

PUBLIC & PROFESSIONAL WRITING

AREA: Education

- Secondary; Post Secondary; Publication Advising

PLACES OF EMPLOYMENT:

- Public or Private High Schools; Colleges and Universities

STRATEGIES:

- Acquire strong writing and editing skills across all platforms. Develop media literacy and analytical/critical thinking skills. Obtain state teacher certification for high school teaching opportunities. Consider obtaining certification to teach additional subjects such as foreign language, social studies, or English. Actively participate in campus publications. Volunteer to assist local high school students and sponsors with publications.
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AREA: Business

- In-House Media Production; Advertising; Public Relations; Special Events; Media Relations; Fundraising; Business Writing; Account Services; Print Production; Management; Administration

PLACES OF EMPLOYMENT:

- Corporations in various industries; Advertising Agencies; Public Relations Firms; Non-Profit Organizations; Colleges and Universities

STRATEGIES:

- Acquire strong writing and editing skills across all platforms. Develop media literacy and analytical/critical thinking skills. Create a personal web presence and enhance community engagement through website, blogs, and social media. Keep your social media presence professional. Establish a LinkedIn account. Enhance networking skills through participating in student media organizations and internships. Network at every opportunity by attending speaker event and conferences, and ask questions. Gain experience in areas of interest through internships, part-time, or summer jobs. Hone communication skills.
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AREA: Law

- Prosecution; Defense; litigation; Contractual; Corporate; Nonprofit or Public Interest; Mediation

PLACES OF EMPLOYMENT:

- Law firms; Sole Practitioner; Government Agencies; Corporations in various industries; Public Interest Organizations; Colleges and Universities

STRATEGIES:

- Acquire strong writing and communication skills across all platforms. Develop media literacy and analytical/critical thinking skills. Sharpen understanding of communication law and ethics. Develop research skills. Maintain a high grade point average and prepare for the Law School Admission Test (LASAT) in order to enter law school after graduation. Secure strong faculty recommendations. Participate in a debate or forensic team to hone communication skills. Join pre-law organizations. Work a part-time or summer job at a law office to gain exposure to the field.
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AREA: Digital Print and Magazines

- Long-form Writing; Copy Editing; Graphic Design; Photography; Reporting; Magazine Management; Digital Marketing and Promotion

PLACES OF EMPLOYMENT:

- News Magazines and Life Style Media (e.g., mindbodygreen.com, Teen Vogue); Science Magazines (e.g., National Geographic, Discover, ScienceNews, Scientific America); Gaming Magazines (e.g. PC Gamer, Retro Gamer, Xbox: The Official Magazine, PlayStation: The Official Magazine); Technical and Professional Associations; Academic Journals; Corporate In-House Publications; Religious Organizations

STRATEGIES:

- Acquire strong writing and editing skills across platforms. Develop media literacy and analytical/critical thinking skills. Read long-form news and information. Make it a practice to be well-informed. Think about creating your own internship opportunity by finding an area of interest and seeking out companies that complement that focus. Find ways to pitch content ideas to media outlets. Emphasize media literacy and analytical/critical thinking skills. Create a personal web presence and enhance community engagement through websites, blogs and social media. Keep your social media presence professional. Get course credit and hands-on experience at local media outlet and production companies. Be the hub of what's happening on campus and in the community (e.g. interview campus and community leaders/athletes; attend and report on campus community events, concerns and sports).
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AREA: News and Documentary Making

- Reporting; Feature Writing; Investigative Journalism; Science Writing; Sports; Photojournalism; Editing; Podcast Creation; Marketing/Promotion; Social Media Writing/Curating/Strategizing; Documentary Writing and Production; Videography; Digital Post-Production Editing; Producing

PLACES OF EMPLOYMENT:

- National and Local Newspapers and News Wire Services (e.g., USA Today, Bloomberg, Associated Press); Digital Media Companies (e.g. Refinery29, BuzzFeed, Vox, HuffPost); Local and National Radio, Television, Cable Stations and Networks; Streaming Services (e.g. Hulu, Netflix); Digital Sports Media Outlets (e.g., sports.yahoo.com, sbnation.com, rivals.com), team and league media (e.g. mlb.com, SEC Network, individual collegiate athletic departments), esports (e.g. Riot Games, Skillshot Media), and legacy sports media (broadcasting, radio and print/digital); Science News Services and Websites; Studio and Production Companies (e.g. Sony, Discovery, Jupiter Entertainment); Media Buying Agencies; Government Agencies; Trade and Consumer Publications; Technical Industries; Self-Employed Entrepreneur

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GENERAL INFORMATION

- Journalism and electronic media now encompass broad fields that may lead to many career opportunities. Only a few are listed here. Students should seek guidance from advisors and mentors to discuss their career goals and the knowledge/skills needed to attain those goals.
 - Internships are crucial in obtaining experience, building relationships, and testing career options.
 - Become involved in student media and student organizations/associations.
 - Learn to work in diverse environments while developing strong interpersonal skills.
 - Develop a networks of contacts, including alumni.
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RELATED RESOURCES

Associated Press: <https://apnews.com/>

Book Jobs: <http://www.bookiobs.com/>

Editor and Publisher: <https://www.editorandpublisher.com/>

Freelance Jobs: <https://www.freelancewriting.com/>

Inky Girl: <https://www.inkygirl.com/>

Journalism Degree Career Information: [https://study.com/iournalism career.html](https://study.com/iournalism%20career.html)

Media Bistro: <https://www.mediabistro.com/>

Communications Major Resource: <https://www.communications-major.com/>

Journalism Jobs: <https://www.iournalismiobs.com/>

Journalism Next: <https://www.iournalismnext.com/>

PROFESSIONAL ASSOCIATIONS

American Journalism Review: <https://www.air.org/>

American Medical Writers Association: <https://www.amwa.org/>

American Society of Media Photographers: <https://www.asmp.org/>

American Society of Newspaper Editors: <https://members.newsleaders.org/>

Association of Education and Journalism and Mass Communications: <https://www.aejmc.org/>

Investigative Reporters and Editors: <https://www.ire.org/>

Magazine Publishers of America: <https://www.magazine.org/>

National Newspaper Publisher Association: <https://nnpa.org/>

National Press Photographers Association: <https://nppa.org/>

News Media Alliance: <https://www.newsmediaalliance.org/>

Online News Association: <https://journalists.org/>

Society for Technical Communication: <https://www.stc.org/>

Society of Professional Journalism: <https://www.spj.org/index.asp>
