A journalism major prepares students for careers in a wide variety of opportunities including business, education, government and non-profit as well as various areas of the entertainment industry such as radio and television. Graduates are strong communicators and researchers in addition to having the critical thinking skills necessary to work in any field. Some of the possible career options include reporter, news director, news anchor, assignment editor, correspondent, writer, and producer. Journalism is also a good degree for those with an interest in public relations, advertising, politics, or communication careers. The degree is also an excellent background for graduate work in fields such as law and administration. University of Wisconsin-Eau Claire offers a major and minor in journalism.

**Typical interests and values of journalism majors:**
- Oral and written expression/comprehension
- Enterprising
- Speech clarity
- Independence and variety
- Personal integrity
- Fluency of ideas
- Promotion of accuracy, truth, and fairness
- Competitive instinct
- Intellectual curiosity
- Freedom of speech
- Solving social problems
- Participatory government and democracy

**Knowledge and skills gained from studying journalism:**

*Knowledge:*
Graduates with a degree in journalism develop effective oral, written, and visual communication abilities. They are able to accurately present information and work under the pressure of deadlines. They also are able to effectively research and gather information while thinking critically and analytically. Broadcast journalism majors are aware of and understand the communication processes in diverse cultural, social, legal, and ethical contexts.

*Skills:*
- Research and information-gathering skills
- Stress and time management skills
- Flexibility, versatility, and adaptability
- Interviewing and people skills
- Technical skills in various forms of electronic media
- TV, radio, and public affairs reporting skills
- Computer and technical skills
- Editing and design
- Accepting responsibility
- Willingness to go above and beyond
- Representing others
- Creating and expressing ideas

**Related student and professional organizations:**

*Student:*
- Communications and Journalism Organization
- Residence Hall TV-10
- The Student Radio Initiative
- Forensics

*Professional:*
- NAB Services (National Association of Broadcasters)
- National Academy of Television Journalists
- Society of Professional Journalists
- Broadcasting Education Association

**Career fields related to broadcast journalism:**

*Potential Employers:*
Graduates with a broadcast journalism degree are able to work in the private and non-profit sectors. In addition to working in news, they can work for advertising agencies, book publishers, and public relations firms. They can also work in hospitals, community organizations, educational settings, libraries, and museums.

*Potential Job Titles:*
News Production Assistant
Production Assistant
Program/Station Manager
Correspondent
Journalist
Anchor Person
Jobs You Might Also Consider...

- Magazine Editor
- Audio Engineer
- Narrator
- Newscaster
- Radio/TV Announcer
- News Director
- Producer - TV, Film, Theatre
- Editor

- Public Relations Specialist
- Research Director
- Cyberjournalist
- Public Information Officer
- Book Reviewer
- Audio-Visual Consultant
- Brand Manager
- Technical Writer
- Public Opinion Researcher
- Photographer
- Copy Writer
- Lobbyist
- Media Buyer
- Fact Checker
- Fund Raiser
- Publicist
- Archivist
- Film Critic

Some entry-level jobs held by UW-Eau Claire journalism graduates:

- News Reporter, WEAU-TV 12, Eau Claire, WI
- Morning Radio Show Host, Woodward Communications, Dubuque, IA
- Associate Editor, Capstone Press Publishing, Minneapolis, MN
- Media Buyer, Campbell-Mithun, Minneapolis, MN
- Broadcast-Continuity Coordinator, KMWB-TV, Minneapolis, MN
- Account Representative, Alliance One, Mendota Heights, MN
- Publications Manager, Synergy Resource Group, Minneapolis, MN
- Director, Eau Claire News Bureau, Eau Claire, WI
- Junior Media Buyer, Laughlin Constable, Whitefish Bay, WI
- Director of Communication and Marketing, WomenVenture, Shoreview, MN

Opportunities to enhance my skills in broadcast journalism:

Internship
Internships are a way to gain hands-on experience in a position that you may be considering as a potential career. To find an internship in journalism, visit Career Services and speak with a career associate. Contact your adviser or the Department of Communication and Journalism chair about enrolling in CJ498 to receive academic credit for your internship.

Directed Studies or Independent Study Class
By participating in a directed studies or independent study class, students will be able to research an area that they find particularly interesting. Speak with your adviser about enrolling in CJ399, 495, or 499

What you can do now:

- Get a part time job at a local news station, radio station, or TV-10
- Work or freelance for the Spectator
- Be an announcer at campus sports events
- Become a teacher assistant for a professor in the journalism department
- Become active in student organizations
- Participate in campus theater events as a scriptwriter
- Do some freelance writing for local magazines or newspapers
- Job shadow a professional in your area of interest or conduct informational interviews

Learn more about broadcast journalism:

- Contact UW-Eau Claire’s Department of Communication and Journalism, HHH 152, 836-2528
- Meet with a career counselor
- Take interest inventory and self-assessment tests
- Utilize Blugold Career Success Network, a database of UW-Eau Claire alumni and friends available for informational interviewing
- Utilize Blugold CareerLink, an online job search database specifically for UWEC students and alum

Resources in Career Services

Yellow Section-
Sigi 3 handouts: