

**VIDEO SCRIPT –**  
**Arts, Audio-Visual Technology and Communications Career Cluster**  
*“What’s Your Plan – Exploring the 16 Career Clusters”*

LEAH: Okay, what’s the deal Caleb?

CALEB: Deal, what deal?

LEAH: The get up. You look...

CALEB: Creative?

LEAH: Mnnn, something like that.

CALEB: When I heard we were talking about Arts, A/V Technology and Communications, I wasn’t sure how to dress. I mean, there are so many careers in this cluster and they’re all so different. You can run a videocamera or be a lighting technician, be a broadcast reporter or TV correspondent, an actor, dancer, singer or playwright, work in the printing industry, or become an athlete, a visual artist like a painter, interior designer or photographer.

LEAH: Whoah! I’d love all those jobs.

CALEB: See what I mean?

LEAH: But, what if my painting lands me a permanent place in the monthly starving artists’ show?

CALEB: Then you could apply your creativity to business, like our next guest does.

PROFESSIONAL: Hello. My name is Shelly Silvey. I want to introduce you to the Arts, AV Technology, and Communications Career Cluster. This cluster has two main areas – one for careers that challenge your creative and performing talents, and another for careers that require a strong background in technology and communications. At the television station where I work, both areas are important. My job as Creative Services Director allows me to work with producers, journalists, photographers, graphic designers, and many kinds of lighting and sound technicians. We depend on a team of people to combine their creative and technical skills to create and air newscasts, commercials, and much more. Obviously, many different careers are included in this cluster, and you may want to explore further. Students often begin at an early age to identify their interests, gain the experiences they need, and develop their talents and education through high school and beyond. If your plan includes a career in this area, you can create a bright future.

LEAH: That sounds like a great career. So what do I need to make it in this Career Cluster?

CALEB: The more technical careers like AV Communications Technology, Telecommunications and Printing Technology require a strong math and science background, plus courses in computer and electronic technology. For a career in Performing or Visual Arts, and some careers in PR, Journalism, Broadcasting and Film, choose classes where your creative talents will be challenged.

LEAH: Oh, that should be easy for you.