JOURNALISM CAREERS

Creating content for readers, viewers, listeners, companies, clients, donors, customers and lawmakers are a few of the groups journalists and public relations professionals target when they research, compose and produce stories and publicity materials. Having skills to do these tasks well helps make journalism majors competitive in a variety of employment opportunities. There is always a demand for good writers, regardless how content is delivered to its intended audience. Creating quality content under deadline is a time management skill journalism majors have honed from the writing intensive curriculum, and it is valued by employers.

Many employers are seeking people who can find relevant information quickly. Journalism majors can often demonstrate that they can provide quality information fast as they have honed their critical thinking skills to analyze sources and find credible information. They then can present the best information in a concise manner. Knowing how to deliver the content in a variety of ways requires journalism majors to adapt their writing and producing skills to the needs of the employer, the means of distributing content and the desires of the intended audience. Job descriptions which include “good communication skills” are open to journalism majors who can compete for and be placed in employment opportunities because of their superior writing skills.

PUBLIC RELATIONS: Agencies have a number of different clients, and although a few agencies may specialize in a particular economic sector, e.g. only entertainment or technology, most agencies have for clients businesses which have sought the expertise of the agency so their workers can concentrate on whatever the business does. Many large agencies provide pro bono publicity for non-profit organizations.

Companies and non-profits can employ their own public relations staff. This requires the creation of internal newsletters for co-workers, but it also has publicity material for many other groups the companies and non-profits target for making a positive impression.

Public relations professionals are advocates who critically analyze information to create content and whole campaigns for employers, employees and clients. They are often tasked with planning events, e.g. fundraisers, banquets, trade shows, etc., and time management skills are required to ensure not only that people are aware of the event but also that all of the items the event requires to be successful is accounted for and delivered on time.

Public relations professionals have to understand how to persuade others, and this is a valuable talent which can include many employment opportunities. Management, sales, advertising and marketing are a few of the sectors which can public relations professionals can compete for because of their superior communication skills.

JOURNALISM: Employment for reporters is no longer partitioned by how the content is delivered as journalists are now sought for their multimedia skills. There are still newspaper and magazine reporters; radio and TV reporters; but there are more employment opportunities for those who can record video and post an edited video on a radio station’s web site or a reporter who can also record audio from an interview and post an edited version along with a photo slide show.

Many students are not aware of freelance reporting that can provide pay while working other jobs or even full-time work if the freelancer can pitch enough interesting stories to outlets seeking that content. Freelancers can specialize in covering a particular sector, e.g. travel or medical/health care, but many are curious about a range of items and enjoy researching, interviewing and producing stories on a variety of things, similar to what a general assignment reporter would do at a newspaper or TV station.

Having the skills of an excellent writer and quick researcher can provide employment opportunities where producing content is not only objective as many companies and non-profit organizations can hire journalism majors because of their superior time management and production skills.