

# JOURNALISM

## What can I do with this degree?

### AREAS

### EMPLOYERS

### STRATEGIES

#### **NEWSPAPER PUBLISHING**

Reporting  
Editorial/Column Writing  
Investigative Journalism  
Editing  
Proofreading  
Photojournalism  
Circulation  
Marketing/Promotion  
Production  
Sports

Large circulation newspapers  
Local newspapers  
Wire services  
Trade newspapers  
Online publishers

Obtain a summer job or internship with newspaper.  
Work with college newspaper, yearbook, or alumni publication.  
Take an active role, preferably leadership, in journalism organizations.  
Demonstrate curiosity, high energy level, ability to produce under pressure and withstand criticism.  
Develop excellent grammar and writing skills.  
Create a portfolio of writing samples, especially those that have been published.  
Seek opportunities for recognition and networking through writing contests and freelance writing submissions.  
Build relationships with campus and community leaders as well as athletes for interview opportunities and experience.

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#### **MAGAZINE/NEWSLETTER PUBLISHING**

Writing  
Editing  
Advertising/Sales  
Promotion  
Circulation  
Design, Art, and Production  
Investigative Journalism  
Photojournalism

Major publishers  
Consumer magazines  
News magazines  
Specialized magazines  
Technical and industrial publications  
Professional publications/associations  
Merchandising and trade publications  
Labor unions  
Academic journals  
Corporate in-house publications  
Religious organizations

Secure internship with publisher.  
Work on campus publications.  
Find part-time or summer job with newspaper, magazine, or print shop.  
Obtain sales experience.  
Join a professional journalism organization.  
Demonstrate creative spirit, writing skills, verbal skills, and proofreading ability.  
Create a portfolio of writing samples.  
Consider obtaining a minor in photography for photojournalistic specialty.

**AREAS**

**EMPLOYERS**

**STRATEGIES**

**BOOK PUBLISHING**

Editing  
Sales  
Promotion  
Publicity  
Production  
Subsidiary Rights

Publishers including:  
Tradebooks  
Children's books  
Paperbacks  
Textbooks  
Book clubs  
University presses  
Religious presses  
Technical, scientific, or medical presses  
Internet sites

Attend summer publishing institute to sharpen skills and build contacts.  
Become familiar with word processing, desktop publishing and web page design.  
Gain knowledge of printing and production.  
Work with local or regional magazines and campus publications.  
Work as sales clerk or book buyer in campus or local bookstore.  
Supplement coursework with technical writing courses for opportunities with technical, scientific, and medical publications.

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**ELECTRONIC MEDIA**

Television  
Radio Programming/Production  
Electronic Publishing  
News  
Sports  
Script Writing

Major networks  
Public, cable, and private television stations  
Government  
National, state, or regional radio networks  
Independent radio syndications

Gain experience in campus or local television and radio stations.  
Join campus publication staff.  
Consider taking courses in a desired specialty area such as political science or sport management.  
Secure internship with media corporation.

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**WRITING**

Technical Writing  
Creative Writing

Hardware and software manufacturers/developers  
Technical industries  
Technical publications (journals, magazines and websites)  
Research laboratories  
Government agencies  
Self-employed/Freelance

Work on college newspaper or campus publication.  
Join professional journalism or communications organizations.  
Develop excellent word processing skills.  
Perfect clear and concise writing abilities.  
Demonstrate patience, flexibility, and creativity.  
Begin submitting manuscripts, essays, articles, etc. for possible publication immediately.  
Read widely in area of talent and/or interest (e.g., mystery novels, poetry)

## AREAS

## EMPLOYERS

## STRATEGIES

### **BUSINESS**

Advertising  
Public Relations  
Special Events  
Media Relations  
Fund Raising  
Business Writing  
Account Services  
Print Production  
Management  
Administration

Advertising agencies  
Corporate advertising or public relations departments  
Media companies (e.g., Turner Broadcasting)  
Non-profit organizations  
Colleges and universities  
Labor unions

Work in sales at campus newspaper, television, or radio station.  
Obtain business experience.  
Complete internship at market research firm.  
Hone public speaking skills.  
Seek part-time or summer job with campus public relations or sports information department.

### **EDUCATION**

Secondary  
Post-Secondary  
Publication Advising

Public or private high schools  
Colleges and universities

Obtain state teacher certification for high school teaching opportunities.  
Consider obtaining certification to teach additional subjects such as foreign language, social studies, or English.  
Actively participate in campus newspaper and yearbook publications.  
Volunteer to assist local high school students and sponsors with publications.  
Obtain graduate degree (Masters and/or Doctorate) for college and university teaching opportunities.

### **GENERAL INFORMATION**

- Internships are crucial in obtaining experience, building relationships and reality testing career choices.
- Begin cultivating creative talents as soon as possible. Develop a portfolio of creative materials related to career goals.
- Demonstrate enthusiasm, interpersonal skills, team work, integrity, good judgment, and intelligence.
- Experience with campus publications is a must.
- Develop excellent writing and grammar skills.
- Choose the most writing intensive coursework possible.
- Read extensively in areas of interest.
- Be prepared to begin a journalism career in a small market, performing entry-level tasks before moving to larger markets and positions with more creative freedom and responsibility.