

JOURNALISM

What can I do with this degree?

AREAS

EMPLOYERS

STRATEGIES

NEWSPAPER PUBLISHING

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

Large circulation newspapers
Local newspapers
Wire services
Trade newspapers
Online publishers

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

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

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.

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 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.
Work 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.

ELECTRONIC MEDIA

Television
Radio Programming/Production
Electronic Publishing
News
Sports
Script Writing

Major networks
Public, cable, and private television stations
Government
National, state, or regional radio networks
Independent radio syndications

Gain experience in campus or local television and radio stations.
Join campus publication staff.
Consider taking courses in a desired specialty area such as political science or sport management.
Secure internship with media corporation.

WRITING

Technical Writing
Creative Writing

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

Work on college newspaper or campus publication.
Join professional journalism or communications organizations.
Develop excellent word processing skills.
Perfect clear and concise writing abilities.
Demonstrate patience, flexibility, and creativity.
Begin submitting manuscripts, essays, articles, etc. for possible publication immediately.
Read widely in area of talent and/or interest (e.g., mystery novels, poetry)

AREAS

EMPLOYERS

STRATEGIES

BUSINESS

Advertising
Public Relations
Special Events
Media Relations
Fund Raising
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.
Obtain business experience.
Complete internship at market research firm.
Hone public speaking skills.
Seek part-time or summer job with campus public relations or sports information department.

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.

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, 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.
- 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.

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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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Prepared by the Career Planning staff of Career Services at The University of Tennessee,
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