

# WHAT CAN I DO WITH MY MAJOR?

## JOURNALISM & MEDIA COMMUNICATION

Journalism and Media Communication focuses on developing skills in gathering, analyzing, and presenting information across media platforms. It encompasses learning to craft compelling narratives, engage audiences, and understand the ethical and technological aspects of modern communication.

### COMMON JOB TITLES

\* additional education or certification required post graduation

#### ENTRY & MID-LEVEL POSITIONS

Content Creator and Influencer  
Corporate Communications Director\*  
Copywriter  
Podcaster  
Social Media Coordinator  
Nonprofit Digital Media Director  
Reporter/Journalist  
Sports Media Marketer

Media Researcher and Professor\*  
Public Relations Specialist  
Content Writer  
Editorial Assistant  
Digital Media Producer  
Event Manager  
News Broadcaster or Producer  
Account/Sales Representative

### AREAS OF EMPLOYMENT: WHERE DO JOURNALISM & MEDIA COMMUNICATION MAJORS TYPICALLY WORK?

**Media Outlets:** WOWT, KETV, KMTV

**Magazines:** Omaha Magazine, The Reader, Metro Magazine

**Corporations:** Union Pacific, Omaha Steaks, Kiewitt

**Advertising & Marketing Agencies:** Swanson & Russell, Vyrat Marketing

**Government:** NE Dept. of Economic Development, OPS, NE DHHS

**Sports & Radio Stations:** Hurrdat Media, KGOR, iHeartRadio

**Nonprofit Organizations:** United Way, Omaha Community Foundation

**Schools & Universities:** UNO, Creighton, UNMC

**Technology Companies:** Flywheel, Hudl, Gallup

**Entertainment Companies:** Omaha Performing Arts, Film Streams, Omaha Symphony

**Newspaper & Publishing:** Omaha World Herald, NET Nebraska, Rainbow Press, Inc.

**Healthcare:** Nebraska Medicine, Methodist, Children's Hospital

### IMPORTANT QUALITIES:

#### Transferable Skills Gained:

Creativity  
Attention to detail  
Writing  
Verbal communication  
Critical thinking  
Cultural Awareness

#### Concrete Skills Gained:

Adobe Creative Suite  
Photography  
Final Cut Pro  
Canva  
WordPress  
Source-based Research

### HOW TO DEVELOP YOUR SKILLS :

Join a **UNO Student Organization** within the College of Communication, Fine Arts & Media to connect with other students and explore your interests

Attend **UNO CFAM events** to stay informed with current events, hear from professionals, and gain hands-on experience

Volunteer or participate with **UNO Engagement** to get involved in the community

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## JOURNALISM & MEDIA COMMUNICATION

### MAJOR + MINOR SPECIALIZATION: HOW CAN I SPECIALIZE IN SOMETHING BEFORE I GRADUATE?

Journalism and Media Communication + Creative Writing minor = Content Writer

\* additional education or certification required post graduation

Journalism and Media Communication + Chicano(a)/Latino(a) Studies minor = Culture & Connections Multimedia Journalist

Journalism and Media Communication + Film Studies minor = Production Assistant

### OCCUPATIONAL OUTLOOK:

Reporters & Journalists

Film & Video Editors

Public Relations Specialists

Writers & Authors

### EMPLOYMENT OPPORTUNITIES:

Check out daily job postings on **Handshake** related to media jobs, internships, and opportunities to boost your student experience

### ADDITIONAL EDUCATION:

A **Masters degree** or **Doctoral degree** may be beneficial after graduation depending on your desired career path. Advanced degrees offer opportunities for advanced study, specialization and development

#### More Information:

UNO CFAM Graduate Programs

UNO Graduate Programs A-Z

### OTHER RESOURCES :

UNO School of Communication

Career Exploration in Career Services

U.S. Bureau of Labor Statistics: Occupational Outlook Handbook


### NEED SOME EXTRA HELP?


Book an appointment with Career Services

Book an appointment with your Advisor

### Career Services

 EAB 113

 6001 Dodge Street, Omaha, NE 68182

 402.554.3672

 [careers.unomaha.edu](https://careers.unomaha.edu)

 [careers@unomaha.edu](mailto:careers@unomaha.edu)

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