CAREER ROADMAP:
Journalism

Description of Field:
Journalism is the art of gathering and presenting verifiable information in an engaging and digestible way. Simply put, journalism is storytelling through many mediums that transcend the mechanisms of delivery (print, radio, online). Contrary to popular belief, journalism is not a dying, it is evolving to emerging mobile and online formats. Moreover, the skills of journalists including but not limited to writing, research, interpersonal communication, are in-demand across all sectors. Learn more about the history, issues/trends, and career outlook. (Must be logged into UF George Smather’s Library to Access)

General Skills:
Analytical thinking, Attention-to-detail, Writing, Editing, Interviewing, Proofreading, Research, AP style, Strong understanding of journalism ethics, Fact-checking

Insider Advice:
Given the rise of social media and the internet the news cycle never stops and competition is especially heavy. Additionally, the industry is adapting to current media trends which favor online and mobile platforms, so it is important to expand your skillset with emerging technology and media. Knowing your market and your audience are keys to success not only in the interview process, but to career progression.

Examples of Careers:
Broadcast Journalism, Brand (Corporate) Journalism, Data Journalism, Education, Editorial, Enterprise Journalism, International Affairs, News Media, Newswire Services, Specialty Journalism, Professional/Industry Journals & Publications, Special Interest Correspondence, Think Tank Research

Sample UF Majors:
Classical Studies, English, Journalism, International Studies, Political Science, Public Relations, Women’s Studies

Career Planning:
Our Career Planning staff can help you explore interesting major/career options, prepare for and start an internship/job search. Log in to view the ways we can help!

UF Organizations:
UF Society of Professional Journalists, UF Chapter of National Broadcasting Society
Visit Student Activities & Involvement for Additional Opportunities

Professional Organizations:
National Press Club, Region 3: Society of Professional Journalists, National Press Photographers Association

Sample Local Opportunities:
Advantage Publishing, Gainesville Sun, New York Times Editing Center

Prepare for Your Next Step

Sample Job Titles:
Columnist, Contributing Writer, Copywriter, Editorial Assistant, Editorial Specialist, News Analyst, News Writer, Press Officer, Project Editor, Researcher, Technical Writer

Sample Employers Recruiting at UF:
Miami Herald, The Walt Disney Company, Web.com
Log into Gator CareerLink to search for employers hiring UF students and additional resources.

Search for Jobs and Internships:
Careers.poynter.org, JournalismJobs.com, Media Bistro

Build Experience