



**Journalism & Electronic
Media**

Newspaper & Magazine Publishing

Reporting

Editorial/column writing

Feature writing

Investigative journalism

Sports

Online journalism

Photo journalism

Editing

Proofreading

Circulation

Marketing/promotion

Production

Foreign correspondence

Newspaper & Magazine Publishing Employers

Large circulation newspapers

Local newspapers:

- Dailies
- Alternative weeklies

Wire services

Trade newspapers

Online publishers

Major publishers

Consumer magazines

News magazines

Specialized magazines

Mechanical and industrial publications

Newspaper & Magazine Publishing Strategies

Work with a college newspaper, yearbook, or alumni publication.

Take an active role, preferably leadership, in journalism 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.

Book Publishing

Editing

Sales

Promotion

Publicity

Production

Subsidiary rights

Book Publishing Employers

Publishers:

- Tradebooks
- Children's books
- Paperbacks
- Textbooks
- Periodicals

Book clubs

University presses

Religious presses

Technical, scientific, or medical presses

Internet sites

Book Publishing Strategies

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.

Seek 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:

- Books
- Novels
- Poetry
- Plays
- Screenplays
- Scripts
- Greeting cards
- Lyrics/Jingle writing
- Commercials
- Blogs

Biographers

Writing Employers

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

Writing Strategies

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.

Television

Programming

Producing

Promotion

News reporting

News producing

News videography

Sportscasting

Weather forecasting

Anchoring

Editing

Directing

Casting

Research

Management

Sales

Public relations

Television

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Research

Management

Sales

Public relations

Television Employers

Major networks

Local commercial television stations

Public television stations

Cable television

Private production companies

Government

Business corporations

Television Strategies

Participate in campus media: student television and cable stations.

Seek part-time or volunteer opportunities with independent production companies.

Complete practicums at local television stations and internships at local or national TV stations, networks, or cable systems.

Join student broadcasting organizations.

Develop excellent writing, reporting, researching, and editing skills.

Volunteer to announce sporting events on campus or at local high schools.

Consider taking courses in political science, economics, sociology, or any applicable field for news broadcasting careers.

Read trade publications.

Be willing to start in smaller markets and work your way up the ladder. Professionals often move frequently for career advancement.

A greater number of opportunities exist in larger cities.

Take time to learn another language as being bi-lingual will give you a competitive edge.

Radio

News

Programming

Production

Promotion

Management

Announcing

Research

Sales

Radio Employers

National networks

National public radio

Digital stations

State or regional networks

Major, medium, and small market stations

Local commercial stations and groups

Radio Strategies

Work at the student radio station. Join radio or music organizations on campus.

Complete an internship at a station.

Announce sporting events for your university.

Host music programming for parties and social events.

Coordinate, program, and promote musical events.

Gain performance experience through music, drama, or public speaking.

Create a demonstration tape to be used as a sample of vocal and speaking talent.

Enhance public speaking skills by practicing with a handheld recorder.

Radio job markets are known to fluctuate, be prepared to weather the changes.

Internet

Webcasting

Podcasting

Web design/development

Website maintenance

Management

Administration

Sales and marketing

Internet Employers

Internet based companies (e.g.,
Yahoo or Google)

Companies specializing in
webcasting services and technology

Businesses in a variety of industries

Colleges and universities

Nonprofit organizations

Internet Strategies

Gain expertise in computer and Internet technology.

Learn how to design websites.

Become familiar with a variety of languages and software packages on various platforms.

Seek certifications in networking, website design, or related areas.

Volunteer to create or maintain websites for student organizations or local nonprofits.

Assist in campus webcasts if possible.

General Journalism 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.

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.

Take classes in computers, graphic design, and website management.

Develop a strong background in photography, as that component is becoming more prevalent in reporting.

Familiarize yourself with the on-the-go mobile video and audio applications to effectively communicate live updates.

Stay up to date with current events.

General Electronic Media Information

Internships are crucial for breaking into the field of electronic media and broadcasting. Complete several internships if possible.

Develop excellent technical and computer skills, especially internet proficiency and knowledge.

Seek opportunities for experience in any performance situation such as drama, debate, public speaking, music or athletics in order to demonstrate talent as well as ability to handle pressure.

Demonstrate curiosity, confidence, assertiveness, creativity, initiative, organizational skills, competitive spirit, enthusiasm, persistence, and diplomacy.

Display appropriate talents for public performance and appearance such as a sense of humor, verbal and written communication skills, imagination, showmanship, and an outgoing personality.

Consider shadowing or informational interviewing as a means through which to gain information, develop contacts, build mentoring relationships, and gain entry into a competitive field.

Be willing to start at the bottom doing entry level tasks before moving up to larger markets or organizations.

Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities.

Study all aspects of the industry and stay up-to-date through continuing education or training.

Maintain an active professional/personal social media account.

Be prepared to work under pressure and meet deadlines.

Work environment and schedules will vary. Be flexible, especially in the first years of working.

Many journalists work across television, radio, and digital platforms. Gain experience in all three.