# JOURNALISM

## What can I do with this degree?

### AREAS

**NEWSPAPER PUBLISHING**
- Reporting
- Editorial/Column Writing
- Investigative Journalism
- Editing
- Proofreading
- Photojournalism
- Circulation
- Marketing/Promotion
- Production
- Sports

**MAGAZINE/NEWSLETTER PUBLISHING**
- Writing
- Editing
- Advertising/Sales
- Promotion
- Circulation
- Design, Art, and Production
- Investigative Journalism
- Photojournalism

**NEWSPAPER PUBLISHING EMPLOYERS**
- Large circulation newspapers
- Local newspapers
- Wire services
- Trade newspapers
- Online publishers

**MAGAZINE NEWSLETTER PUBLISHING EMPLOYERS**
- 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

### STRATEGIES

**NEWSPAPER PUBLISHING STRATEGIES**
- 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.

**MAGAZINE NEWSLETTER PUBLISHING STRATEGIES**
- 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.
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<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>BOOK PUBLISHING</strong></td>
<td>Editors, Sales, Promotion, Publicity, Production, Subsidiary Rights</td>
<td>Publishers including: Tradebooks, Children’s books, Paperbacks, Textbooks, Book clubs, University presses, Religious presses, Technical, scientific, or medical presses, Internet sites</td>
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<td>Attend summer publishing institute to sharpen skills and build contacts.</td>
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<td>Become familiar with word processing, desktop publishing and web page design.</td>
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<td>Gain knowledge of printing and production.</td>
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<td>Work with local or regional magazines and campus publications.</td>
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<td>Work as sales clerk or book buyer in campus or local bookstore.</td>
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<td>Supplement coursework with technical writing courses for opportunities with technical, scientific, and medical publications.</td>
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<td>Gain experience in campus or local television and radio stations.</td>
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<td>Join campus publication staff.</td>
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<td>Consider taking courses in a desired specialty area such as political science or sport management.</td>
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<td>Secure internship with media corporation.</td>
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<td><strong>WRITING</strong></td>
<td>Technical Writing, Creative Writing</td>
<td>Hardware and software manufacturers/developers, Technical industries, Technical publications (journals, magazines and websites), Research laboratories, Government agencies, Self-employed/Freelance</td>
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<td>Develop excellent word processing skills.</td>
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<td>Perfect clear and concise writing abilities.</td>
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<td>Demonstrate patience, flexibility, and creativity.</td>
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<td>Begin submitting manuscripts, essays, articles, etc. for possible publication immediately.</td>
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<td>Read widely in area of talent and/or interest (e.g., mystery novels, poetry)</td>
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### AREAS

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

**EDUCATION**
- Secondary
- Post-Secondary
- Publication Advising

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<td>Advertising agencies</td>
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<td>Non-profit organizations</td>
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<td>Colleges and universities</td>
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<tr>
<td>Work in sales at campus newspaper, television, or radio station.</td>
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<td>Obtain business experience.</td>
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<td>Complete internship at market research firm.</td>
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<td>Hone public speaking skills.</td>
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<tr>
<td>Seek part-time or summer job with campus public relations or sports information department.</td>
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| 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, teamwork, 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.

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (2003)

UTK is an EEO/AA/Title VI/Title IX/Section 504/ADA /ADEA Employer
What can I do with this degree?

JOURNALISM

Journalism Links:

American Society of Media Photographers

National Press Photographers Association - Careers in Photojournalism

Careers in Journalism (American Society of Newspaper Editors)

Magazine Publishers of America

Newslink

Job Center at Investigative Reporters and Editors, Inc. (IRE)

Journalism Jobs

American Journalism Review

Quintessential Careers' Guide to Writing and Journalism Jobs

Jobspage: "Your Link to Newspaper Careers"

Public Relations Society of America

Writers and Editors from the Occupational Outlook Handbook

News Analysts, Reporters, and Correspondents from the Occupational Outlook Handbook

Public Relations Specialists from the Occupational Outlook Handbook

Announcers from the Occupational Outlook Handbook

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Photojournalism

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Labor unions  
Academic journals  
Corporate in-house publications  
Religious organizations

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Religious presses
Technical, scientific, or medical presses
Internet sites

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Areas
Writing
Technical Writing
Creative Writing

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

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