A degree in journalism will enhance your oral, written and
data 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 communication processes in diverse cultural, social, legal and ethical contexts.

Major
• Journalism

Minor
• Journalism

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

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 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. (Visit blugoldmedia.org to learn more.)

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).

First-Year Suggested Curriculum
• University writing requirement—depending on
Journalism (continued)

placement exam
• Fundamentals of Speech or
  Fundamentals of Human
  Communication
• 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.