

# 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.

## Learn about Yourself & Career Options

### 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!

## Build Experience

### 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](#)