Journalism, often considered a 'craft,' is the process of collecting, editing and conveying news through the media. Journalists shape information for transmission to mass society via newspapers, magazines, television, radio, online media and the emerging mobile phone market. Students looking to journalism as a career path generally find a solid foundation in an undergraduate liberal arts education. A strong sense of ethics and proficiency in research and storytelling are essential skills for journalism majors. While in school, journalism students learn to effectively purvey truthful and meaningful information to the general public without distortion, alteration or bias.

**Journalism Skills**
- Proofreading
- Interpersonal skills
- Excellent writing skills
- The ability to accurately assess the significance of obscure and often incomplete information
- Analytical Skills
- Good instinct
- Ability to put events into perspective
- Computer word-processing skills
- Excellent communication skills

**Degrees and Certifications**
- B.S. in Mass Communication - Journalism
- M.A. in Mass Communication

**CAREER PATHS**
*(Some of the occupations outlined in this brochure may require additional education or training)*

**Sample Job Titles**
- 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

**Newspaper Publishing**
### Magazine/Newsletter Publishing

**Sample Job Titles**
- 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

### Book Publishing

**Sample Job Titles**
- 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

### in 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

---Electronic Media---

**Sample Job Titles**

**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

---in Education---

- Secondary
- Post-Secondary
- Publication Advising
- Public or private high schools
- Colleges and universities

---in 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

---In 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
RESOURCES

Texas State University - List of internships
http://www.masscomm.txstate.edu/resources/internship/printjournalism.html

Student organizations
National Broadcasting Society (NBS) http://uweb.txstate.edu/~rn10/nbs.html
Ad Club http://www.studentorgs.txstate.edu/adclub/Home.html
Society of Professional Journalists (SPJ) http://www.spj.org/
Kappa Tau Alpha http://uweb.txstate.edu/~me04/inducted.html
National Association of Hispanic Journalists (NAHJ) http://www.nahj.org/
Association of Women in Communication (AWC) http://awctxstate.webs.com/

Professional Organizations
• American Association of Sunday and Feature Editors www.aasfe.org
• American Copy Editors Society www.copydesk.org
• American Society of Newspaper Editors www.asne.org
• Asian American Journalists Association www.aaja.org
• Associated Press Managing Editors www.apme.org
• Associated Press Sports Editors http://apsportseditors.org/
• Association for Women in Communications www.womcom.org
• Association for Women in Sports Media users.southeast.net/~awsm/
• California Chicano News Media Association www.ccnma.org
• Education Writers Association www.ewa.org/
• Inland Press Association www5.infi.net/inland/
• Investigative Reporters and Editors www.ire.org
• Journalism and Women Symposium www.jaws.org
• National Association of Black Journalists www.nabj.org
• National Association of Hispanic Journalists www.nahj.org
• National Association of Minority Media Executives www.namme.com
• National Conference of Editorial Writers www5.infi.net/ncew/
• National Institute for Computer Assisted Reporting www.nicar.org/
• National Lesbian and Gay Journalists Association www.nlgja.org
• National Press Club www.npc.press.org/
• National Press Photographers Association www.sunsite.unc.edu/nppa/
• Native American Journalists Association www.naja.com
• Newspaper Association of America www.naa.org
• Religion Newswriters Association www.intac.com/~caustin/rna1.htm
• Society of American Business Editors and Writers www.missouri.edu/~sabew
• Society of Environmental Journalists www.sej.org/
• Society for News Design www.snd.org
Job/Internship Search Links

- JournalismJobs.com http://www.journalismjobs.com/
- Editor & Publisher Classifieds http://www.editorandpublisher.com/Redirect.aspx
- Indeed www.indeed.com
- Society of Professional Journalists https://www.spj.org/jobbank.asp
- AdWeekOnline Career Network http://www.adweekjobs.com/
- Editor and Publisher http://www.editorandpublisher.com/
- Creative Hotlist http://www.creativehotlist.com/
- Media Bistro http://www.mediabistro.com/
- Publishers' Weekly http://jobs.publishersweekly.com/
- TalentZoo http://www.talentzoo.com/website/content/
- The Write Jobs http://www.writejobs.com/

Career Library Resources

- Occupational Outlook Handbook
- Careers in Writing
- Careers in Communications and Entertainment
- Career Opportunities in the Publishing Industry
- Careers in Journalism
- Careers in Focus- Writing
- Careers in Focus- Publishing

Information for this handout compiled from:
Princeton Review, Freep.com, University of Maine, Educational Portal.com, Texas State University- Mass Communications