

# JOURNALISM

## What can I do with this major?

### AREAS

### EMPLOYERS

### STRATEGIES

#### **NEWS AND DOCUMENTARY MAKING**

Reporting  
Feature writing  
Investigative journalism  
Science Writing  
Sports  
Photojournalism  
Editing  
Podcast creation  
Marketing/promotion  
Social media writing/curating/strategizing  
Documentary writing and production  
Videography  
Digital post-production editing  
Producing

National and local newspapers and news wire services (e.g., USA Today, Bloomberg, Associated Press)  
Digital media companies (e.g., Refinery29, BuzzFeed, Vox, HuffPost)  
Local and national radio, television, cable stations and networks  
Streaming services (e.g., Hulu, NetFlix)  
Digital sports media outlets (e.g., sports.yahoo.com, sbnation.com, rivals.com), team and league media (e.g., mlb.com SEC Network, individual collegiate athletic departments), esports (e.g., Riot Games, Skillshot media) and legacy sports media (broadcasting, radio and print/digital)  
Science news services and websites  
Studio and production companies (e.g., Sony, Discovery, Jupiter Entertainment)  
Media buying agencies  
Government agencies  
Trade and consumer publications  
Technical industries

Acquire strong writing and editing skills across platforms.  
Develop media literacy and analytical/critical thinking skills.  
Create a personal web presence and enhance community engagement through websites, blogs, and social media.  
Keep your social media presence professional.  
Establish a LinkedIn account.  
Enhance networking skills through participating in student media organizations and internships.  
Network at every opportunity by attending speaker events, conferences, and ask questions.  
Get course credit and hands-on experience at a local media outlet and production companies.  
Be at the hub of what's happening on campus and in the community (e.g., interview campus and community leaders and athletes; attend and report on campus and community events, concerts, and sports.)

#### **DIGITAL AND PRINT MAGAZINES**

Long-form writing  
Copy editing  
Graphic design  
Photography  
Reporting  
Magazine management  
Digital marketing and promotion

News magazines and lifestyle media (e.g., mindbodygreen.com, Teen Vouge)  
Science magazines (e.g., National Geographic, Discover, ScienceNews, Scientific American)  
Gaming magazines (e.g., PC Gamer, Retro Gamer, Xbox: The Official Magazine, PlayStation: The Official Magazine)  
Technical and professional associations  
Academic journals  
Corporate in-house publications  
Religious organizations

Acquire strong writing and editing skills across platforms.  
Develop media literacy and analytical/critical thinking skills.  
Read long-form news and information. Make it a practice to be well-informed.  
Think about creating your own internship opportunity by finding an area of interest and seeking out companies that complement that focus.  
Find ways to pitch content ideas to media outlets.  
Emphasize media literacy and analytical/critical thinking skills.

**AREAS**

**EMPLOYERS**

**STRATEGIES**

**Digital & Print Magazines (Continued)**

Create a personal web presence and enhance community engagement through websites, blogs, and social media.  
Keep your social media presence professional.  
Establish a LinkedIn account.  
Network at every opportunity by attending speaker events, conference, and ask questions.  
Get course credit and hands-on experience at local media outlet and production companies.  
Be the hub of what's happening on campus and in the community (e.g., interview campus and community leaders and athletes; attend and report on campus and community events, concerts, and sports)Complete an internship with a publisher.

**EDUCATION**

Secondary  
Post-Secondary  
Publication advising

Public or private high schools  
Colleges and universities

Acquire strong writing and editing skills across all platforms.  
Develop media literacy and analytical/critical thinking skills.  
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 publications.  
Volunteer to assist local high school students and sponsors with publications.

**BUSINESS**

In-house media production  
Advertising  
Public relations  
Special events  
Media relations  
Fundraising  
Business writing  
Account services  
Print production  
Management  
AdministrationCorporations in various industries  
Advertising agencies

Non-profit organizations  
Colleges and universities

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Keep your social media presence professional.  
Establish a LinkedIn account.  
Enhance networking skills through participating in student media organizations and internships.

**AREAS**

**EMPLOYERS**

**STRATEGIES**

**Business (Continued)**

Public relations firms

Network at every opportunity by attending speaker event and conferences, and ask questions.  
Gain experience in areas of interest through internships, part-time, or summer jobs.  
Hone communication skills.

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**LAW**

Prosecution  
Defense  
Litigation  
Contractual  
Corporate  
Nonprofit or public interest  
Mediation

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

Acquire strong writing and communication skills across all platforms.  
Develop media literacy and analytical/critical thinking skills.  
Sharpen understanding of communication law and ethics.  
Develop research skills.  
Maintain a high grade point average and prepare for the Law School Admission Test (LASAT) in order to enter law school after graduation.  
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.

**GENERAL INFORMATION AND STRATEGIES**

- Journalism and electronic media now encompass broad fields that may lead to many career opportunities. Only a few are listed here. Students should seek guidance from advisors and mentors to discuss their career goals and the knowledge/skills needed to attain those goals.
- Internships are crucial in obtaining experience, building relationships, and testing career options.
- Become involved in student media and student organizations/associations.
- Learn to work in diverse environments while developing strong interpersonal skills.
- Develop a networks of contacts, including alumni.