

CAREERS FOR

# Journalism and Mass Communication

MAJORS

The Department of Communication and Journalism at the University of New Mexico offers a [Bachelor of Arts degree in Journalism & Mass Communication](#) with concentrations in Multimedia Journalism, Strategic Communication, and Digital Field Multimedia. The Multimedia Journalism concentration combines print, broadcast, and online journalism modalities, preparing students for a variety of careers with media companies, investigating and reporting newsworthy events. The Strategic Communication concentration helps to prepare students for a variety of careers in advertising and public relations fields, creating and promoting the public image of their clients. The Digital Field Multimedia concentration allows students to develop their creative abilities and the technical skills needed in the digital media fields of broadcasting.

## Industries & Target Employers

- Newspaper/Magazine/Newsletter Publishing: reporting, writing, investigative journalism, editing, proofreading, photojournalism, design/art production, marketing/promotion, trade/technical magazines, sports/news/entertainment editor
- Television: news reporting, investigative reporting, programming, production, promotion, anchoring, sports casting, weather forecasting, management, sales
- Radio: announcer, news reporting, programming, production, promotion, sales
- Online: blogging, copy writing, web design/development/maintenance, content planning, strategy, online customer service/support
- Advertising: copywriting, media planning, account services, print production, art/creative directing, research, marketing, administration

## Top Companies\*

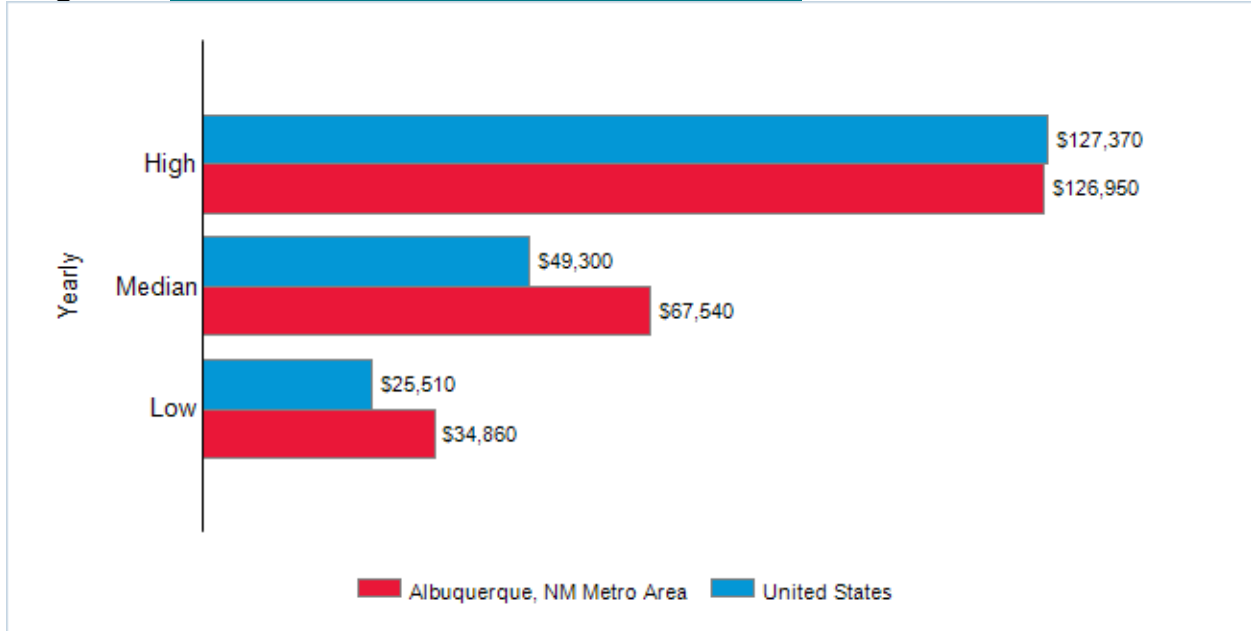
[PR Newswire](#)  
[iheartmedia](#)  
[Hearst Corporation](#)  
[Nexstar Media Group](#)

[Albuquerque Journal](#)  
[Hubbard Broadcasting](#)  
[Weekly Alibi](#)  
[Albuquerque the Magazine](#)

\*These employers have hired UNM graduates from UNM Anderson School of Management

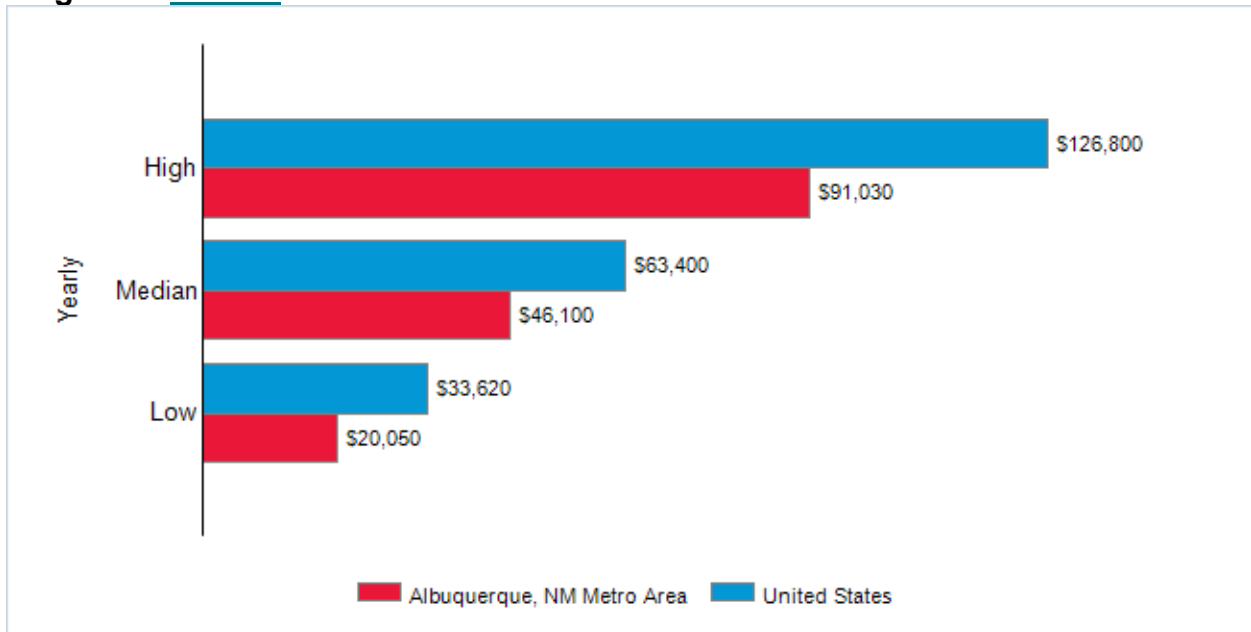
**Salary Information**

**Wages for News Analysts, Reporters, and Journalists in NEW MEXICO\***



[\\*Career One Stop](#)

**Wages for Editors in NEW MEXICO\***



[\\*Career One Stop](#)

## Tips

- Hone your journalism experience by writing for the [Daily Lobo](#)
- Gain professional experience with local employers through the [C&J Internship Program](#)
- Get an up-close up look at the field of journalism by conducting an [informational interview](#) with a professional who works in the field.

## Learn More

[Register for Handshake: Jobs for Lobos](#)  
[O\\*NET: Editor](#)  
[O\\*NET: Radio and Television Announcer](#)

[O\\*NET: Reporters and Correspondents](#)  
[Occupational Outlook Handbook: Reporters, Correspondents, and Broadcast News Analysts](#)  
[Occupational Outlook Handbook: Media and Communication Occupations](#)  
[Occupational Outlook Handbook: Web Developers](#)

[Student Activities Center](#)  
[Buzzfile Employers by Major: Journalism](#)  
[Journalism Jobs](#)  
[TV Jobs](#)  
[National Association of Broadcasters](#)  
[News Media Alliance](#)  
[The Association of Magazine Media](#)  
[American Society of News Editors](#)  
[Bookjobs.com](#) (careers in publishing)  
[New Mexico Press Association](#)  
[New Mexico Broadcasters Association](#)

## Questions?

Visit UNM Career Services! Call 277-2531 to schedule an appointment. Come to our in person walk-in hours (check our website for days and hours) or email us directly to schedule or with any career questions you may have at [onlinecareerservices@unm.edu](mailto:onlinecareerservices@unm.edu).