A print journalism major prepares students for a wide variety of job opportunities in business, education, government, and the non-profit sector. These graduates are strong communicators and researchers, in addition to having the critical thinking skills necessary to work in any field. With the skills and knowledge that print journalism graduates acquire, they can work directly in news careers or in public relations, advertising, and publishing. The degree is also an excellent background for graduate work in a many fields including law and administration. In addition to the major, University of Wisconsin–Eau Claire offers a minor in print journalism.

Typical interests and values of print journalism majors:
- Solving social problems
- Development of individual abilities
- Promotion of fellowship
- Free exchange of ideas
- Promotion of accuracy, truth, & fairness
- Freedom of speech
- Participatory government & democracy
- Intellectual curiosity
- Personal integrity

Knowledge and skills gained from studying print journalism:

Knowledge:
Graduates with a degree in print journalism develop effective written, oral, 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 along with thinking critically and analytically. Print journalism majors are aware of and understand the communication processes in diverse cultural, social, legal, and ethical contexts.

Skills:
- Verbal and written communication skills
- Word processing, computer graphics, and desktop publishing skills
- Research and information-gathering skills
- Editing and design skills

- Interviewing and people skills
- Time management skills

Related student and professional organizations:

Student:
- The Spectator
- None of the Above (NOTA)
- The Flip Side
- Communication and Journalism Organization
- International Association of Business Communicators
- Society of Professional Journalists
- Advertising Federation

Professional:
- Society of Professional Journalists
- Newspaper Association of America
- The Dow Jones Newspaper Fund
- The Newspaper Guild

Career fields related to print journalism:

Potential Employers:
Graduates of the print journalism major 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, public relations firms, and manufacturing firms. They can also work in hospitals, community organizations, educational organizations, libraries, and museums.
Sample entry level jobs held by UW-Eau Claire print journalism majors:

- **Education/Young Adult Reporter**, Gannett Company Inc., Stevens Point, WI
- **Director of Communications and Marketing**, WomenVenture, Shoreview, MN
- **Publications Manager**, Synergy Resource Group, Minneapolis, MN
- **Associate Editor**, Capstone Press Publishing, Mankato, MN
- **Account Representative**, Alliance One, Mendota Heights, MN

Learn more about print journalism:

**Department**
- Contact UW–Eau Claire’s Department of Communication and Journalism; HHH 152, 836-2528

**Getting started at Career Services:**
- 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 at Career Services:**

**Yellow section**
- Sigi 3 bin:

**Orange section**
- “The Internship Series: Media Internship Book”
- “The Internship Series: Internships in International Affairs”
- “The Internship Series: The Human Rights Internship Book”

**Blue section**
- Multiple resources on creating resumes and cover letters for a career in print journalism.

Opportunities to enhance skills in print journalism:

**Internships**
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 print journalism, visit Career Services (Schofield 230) and speak with a career associate. Contact your adviser or the Department of Communication & 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. Contact your adviser about enrolling in CJ399, 495, or 499.

**What you can do now:**
- Work at the **Spectator or Flipside**
- Make it a habit to read and analyze newspapers, magazines, and other publications.
- Be an announcer at sports events
- Be active in a student organization (CJO, TV10, and IABC)
- Participate in campus theatre events as a scriptwriter
- Job shadow a professional in your field of interest or conduct informational interviews