

# JOURNALISM

What can I do with this degree?

AREAS	EMPLOYERS	PREPARATION
<p><b>NEWSPAPER PUBLISHING</b></p> <ul style="list-style-type: none"> <li>• Reporting</li> <li>• Editorial / Column Writing</li> <li>• Investigative Journalism</li> <li>• Editing</li> <li>• Proofreading</li> <li>• Photojournalism</li> <li>• Circulation</li> <li>• Marketing / Promotion</li> <li>• Production</li> <li>• Sports</li> </ul>	<p><b>Large circulation newspapers</b></p> <p><b>Local newspapers</b></p> <p><b>Wire services</b></p> <p><b>Trade newspapers</b></p> <p><b>Online publishers</b></p>	<ul style="list-style-type: none"> <li>❖ Obtain a summer job or internship with a newspaper.</li> <li>❖ Work with college newspaper, yearbook or alumni publication.</li> <li>❖ Take an active role, preferably leadership, in journalism organizations.</li> <li>❖ Demonstrate curiosity, high energy level, ability to produce under pressure and withstand criticism.</li> <li>❖ Develop excellent grammar and writing skills.</li> <li>❖ Create a portfolio of writing samples, especially those that have been published.</li> <li>❖ Seek opportunities for recognition and networking through writing contests and freelance writing submissions.</li> <li>❖ Build relationships with campus and community leaders as well as athletes for interview opportunities and experience.</li> </ul>
<p><b>MAGAZINE / NEWSLETTER PUBLISHING</b></p> <ul style="list-style-type: none"> <li>• Writing</li> <li>• Editing</li> <li>• Advertising / Sales</li> <li>• Promotion</li> <li>• Circulation</li> <li>• Design, Art and Production</li> <li>• Investigative journalism</li> <li>• Photojournalism</li> </ul>	<p><b>Major publishers</b></p> <p><b>Consumer magazines</b></p> <p><b>News magazines</b></p> <p><b>Specialized magazines</b></p> <p><b>Technical and industrial publications</b></p> <p><b>Professional publications / association</b></p> <p><b>Merchandising and trade publications</b></p> <p><b>Labor unions</b></p> <p><b>Academic journals</b></p> <p><b>Corporate in-house publications</b></p> <p><b>Religious organizations</b></p>	<ul style="list-style-type: none"> <li>❖ Secure internship with publisher.</li> <li>❖ Work on campus publications.</li> <li>❖ Find part-time or summer job with newspaper, magazine or print shop.</li> <li>❖ Obtain sales experience.</li> <li>❖ Join a professional journalism organization</li> <li>❖ Demonstrate creative spirit, writing skills, verbal skills and proofreading ability.</li> <li>❖ Create a portfolio of writing samples.</li> <li>❖ Consider obtaining a minor in photography for photojournalistic specialty.</li> </ul>

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<b>BOOK PUBLISHING</b> <ul style="list-style-type: none"> <li>• Editing</li> <li>• Sales</li> <li>• Promotion</li> <li>• Publicity</li> <li>• Production</li> <li>• Subsidiary Rights</li> </ul>	<b>Publishers including:</b> <ul style="list-style-type: none"> <li>• Tradebooks</li> <li>• Children’s books</li> <li>• Paperbacks</li> <li>• Textbooks</li> </ul> <b>Book clubs</b> <b>University presses</b> <b>Religious presses</b> <b>Technical, scientific or medical presses</b> <b>Internet sites</b>	<ul style="list-style-type: none"> <li>❖ Attend summer publishing institute to sharpen skills and build contacts.</li> <li>❖ Become familiar with word processing, desktop publishing and web page design.</li> <li>❖ Gain knowledge of printing and production.</li> <li>❖ Work with local or regional magazines and campus publications.</li> <li>❖ Work as sales clerk or book buyer in campus or local bookstore.</li> <li>❖ Supplement coursework with technical writing courses for opportunities with technical, scientific and medical publications.</li> </ul>
<b>ELECTRONIC MEDIA</b> <ul style="list-style-type: none"> <li>• Television</li> <li>• Radio Programming / Production</li> <li>• Electronic Publishing</li> <li>• News</li> <li>• Sports</li> <li>• Script Writing</li> </ul>	<b>Major networks</b> <b>Public, cable and private television stations</b> <b>Government</b> <b>National, state or regional radio networks</b> <b>Independent radio syndications</b>	<ul style="list-style-type: none"> <li>❖ Gain experience in campus or local television and radio stations.</li> <li>❖ Join campus publication staff.</li> <li>❖ Consider taking courses in a desired specialty area such as political science or sport management.</li> <li>❖ Secure internship with media corporation.</li> </ul>
<b>WRITING</b> <ul style="list-style-type: none"> <li>• Technical writing</li> <li>• Creative writing</li> </ul>	<b>Hardware and software manufacturers / developers</b> <b>Technical industries</b> <b>Technical publications (journals, magazines and websites)</b> <b>Research laboratories</b> <b>Government agencies</b> <b>Self-employed / Freelance</b>	<ul style="list-style-type: none"> <li>❖ Work on college newspaper or campus publication.</li> <li>❖ Join professional journalism or communications organizations.</li> <li>❖ Develop excellent word processing skills.</li> <li>❖ Perfect clear and concise writing abilities.</li> <li>❖ Demonstrate patience, flexibility and creativity.</li> <li>❖ Begin submitting manuscripts, essays, articles, etc. for possible publication immediately.</li> <li>❖ Read widely in area of talent and / or interest (e.g. mystery novels, poetry).</li> </ul>

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<p><b>BUSINESS</b></p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Public relations</li> <li>• Special events</li> <li>• Media relations</li> <li>• Fund raising</li> <li>• Business writing</li> <li>• Account services</li> <li>• Print production</li> <li>• Management</li> <li>• Administration</li> </ul>	<p><b>Advertising agencies</b>  <b>Corporate advertising or public relations departments</b>  <b>Media companies (e.g. Turner Broadcasting)</b>  <b>Non-profit organizations</b>  <b>Colleges and universities</b>  <b>Labor unions</b></p>	<ul style="list-style-type: none"> <li>❖ Work in sales at campus newspaper, television or radio station.</li> <li>❖ Obtain business experience.</li> <li>❖ Complete internship at market research firm.</li> <li>❖ Hone public speaking skills.</li> <li>❖ Seek part-time or summer job with campus public relations or sports information department.</li> </ul>
<p><b>EDUCATION</b></p> <ul style="list-style-type: none"> <li>• Secondary</li> <li>• Post-secondary</li> <li>• Publication advising</li> </ul>	<p><b>Public or private high schools</b>  <b>Colleges and universities</b></p>	<ul style="list-style-type: none"> <li>❖ Obtain state teacher certification for high school teaching opportunities.</li> <li>❖ Consider obtaining certification to teach additional subjects such as foreign language, social studies or English.</li> <li>❖ Actively participate in campus newspaper and yearbook publications.</li> <li>❖ Volunteer to assist local high school students and sponsors with publications.</li> <li>❖ Obtain graduate degree (Masters and / or Doctorate) for college and university teaching opportunities.</li> </ul>

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STRATEGIES	LINKS
<ul style="list-style-type: none"><li>• Earn good grades. Grades are an indicator of technical competence and of a person's work ethic.</li><li>• Actively participate in student organizations to develop leadership skills.</li><li>• Develop excellent computer skills.</li><li>• Learn to work well within in a team.</li><li>• Develop strong communication skills.</li><li>• Gain work experience and information about careers through internships, Internships are crucial in obtaining experience, building relationships and reality testing career choices.</li><li>• Begin cultivating creative talents as soon as possible. Develop a portfolio of creative materials related to career goals.</li><li>• Demonstrate enthusiasm, interpersonal skills, team work, integrity, good judgment, and intelligence.</li><li>• Experience with campus publications is a must.</li><li>• Develop excellent writing and grammar skills.</li><li>• Choose the most writing intensive coursework possible.</li><li>• Read extensively in areas of interest.</li><li>• 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.</li></ul>	<p><a href="#"><u>American Association of Sunday &amp; Feature Editors</u></a></p> <p><a href="#"><u>American Society of Journalists and Authors</u></a></p> <p><a href="#"><u>American Society of Newspaper Editors</u></a></p> <p><a href="#"><u>Association for Education in Journalism and Mass Communications</u></a></p> <p><a href="#"><u>Association for Women in Communications</u></a></p> <p><a href="#"><u>International American Press Association</u></a></p> <p><a href="#"><u>International Communications Association</u></a></p> <p><a href="#"><u>Investigative Reporters and Editors</u></a></p> <p><a href="#"><u>National Association of Black Journalists</u></a></p> <p><a href="#"><u>National Newspaper Association</u></a></p> <p><a href="#"><u>National Press Club</u></a></p> <p><a href="#"><u>National Press Foundation</u></a></p> <p><a href="#"><u>National Scholastic Press Association</u></a></p> <p><a href="#"><u>Newspaper Association of America</u></a></p>