



MULTIMEDIA JOURNALISM

MAJOR FACT SHEET



Advance your skills in media writing and visual communication while learning journalism best practices through reporting and visual media design. Graduates in multimedia journalism work in media organizations, corporations, government and nonprofits. Join the field where our award-winning alumni work nationally at ESPN, The Daily Beast and The Japan Times, or at local media in the Midwest, such as Gannett and Capital Newspapers.

MULTIMEDIA JOURNALISM FACTS

- Journalism alumni have won 35 Outstanding Young Alumni and Distinguished Alumni awards. Award-winning journalist Jim VandeHei '95, co-founder of Politico and Axios, also was awarded an honorary doctorate in 2011.
- Students thrive in hands-on classes with small sizes, many of which are limited to 15 students.

AVERAGE ANNUAL STARTING SALARY

UWO Graduate*

\$36,104

National**

\$40,405

STUDENT ORGANIZATIONS

- **The Advance-Titan** – Students from any and every major are encouraged to join the Advance-Titan, the only student newspaper on the UWO campuses. Not only will you improve your writing skills, you will learn how to conduct interviews, take and edit photos, grow connections within the campus and Fox Valley community and much more.
- **Advertising Club** – open to all majors who have interest in advertising.
- **Photo Club** – open to all students interested in photography. Show off your creative talents and receive constructive critiques from your peers, as well as sharpen your photography skills.
- **Society of Professional Journalists** – Students with a writing/editing emphasis and those in broadcasting with an emphasis on news are encouraged to join the Society of Professional Journalists.

FEATURED EMPLOYERS

Gannett Wisconsin Media, Starbucks, CNN, Politico



CLASSES

- Intro to Media, News, Public Relations and Advertising
- Writing for the Media
- Foundations of Multimedia Storytelling
- Editing
- Law of Mass Communication
- Culminating Experience (seniors take this pass/fail course for 0 credits)
- Reporting
- Visual Media Design
- Special Topics in Writing/Editing
- Special Topics in Visual Journalism

CHARACTERISTICS

- Creative
- Editing and research skills
- Interpersonal skills
- Critical thinking
- Social media skills (SSO, graphic and web design, photography)

COMMON JOB TITLES

- Reporter
- Marketing Specialist/Coordinator
- Content Specialist
- Newscast Producer

INTERNSHIPS

About 87% of students in our program have one or more internships before graduation. We believe this internship rate contributes to our 88% job placement rate in the field for new graduates.

* Salary data from UWO 2021-2022 First Destination Outcomes report

** Salary data from NACE Class of 2020 Report