

▶ journalism

UNIVERSITY OF WISCONSIN
OSHKOSH



Contact Information

UW Oshkosh Journalism

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Department Chair:

Dr. Sara Hansen
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MAJORS

Multimedia Journalism
Multimedia Journalism - Advertising
Public Relations

MINORS/EMPHASES

Advertising
Media Studies
Multimedia Journalism
Public Relations

RELATED PROGRAMS

Art
Business
Communication
Digital Marketing (Emphasis)
English
Interactive Web Management (Major)
Music Industry
Political Science
Radio-TV-Film
Sales (Emphasis)

2018 FAST FACTS

Students in major: 180
Students in minor: 90
Number of credits in major: 39
Typical class size: 15
Professors: 7
Job placement rate: 88%*
Internship rate: 87%**
Founded in: 1968

PROGRAM OVERVIEW

UW Oshkosh's Department of Journalism is a career-oriented program designed to help students be successful in their industry after graduation. Within a vibrant, professional environment, students learn core journalism principles with a curriculum that keeps pace with changing skills and technology needs in the marketplace. Multimedia journalism and public relations majors gain hands-on experiences through courses and internships that contribute to a high employment rate (more than 88 percent!*) in the field after graduation.

Internships are strongly encouraged in the program, with many students finding placements right on campus. In addition to on-campus opportunities, which some students secure as early as their first semester, UWO Journalism students are within a short commute to a large number of creative agencies, news organizations and corporations in the Fox Valley and surrounding areas. Journalism students have a high internship rate, with 87 percent working one or more internships prior to graduation.

UWO is one of two UW System schools fully accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). It offers the only public relations major in the UW System, and the only program in Wisconsin certified by the Public Relations Society of America through the Certification in Education for Public Relations (CEPR).

The department is a strong advocate of student success. Many classes are capped at 15 students, which provides ample one-on-one attention for assignments and research. Professors serve as advisers for degree requirements, as well as mentors who provide career advice, resume assistance, professional networking and job recommendations. Students can also participate, and have placed, in national clubs and competitions for advertising, public relations and photography, as well as student media (The Advance-Titan). The impressive journalism alumni include an exceptional number of young outstanding and distinguished alumni award winners with a footprint across the Midwest, nationally and the world.

* Among recent graduates (2015-2016) ** Students with one or more internships

WHY UW OSHKOSH?

- The program offers a vibrant, creative environment focused on students feeling welcomed and encouraged to reach their full potential in their field.
- Students thrive in hands-on classes with small sizes, many of which are limited to 15 students.
- Regardless of grade level, all students are able to use high-tech equipment, including a full photo studio, to hone skills.
- All professors have professional experience in the field.
- Students can compete in the National Student Advertising Competition (NSAC). UWO has the only team in the state, and has won multiple nationally recognized awards.
- Students can participate in the Public Relations Student Society of America (PRSSA). UWO is a consistent winner of national chapter/campaign awards.
- Writing and visual students can compete in Hearst Journalism Awards, which include college media and photography contests.
- The program works closely with an external advisory board that provides current job market insight into curriculum and other department initiatives.

IS THIS FOR ME?

You may be a good fit for this program if you like...

- Writing creative or factual stories
- Designing online/print graphics
- Creating social media content
- Staying updated on current events
- Exploring ways media communicate information in society
- Presenting ideas as a writer/speaker

INTRO COURSES

Intro to Media: News, PR and Advertising
Writing for the Media

COURSE EXAMPLES

Ad Copy, Layout & Production
Feature Writing
Foundations of Multimedia Storytelling
Magazine Editing & Production
Online Publishing
Public Relations Campaigns
Travel & Documentary Photography
Writing for the Media

PROGRAM ADMISSION

Students are required to have a minimum 2.5 GPA to enter their upper-level journalism coursework.

All journalism majors/minors are assigned a department adviser who assists with course scheduling. Students meet with advisers each semester to discuss courses, internships and career planning.

STUDENT CLUBS and ORGANIZATIONS

- Advance-Titan Newspaper
- Advertising Club
- Kappa Tau Alpha Honor Society
- Photo Club
- Public Relations Student Society of America (PRSSA)
- Society of Professional Journalists

FACILITY VISIT OPTIONS

We would love to have you visit! Please contact Cindy Schultz in our main office (920) 424-1042 or journalism@uwosh.edu to see how we can help schedule your visit. We recommend scheduling your visit along with a tour offered through Admissions. You can schedule those tours at uwosh.edu/go/visit

WHERE DO GRADS GO?

Many opportunities await UWO Journalism graduates — at media organizations, advertising and public relations agencies, corporations, and nonprofit organizations.

Journalism alumni can be found working in Wisconsin, around the nation and internationally at organizations including:

- Bader Rutter
- ESPN.com
- Facebook
- Gannett Wisconsin Media
- Japan Times
- Pandora
- Red Shoes PR
- Thrivent Financial
- Wisconsin Timber Rattlers
- U.S. Golf Association

STUDENT SPOTLIGHT

Katie Biersach

Senior
Public Relations
Watertown, WI



“My classroom experience in the journalism department set me up for success when I interned in Los Angeles. The writing and pitching skills I learned easily translated into my internship. Without the help and confidence from my professors, I would not have been able to have an experience of a lifetime in the heart of entertainment.”

Interned with Beck Media & Marketing / Academy of Television Arts & Sciences; Los Angeles, CA