

## Journalism

### [At UW-Eau Claire]

With a degree in journalism you will enhance your oral, written and visual communication skills – the primary skills employers look for. You will develop research and information skills and strengthen your capacity for critical and analytical thinking. It will help you become a more informed consumer by understanding mass communication processes in diverse cultural, social, legal and ethical contexts.

### Competitive edge

Experience gives you a competitive edge in this major. UW-Eau Claire journalism students can receive department approved credit for internships. Recently, students have had the opportunity to pursue internships with organizations such as The Washington Post, WEAU, WQOW, KTSP, Fox 11 TV, the UW-Eau Claire News Bureau, The Leader Telegram, and Clear Channel Communications.

### Modern facilities

The department just completed work on a new \$1.4 million Communication and Journalism Center. This state-of-the-art facility includes TV and radio news studios and production facilities, a digital photography studio and lab, and the office of The Spectator (an award winning student newspaper). The center helps students build the skills and knowledge to succeed in the rapidly changing fields of communication and journalism.

### 100% student run

UW-Eau Claire's student newspaper, The Spectator, is not only 100% student run, but is also award winning. The paper, as well as student journalists have won awards from the Society of



Professional Journalists and the Wisconsin Newspaper Association. It provides opportunities for reporters and for advertising staff members to produce a quality newspaper, both in hard copy form and in its new online edition.

### TV10

TV10 was one of the first completely student-run television stations in the country. TV10 currently airs an array of popular movies and original programming to the residence halls. It offers student held positions that range from station manager to creative director to show producers.

### Student radio

Student participation in WUEC-FM activities (affiliated with National and Wisconsin Public Radio) and The Student Radio Initiative (SRI) provide excellent broadcast experience and leadership opportunities for students.

### Online news portal

Inside Eau Claire ([www.insideec.com](http://www.insideec.com)) is an online news portal serving the community of Eau Claire. Students in the Communication and Journalism Department cover the community as part of several upper division journalism courses.

To learn more about the Eau Claire Advantage go to [www.uwec.edu/advantage](http://www.uwec.edu/advantage)



### [our graduates]

Typical positions held by journalism graduates include newswriting and

reporting for broadcast or print media; corporate or political com-

munication or administration; or internet communicator.

### [Majors]

Journalism

### [Minors]

Journalism

### [Suggested freshman curriculum]

Introduction to College Writing  
Communication in the Information Age  
Fundamentals of Speech  
General electives  
Multimedia Communication

### Accreditation

The journalism major is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communication.

### Places our grads go:

- *News Reporter*, WEAU-TV 13, Eau Claire, WI
- *Morning Radio Show Host*, Woodward Communications, Dubuque, IA
- *Broadcast-continuity Coordinator*, KMWB-TV, Minneapolis, MN
- *Director*, Eau Claire News Bureau, Eau Claire, WI
- *Junior Media Buyer*, Laughlin Constable, Whitefish Bay, WI
- *Reporter*, Eau Claire Leader Telegram, Eau Claire, WI
- *Consultant*, West Central Wisconsin Workforce Development Board, Eau Claire, WI
- *Publications Manager*, Synergy Resource Group, Minneapolis, MN
- *Freelance writer*, Madison, WI

## note:

Nearly all upper division courses (numbered 300 and above) required in major and minor programs are available only to students who have completed prerequisite courses with grades of C or above and whose total and resident grade-point averages are 2.5 or above.

[www.uwec.edu/commjour](http://www.uwec.edu/commjour)

## for more information

For more information about the journalism program:

### COMMUNICATION AND JOURNALISM

Hibbard 152

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715-836-2528 • [www.uwec.edu/commjour](http://www.uwec.edu/commjour)

For more information about campus:

### ADMISSIONS

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