WHAT CAN I DO WITH A MAJOR IN ... JOURNALISM AND MASS COMMUNICATION

OCCUPATIONAL OVERVIEW:
The UNM Department of Communication and Journalism (2013) offer a Bachelor of Arts degree with a major in Journalism and Mass Communication. Their Multimedia Journalism concentration “combines print, broadcasting and online journalism and helps to prepare students for a variety of careers and positions with media companies. The Strategic Communication concentration helps to prepare students for a variety of careers in advertising and public relations fields.” Employers in many industries such as television, radio, internet, advertising and newspaper publishing often seeks out graduates who have basic journalism skills and the abilities to adapt at storytelling through new-media platforms, which are developed at the UNM Department of Communication and Journalism.

EMPLOYMENT REQUIREMENT:
A bachelor's degree is the minimum formal education required. Some career areas may require a graduate degree, or may assist employment in highly competitive areas. Due to the competitive nature of careers in this field, it is critical that students gain related experience and skills through internships, part-time work, or volunteering in their area of interest. Information on C&J internships can be found at: http://www.unm.edu/~cjdept/curriculum/internships.html. Consult O*Net for more information on the specific KSAs (Knowledge, Skill, Ability) that are required for this career.

THE UNIVERSITY OF NEW MEXICO:
The UNM Department of Communication and Journalism offers a Bachelor’s of Arts in Journalism and Mass Communication as well as graduate programs.

INDUSTRIES & TARGET EMPLOYERS:
A variety of employers specifically recruit UNM students and alumni. Consult UNM’s Lobo Career Connection for a complete list of employers and current job postings. Speak with a Career Development Facilitator at the UNM Office of Career Services for help with identifying employers or additional resources for your occupation of choice.

Television
Programming, production, promotion, news reporting, videography, sports casting, weather forecasting, anchoring, management, sales, networks, commercial broadcast station, PBS, cable, private production companies, government, business corporations

Radio
News, programming, production, promotion, management, announcing, sales, national networks, PR, state or regional networks, major, medium, and small market stations

Internet
Webcasting, web design/development, website maintenance, administration, internet-based companies (e.g., Yahoo), large corporations, colleges and universities, strategy, content planning, community management, marketing and promotions, blogging, copy writing, search engine marketing, online customer service

Advertising
Media planning and buying, account services, print production, marketing, administration, copywriting, art/creative directing, research, announcing, TV/radio stations, newspapers/magazines, internet-based companies, advertising agencies, corporate advertising departments, media (research/marketing), specialty advertising firms

Newspaper/Magazine/Newsletter Publishing
Reporting, writing, investigative journalism, editing, proofreading, photojournalism, circulation, design/art, production, marketing/promotion, sports, news, consumer, trade/technical magazines, academic journals, large circulation newspapers, local newspapers, trade newspapers, online publishers, investigative journalism

Other Areas
Book publishing (editing, sales, promotion/publicity, production), electronic media (TV, radio, news, sports, script writing), writing (technical and creative), non-Broadcast Video Systems (directing, management, production, writing)
SUGGESTED STRATEGIES:

- Consider taking courses in political science, economics, sociology or any applicable field for news broadcasting careers.
- Gain expertise in computer/internet technology. Learn web design, software and technology.
- Volunteer to sell advertising space for campus newspaper, radio, or TV station.
- Create a portfolio of writing samples.
- Gain professional experience in your area of interest through involvement in international internships, student employment, Co-ops, and/or volunteer opportunities.
- Shadow professionals in your field of interest to gain a better understanding of their occupation and to build relationships with professional mentors. Speak with mentors and faculty about career opportunities.
- Build your network and get involved on campus through student organizations and campus events. Find more organizations and events at the Student Activities Center website.
- Attend career-related campus events such as career fairs, company information sessions, and or career workshops.
- Job leads can be found on your department’s website, list-serv, newsletters, and social media sites.
- Focus on developing “transferable skills” such as computer competency, written/verbal communication, and project management.
- Research government internship program and think about interning with a government agency to get a foot in the door, as well as building your resume. Get on government agencies' job registers.
- Make sure to research organizational values in order to match with your own value set. Knowledge about organizations is critical, because it shows to employers that you’ve done your research and are committed to work for them.

STATE AND NATIONAL WAGES:
Adapted from Career One Stop (2012)

PRODUCERS AND DIRECTORS

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<th>Location</th>
<th>10%</th>
<th>25%</th>
<th>Median</th>
<th>75%</th>
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REPORTERS AND CORRESPONDENTS

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INFORMATIONAL WEBSITES:
- Newspaper Association of America http://community.naa.org/
- The Association of Magazine Media http://www.magazine.org/home/
- TVRundown.com http://www.tvrundown.com/
- Careers in Newspapers http://asne.org/
- Careers in Marketing http://www.careers-in-marketing.com/ad.htm
- Publishing Jobs http://www.bookjobs.com/
- Public Relations Society of America http://www.prsa.org/
- International Film & TV Production Resources http://www.mandy.com/
- TV Jobs http://www.tvjobs.com
- National Association of Broadcasters http://www.nab.org/


REFERENCE
University of New Mexico, Journalism and Mass Communication (2013). Retrieved from http://cjdept.unm.edu/