and pre-game shows, and lectures.

Career Opportunities

After graduation, students may choose to work at TV and radio stations, as on-air talent, producers, directors, photographers, and more. Students may also get jobs at corporate audio/visual production departments, training centers or creative agencies.

Career Outlook

- > Nearly 17,000 new jobs are projected for television producers and directors through 2026, according to the U.S. Bureau of Labor Statistics. Median pay for those positions was \$71,680 in 2018.
- > Film and video editors and camera operators earned a median pay of \$58,990 in 2018, with nearly 7,600 new jobs projected through 2026, according to the Bureau of Labor Statistics.
- > The digital market is expanding for videography and reporting. More than 60 percent of U.S. adults watch videos online, and 36 percent of those who watch are watching news videos, according to a Pew report.



- > More than 10,000 new jobs are projected for broadcast and sound engineering technicians through 2022.

Alumni Success Story

"I couldn't even fit through a door for about a week there, my head got so big," said St. Ambrose TV/radio graduate Chris Hassel, whose portfolio includes WHO-TV in Des Moines, ESPN and currently CBS Sports Network. "I am a little worried I have used up all my luck a little too early in life."

Hassel says the opportunity he found at St. Ambrose absolutely prepared him for this big career break. "You hear about all the big ones. The Syracuse. The Missouri," he said. "I couldn't have asked for a better college experience than the one I got at St. Ambrose. It's not about the name. It's about what you can

experience. First-hand. Hands-on. And I was able to do way more than even I thought I could.”

Where Some of Our Graduates Work

A few of the companies that employ St. Ambrose television and radio graduates:

- > ABC/ESPN Radio, sports anchor
- > AOL Radio, music director for alternative and independent music
- > Big Ten Network, Dyno operator, camera operator
- > Gamma Blast, editor and motion graphics artist
- > Gamma Blast, owner, director and senior editor
- > Harpo Productions, producer/director of Oprah radio
- > KWQC-TV, news photographer
- > Mediacom Communications, freelance producer
- > NBC Olympics, production associate
- > WQAD-TV, sports anchor
- > Dozens of newspapers and radio and television stations across the country

Your Career: Networking, Internships and Jobs in the Quad Cities

The Quad Cities is a welcoming and fun place to live as a college student. More than that, it offers a great community to help you prepare for—or even start—your career.

We’re closely connected to the communication and arts organizations in the Quad Cities. They are a rich community resource, and provide a lively variety of opportunities for careers. The area has an array of opportunities for communication experts in all media. Major daily newspapers, the *Quad-City Times* and the *Rock Island Argus/Moline Dispatch*, provide an arena where writers, reporters and editors can flex their writing skills. Local affiliates for each of the major networks have broadcast stations in the Quad Cities, and a variety of radio stations offer programming that ranges from all-talk to classic oldies, and hip-hop to public radio. These organizations contribute to the Quad Cities’ reputation as a center for communications and arts, and provide exceptional opportunities for networking, internships and jobs.

Get in Touch With Us Today

We invite you to visit St. Ambrose to learn more about the opportunities here. Our quality academic programs provide one of the best private education values in the Midwest. Check it out for yourself: contact our Admissions Office, 563-333-6300 (toll-free 800-383-2627) or admit@sau.edu, or go online to www.sau.edu.

St. Ambrose University offers a Bachelor of Arts in Digital Media Production. A minor also is offered in this discipline. For complete curriculum information and course descriptions, consult the Course Catalog at www.sau.edu/catalog.

09.19