

# JOURNALISM

## What can I do with this major?

### AREAS

### EMPLOYERS

### STRATEGIES

#### NEWSPAPER PUBLISHING

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

Large circulation newspapers  
Local newspapers:  
    Dailies  
    Alternative weeklies  
Wire services  
Trade newspapers  
Online publishers

Obtain an internship or part-time job with a newspaper. Work with a college newspaper, yearbook, or alumni publication.  
Take an active role, preferably leadership, in journalism organizations.  
Demonstrate curiosity, high energy level, and the abilities to produce under pressure and withstand criticism.  
Develop excellent grammar and writing skills. Learn to think critically.  
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 and athletes for interview opportunities and experience.  
Learn HTML and other computer programs to prepare for online work. This area of journalism is growing while print is declining.  
Become comfortable working in a chaotic, deadline-oriented atmosphere.

#### 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

Complete an internship with a publisher.  
Seek experience with on-campus or community publications.  
Find a part-time or summer job with a 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 a 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.  
See employment 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.  
Be aware that a large portion of publishers are located in New York City.

### WRITING

Technical Writing  
Science and Medical Writing  
Freelance Writing  
Creative Writing Including:  
Books  
Poetry  
Plays  
Screenplays  
Scripts  
Greeting Cards  
Lyrics/Jingle Writing

Newspapers  
Magazines  
Broadcast media companies including television, radio, and the movie industry  
Internet sites  
Trade, professional, or consumer publications  
Technical industries  
Large corporations  
Government agencies  
Universities and university presses  
Self-employed/Freelance

Supplement curriculum with relevant courses such as creative writing or technical writing.  
Write for campus publications such as college newspapers, magazines, or departmental/program newsletters.  
Gain as much experience as possible through volunteer positions, internships, or part-time jobs.  
Join professional journalism or communications organizations.  
Perfect clear and concise writing abilities.  
Volunteer to assist or tutor students in a writing center.  
Become familiar with the proposal writing and submission process involved in freelance writing.  
Submit manuscripts, essays, articles, etc. for publication.  
Read widely in area of talent and/or interest (e.g., mystery novels, poetry).  
Demonstrate patience and persistence in starting a career in creative writing.  
For technical writing, develop a good understanding of the subject you are writing about.

## AREAS

## EMPLOYERS

## STRATEGIES

### **ELECTRONIC MEDIA**

Television  
Radio Programming/Production  
Electronic Publishing  
Video Production

Major networks  
Public, cable, and private television stations  
National, state, or regional radio networks  
Independent radio syndications  
Video production companies  
Government agencies  
Large corporations  
Colleges and universities  
Nonprofit organizations  
Professional associations

See *"What Can I Do With a Major in Electronic Media"* for more detailed information.  
Gain experience with campus or local television and radio stations.  
Secure an internship with a media corporation.  
Develop a variety of technical and computer skills.  
Create a personal website or blog to showcase work.  
Choose a particular area of interest and build the skills and experiences necessary to qualify for that field.  
Get involved with relevant student professional organizations.

---

### **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.

---

### **BUSINESS**

Advertising  
Public Relations  
Special Events  
Media Relations  
Fundraising  
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.  
Seek part-time or summer job with campus public relations or sports information department.  
Gain experience in an area of interest through internships, part-time, or summer jobs.  
Hone public speaking and communication skills.

## AREAS

## EMPLOYERS

## STRATEGIES

### LAW

Prosecution  
Defense  
Litigation  
Contractual  
Corporate  
Nonprofit or Public Interest  
Mediation  
Lobbying

Law firms  
Sole practitioner  
Government agencies  
Corporations  
Public interest organizations  
Colleges and universities

Some students choose a journalism major in preparation for law school.  
Develop strong research and writing skills through major courses.  
Maintain a high grade point average and prepare for the Law School Admission Test (LSAT).  
Secure strong faculty recommendations.  
Participate in a debate or forensic team to hone communication skills.  
Join pre-law organizations.  
Work a part-time or summer job at a law office to gain exposure to the field.  
Earn a law degree and pass the bar exam in order to practice law.

### GENERAL INFORMATION

- Internships are crucial in obtaining experience, building relationships, and reality testing career choices. Utilize your alumni network to make contacts.
- 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. Become familiar with Associated Press style and standard proof reading marks.
- Read extensively in areas of interest.
- The print publishing industry has declined significantly in recent years as many consumers turn toward other media outlets including television, radio, and Internet. Seek skills and experiences in these areas to qualify for a wider range of opportunities. For example, start a blog to hone computer skills.
- 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.
- As the industry is tightening, applicants who have experience in a niche market, e.g. religious publishing, or outstanding technical skills, will be more competitive.
- Minor in business administration, political science, technical communication, natural or social sciences, sport management, cinema studies, or art media may provide greater job opportunities and complement the major.
- Journalism is good preparation for graduate programs in communication, law, political science, and other fields that require strong writing skills.