



# CAREER OPPORTUNITIES WORKSHEET

Wondering how to translate your expert knowledge into hands-on, interactive activities for teens? Here are a few ideas!

## COMMUNICATIONS

|    | Career-Related Activity Topics  | Does your organization have resources? | Who can teach this skill / activity? |
|----|---|--|--------------------------------------|
| 1  | Assist with projects by the Society of Professional Journalists or Public Relations Society of America.   |  |                                      |
| 2  | Coach Scouts wishing to earn the Journalism merit badge.  |  |                                      |
| 3  | Create a newsletter for your Explorer post  |  |                                      |
| 4  | Create a radio or television public service announcement promoting the Exploring program.   |  |                                      |
| 5  | Develop programs for the elderly, disabled, youth groups, churches, and community organizations using communications formats  |  |                                      |
| 6  | Discuss programs, newspaper articles, radio and television promotions, and how communications affect the day-to-day activities of individuals and the public.                 |  |                                      |
| 7  | Discuss the education, skills and training needed for these careers.  |  |                                      |
| 8  | Do a public relations project for a local community organization  |  |                                      |
| 9  | Find out how corporations deal with public relations and how they relate to journalism and broadcasting   |  |                                      |
| 10 | Learn about aerobic exercises and ergonomics for office workers and publish informational folder  |  |                                      |
| 11 | Plan a parent-Explorer function for disadvantaged children such as a clothing drive or a trip to the local zoo using the media.   |  |                                      |
| 12 | Plan a program on the purposes and programs of The National Association of Broadcasters.  |  |                                      |
| 13 | Plan fitness and exercise programs or first aid programs for workers  |  |                                      |
| 14 | Plan programs on careers in magazines, newspapers, corporate publications, radio, TV, publishing, and freelance writing.  |  |                                      |
| 15 | Plan programs on careers in news, advertising, public service, cable television, radio broadcasting, and freelance work.  |  |                                      |
| 16 | Plan programs that show the many public relations functions: planning, program development, research and analysis, writing and editing, public speaking, and media relations. |  |                                      |
| 17 | Provide radio-TV, journalism, and public relations projects to assist the elderly, disabled, low-income, and disadvantaged people.  |  |                                      |
| 18 | Publish a newsletter or provide media coverage for a local event with churches, hospitals, community organizations, or youth groups.  |  |                                      |
| 19 | Research the background of radio, television, newspapers, magazines, and corporate communications   |  |                                      |
| 20 | Research the variety of careers in broadcasting: writing, research, editing, proofreading, circulation, engineering, photography, and teaching.                               |  |                                      |

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| 21 | Review ethics, privacy issues, freedom of the press, and broadcasting regulation.  |   |   |
| 22 | Review local and federal regulations, licensing of radio and television stations, public relations ethics regarding communication programs |   |   |
| 23 | Review the variety of careers in public relations: agency, corporation, nonprofit, association, and education.                             |   |   |
| 24 | Secure speakers on mental and emotional fitness and promote this event using the news media and television.                                |   |   |
| 25 | Serve on a public relations committee with another local Explorer post   |   |   |
| 26 | Serve on the newspaper staffs of local and national Explorer events.   |   |   |
| 27 | Study the effect of public relations on health care.   |   |   |
| 28 | Study the effect of the news media on the community, State and nation.   |   |   |
| 29 | Study the history and development of radio and television.   |   |   |
| 30 | Design/draw animated cartoons for use in motion pictures or television   |   |   |
| 31 | Render a series of sequential drawings which become animated   |   |   |
| 32 | Make a layout design for artwork or copy for a book or magazine  |   |   |
| 33 | Transform a typewritten manuscript into a book   |   |   |
| 34 | Design and prepare graphic materials (flyers, brochures, etc...) for a local organization/nonprofit  |   |   |
| 35 | Volunteer to be a Video Game Play Tester   |   |   |
| 36 | Research the variety of careers in visual communication design   |   |   |
| 37 | Photograph events, locations, individuals, educational, and other materials for use in publications or telecast                            |   |   |
| 38 | Create a PSA for print media   |   |   |
| 39 | Literary Agent   |   |   |
| 40 | Visit your local broadcast arts college  |   |   |
| 41 | Lay musical tracks for an original song  |   |   |
| 42 | Create a blog  |   |   |
| 43 | Edit an original film created by the post  |   |   |
| 44 | Visit your local cable company   |   |   |
| 45 | Take a class at the cable station (video production or camera operation)   |   |   |
| 46 | Take a behind-the-scene tour of the local radio, television station or newspaper.  |   |   |

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| 47 | Interview a local business person or celebrity for the local radio or television station                     |   |   |
| 48 | Communicate Exploring activities/happenings via social media (Facebook, Google+ or Pinstar)                  |   |   |
| 49 | Work with a Public Relations specialist to develop and maintain a favorable image plan for a business client |   |   |
| 50 | Develop a communication plan for your local council  |   |   |
| 51 | Produce your own television newscast   |   |   |
| 52 | Take photos and create a layout for a magazine or paper  |   |   |
| 53 | Research the variety careers in information design or information architecture                               |   |   |
| 54 | Design and development a website   |   |   |
| 55 | Design and development an annual report for the area Exploring posts   |   |   |
| 56 | Become familiar with Adobe products  |   |   |
| 57 | Create a multi-media presentation for an Exploring open house  |   |   |
| 58 | Design and create  |   |   |
| 59 | Write a speech for a local official addressing a high school   |   |   |
| 60 | Write, edit and produce a commercial   |   |   |
| 61 | Assist the Director of Special Events (hotel, golf course) with an upcoming event                            |   |   |
| 62 | Plan a trip to Toastmasters International and learn about public speaking                                    |   |   |
| 63 | Create talking points for an interview   |   |   |
| 64 | Discuss youth protection issues when using social media  |   |   |
| 65 | Invite an expert to talk about netiquette  |   |   |
| 66 | Attend a PRSA or NCA community event   |   |   |
| 67 | Audition for a commercial  |   |   |
| 68 | Invite a communications student to talk to the post  |   |   |
| 69 | Organization a production crew for a video shoot   |   |   |
| 70 | Sound engineer   |   |   |
| 71 | Develop an event timeline for a press conference   |   |   |
| 72 | Setup a press conference for the Exploring conference  |   |   |

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| 73 | Volunteer at PBS station to answer phones during a telethon (community service)   |   |   |
| 74 | Create and produce "Rip The Runway" for a local dept. store (fashion show)  |   |   |
| 75 | Announce a high school football or basketball game  |   |   |
| 76 | Create and organize a local debate tournament   |   |   |
| 77 | Do a concert sound check with a sound engineer  |   |   |
| 78 | Learn the different communication roles involved with making movies (boom, audio engineer, director etc..)                |   |   |
| 79 | Design a line of greeting cards for young adults  |   |   |
| 80 | Enter a film making contest   |   |   |
| 81 | Create an ad campaign   |   |   |
| 82 | Review the fastest growing careers in communications  |   |   |
| 83 | Do a case study on corporations dealing with a crisis communications issue and what tools they used to solve the problem. |   |   |
| 84 | Study the affect of television on youth obesity   |   |   |
| 85 | Assist the Director of Community Relations (hospital/corporation) review charitable contributions request.                |   |   |
| 86 | Design a campaign and raise funds for the post  |   |   |
| 87 | Create a Communications Careers Activities book   |   |   |
| 88 | Design a plan to communicate with posts nationwide  |   |   |
| 89 | Plan a trip to visit and find out about the duties of your local city ombudsman   |   |   |
| 90 | Assist the faculty (HS or College) with commencement ceremonies   |   |   |
| 91 | Plan and execute Explorer Awards Banquet  |   |   |
| 92 | Spend a day with a Professor of Communications  |   |   |
| 93 | Review the variety of careers in Usability and Human Factors (Technical Communication field)                              |   |   |
| 94 | Study how Technical communications affects human behavior   |   |   |
| 95 | Research the American Society for Indexing  |   |   |
| 96 | Research the ADDIE process and IDLS model in Instructional Design   |   |   |
| 97 | Write and produce a commercial jingle   |   |   |

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| 98  | Write and deliver an election speech for a post position          |  |                                      |
| 99  | Contact a video game designer for a Q and A session with the post |  |                                      |
| 100 | Create the concept for a new video game                           |  |                                      |
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