A degree in journalism 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.

**Major**
- Journalism

**Minor**
- Journalism

**Certificates**
- Integrated Strategic Communication
- Social Advocacy and Change

**Where you'll find our grads**
- Multimedia Reporter, WEAU-TV 13, Eau Claire, WI
- Multimedia Journalist, WQOW-TV 18, Eau Claire, WI
- Producer, Wisconsin Public Radio
- Reporter, WKOW-TV, Madison, WI
- Document Control Specialist, Copywriter, JAMF Software, Minneapolis, MN

**Prepared for Success**
Courses in the journalism program focus on the traditional principles of ethically and effectively gathering and reporting information in the context of the rapidly evolving journalism industry. As a journalism major at UW-Eau Claire, students learn to report in multiple formats, using print, sound, visual images and social media to tell stories for newspapers, magazines, television, radio, online outlets, and whatever other information sources emerge over the next few years. Typical positions held by journalism graduates include newswriting and reporting for broadcast or print media; corporate or political communication or administration; or internet communication.

**Why UW-Eau Claire**

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

**Scholarships**
Thanks to the generosity of our alumni and other donors, the Department of

“Ann Devroy was the toughest and fairest White House reporter I knew. She knew when she had a story, and she knew when to kill one. She revered the office of the presidency and the role that reporters play in keeping it honest.”

— George Stephanopoulos | ABC news analyst + Ann Devroy Memorial contributor

Communication and Journalism is able to offer more than 30 scholarships to continuing majors. Be sure to apply as a sophomore and junior!

**Hands-On Experience**
Experience gives UW-Eau Claire journalism majors a competitive edge. Hands-on learning experiences begin during the first journalism class and continue throughout the program. Students report from the campus, the community, across the country, and around the world. From the very earliest journalism class,
students shoot and edit video, record and edit audio, shoot photos, write stories and create blogs as part of class projects. Students in more advanced classes file public records requests, report on city council meetings, and produce a twice-weekly news broadcast carried on campus and area cable. In the final course in the major, students are responsible for managing and creating content for Inside Eau Claire—an online news portal serving the community of Eau Claire.

Journalism majors at UW-Eau Claire also practice their profession far beyond the walls of the classroom. Students have reported from the Civil Rights Pilgrimage across several southern states, and from Peru and Moldova on faculty-led trips.

**Innovative Facilities**

The department is home to the recently renovated Communication and Journalism Center, a state-of-the-art facility that includes TV and radio news studios and production facilities, a visual communication studio and lab, and the offices of student media outlets, the Spectator and Blugold Radio (WUEC FM 89.7).

**Suggested Freshman Curriculum**

- University writing requirement—depending on placement exam
- Communication and Contemporary Society
- Fundamentals of Speech
- General electives
- Multimedia Communication

**Special Admission Guidelines**

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.