



SALEM STATE UNIVERSITY  
CAREER SERVICES

# JOURNALISM

MAJOR CAREER GUIDE

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## **ACADEMIC INFORMATION**

Follow this link to the Salem State University Communications home page. Here you will find program information, degree options, course listings, licensure information, events information and much more:

[https://catalog.salemstate.edu/preview\\_program.php?catoid=38&poid=4455](https://catalog.salemstate.edu/preview_program.php?catoid=38&poid=4455)

## **WHAT CAN I DO WITH MY MAJOR?**

Are you a Journalism major or are you considering Journalism as a major? Follow the link below to the “What Can I Do With My Major?” resource on the Salem State University Career Services web site:

<https://elearning.salemstate.edu/courses/939337/pages/what-can-you-do-with-your-major>

## **PROFESSIONAL ASSOCIATIONS**

As in any profession, staying connected to professionals in your field is vital. Below are links to professional associations for Journalism professionals. Stay up to date with industry trends, connect with fellow Journalism professionals and utilize resources for job searching:

[American Society of Newspaper Editors](#)

[National Press Photographers Association](#)

[Newspaper Association of America](#)

[American Society of Media Photographers](#)

[Magazine Publishers of America](#)

[Investigative Reporters and Editors](#)

[National Newspaper Publisher Association](#)

[American Journalism Review](#)

## **INFORMATIONAL INTERVIEWING**

Informational interviewing is a method of gathering information about career options, industries and employers. It is an opportunity to learn about a particular job from someone already in the field. It is *not* a job interview, but it can help you learn about job opportunities and build your network for when the job search comes. This is an ideal chance to help you gain a more thorough understanding of a particular industry or job. It's also a great way to determine “is this what I want to do?” and to learn about different paths others have taken to get where they are.

## **JOB SHADOWING**

An additional option you may want to consider to obtain information about your industry of choice is job shadowing. Job shadowing is an opportunity to step into the life of a professional in your field while they are working. Typically, job shadow experiences will last anywhere from one day to one week. Much like an informational interview, this is your opportunity to see firsthand what a “day in the life” of a professional is like.

## **VOLUNTEERING**

Volunteering is another great way to learn about what to expect when working in your industry. Similar to a job shadow, you will be able to see a “day in the life” of a professional while also contributing some of your own skills or services. Volunteering can give you a chance to gain new expertise and help you narrow down your specific interests in the field. Follow the links below to help you identify current volunteer opportunities:

<http://volunteer.nsuw.org/>

## **ADDITIONAL RESOURCES**

On-Campus Involvement Information

- <http://catalog.salemstate.edu/content.php?catoid=19&navoid=2271#CS>

**SAMPLE RESUME**

**JUDY JOURNALISM**

80 Globe Street, Salem, MA 01970 | 978-542-7658 | jjournalism@gmail.com

**EDUCATION**

Salem State University, Salem, MA

**Bachelor of Science, Communications**

May 20XX

Concentration: Journalism

GPA: 3.5

*Relevant Coursework:*

- Feature Writing
- News Reporting and Writing
- Communication Theory
- Studio Production
- Communications: Problems of Law and Ethics in Media
- Technology for Communications
- Practicum in Print and Digital Journalism

**PUBLICATIONS**

*The Pros and Cons of Print versus Media Publishing*, The Salem State Log

*To Freelance or to Write for a Large Newspaper: That is the Question*, Journalism Monthly Magazine

*The Deflate-gate Controversy Unraveled*, The Viking Sports Blog

**RELEVANT EXPERIENCE**

THE SALEM NEWS, Salem, MA

***Editorial Assistant***

January 20XX- Present

- Managed social media presence of The Salem News using a variety of platforms including Facebook, Twitter, and Snapchat
- Filed important documents and scheduled appointments
- Answered telephones and responded to requests of customers with billing concerns

**ADDITIONAL EXPERIENCE**

RED'S RESTAURANT, Salem, MA

***Waitress***

June 20XX – August 20XX

- Provided efficient service to customers
- Answered questions and resolved concerns
- Worked effectively as a member of a team in a very fast paced environment

**SKILLS**

**Computers:** Adobe Creative Suite Premium (InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, Flash Catalyst, Bridge, Acrobat Pro X) Microsoft Word, PowerPoint, Excel, iBooks Author, Garage Band, iMovie, iPhoto, Final Cut Pro 7

**Languages:** Mandarin Chinese, Italian

**INVOLVEMENT**

- The Lambda Pi Eta Honors Society
- The Salem State Log
- Multicultural Student Association
- Salem State Club Basketball team

SAMPLE COVER LETTER

**JUDY JOURNALISM**

80 Globe Street, Salem, MA 01970 | 978-542-7658 | jjournalism@gmail.com

January 1, 20XX

Eleanor Harrington  
Boston Globe Media  
P.O. Box 55959  
Boston, MA 02205

Dear Ms. Harrington:

I am applying for the position of Sports Staff Writer recently advertised on your web site. As my resume indicates, I am presently employed as an Editorial Assistant at The Salem News. I have completed my Bachelor of Science in Communications with a concentration in journalism from Salem State University and believe that my skills and experiences make me a qualified candidate for the Sports Staff Writer position.

Your advertisement specified a need for someone with knowledge of the ways that sports intersect with politics and culture. My recent piece for the Viking Sports Blog directly addresses this intersection. While interviewing Bostonians for the piece, I was able to capture a unique portrait of the way that New England culture meshes with the political troubles currently facing the New England Patriots in the Deflate-gate scandal. As a result of my work at The Salem News as an Editorial Assistant, I have developed a thorough understanding of both the time commitment and the flexibility needed to succeed in this type of role. My strong social media and customer service skills that I gained in that position will be an additional asset to my work as a Sports Staff Writer.

The mission of Boston Globe Media is deeply aligned with my personal values. The recent initiatives employed by your organization to further utilize online platforms and social media are important adaptations to a changing culture in journalism. I hope to soon be able to contribute to these initiatives. I appreciate your time and look forward to further discussing my qualifications for the position of Sports Staff Writer. Thank you for your consideration.

Sincerely,

Judy Journalism

**SAMPLE COMPANIES**

BOSTON MAGAZINE  
GATEHOUSE MEDIA  
PATCH MEDIA  
SOCIAL5  
THE GARDNER NEWS, INC