This information describes typical occupations and employment settings associated with this major. Understand that some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Journalism with a Publication Management Emphasis

(Source: University of Georgia Bulletin, http://www.bulletin.uga.edu/)

The Publication Management emphasis equips students with an understanding of basic operational skills and marketing strategies essential for successful leadership of print and electronic newspapers. The emphasis focuses on entrepreneurial thinking by students desiring to create business models that serve shareholders and also the public’s right and need to know, and that produce profit while simultaneously serving as society’s watchdog.

Researching Job Titles and Careers

O*NET http://online.onetcenter.org (click on Find Occupations)
Occupational Outlook Handbook http://www.bls.gov/oco (type in general term for career of interest)
Georgia Career Information Center http://www.gcic.peachnet.edu (accessible only on campus computers)
Career Insider: Vault Guides http://career.uga.edu/resources/online_resources (Under the “Resources” tab and select “Online Resources”)
Candid Career http://career.uga.edu/resources/online_resources (View professionals speaking about their careers under the “Resources” tab and select “Online Resources”)

Possible Job Titles

<table>
<thead>
<tr>
<th>Account Executive</th>
<th>Foreign Correspondent</th>
<th>Public Relations Assistant</th>
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<tbody>
<tr>
<td>Assistant Media Planner</td>
<td>Graphic Designer</td>
<td>Publicist</td>
</tr>
<tr>
<td>Associate Producer</td>
<td>Grassroots and Political Operations</td>
<td>Reporter</td>
</tr>
<tr>
<td>Asst. Account Executive</td>
<td>Marketing Support Specialist</td>
<td>Researcher</td>
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<tr>
<td>Attorney</td>
<td>Multimedia Manager</td>
<td>Script Writer</td>
</tr>
<tr>
<td>Communications Specialist</td>
<td>Music Editor</td>
<td>Talent Coordinator</td>
</tr>
<tr>
<td>Copy Editor</td>
<td>Photo Editor</td>
<td>Teacher</td>
</tr>
<tr>
<td>Critic</td>
<td>Photographer</td>
<td>Technical Communicator</td>
</tr>
<tr>
<td>Development Specialist</td>
<td>Production Assistant</td>
<td>Website Editor</td>
</tr>
<tr>
<td>Digital Entrepreneur</td>
<td>Promotions Assistant</td>
<td>Writer</td>
</tr>
<tr>
<td>Editorial Assistant</td>
<td>Proposal Writer</td>
<td></td>
</tr>
</tbody>
</table>

Possible Employers

<table>
<thead>
<tr>
<th>Allure Magazine</th>
<th>Gannett</th>
<th>Marietta Daily Journal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arthritis Foundation</td>
<td>Georgia Sentinel</td>
<td>Paste Magazine</td>
</tr>
<tr>
<td>Athens Banner-Herald</td>
<td>Gwinnett Daily, The</td>
<td>Piedmont Hospital</td>
</tr>
<tr>
<td>Atlanta Business Chronicle</td>
<td>Gwinnett Style Magazine</td>
<td>Skirt Magazine</td>
</tr>
<tr>
<td>Atlanta Jewish Times</td>
<td>Kenneth Cole Productions</td>
<td>Southern Living Magazine</td>
</tr>
<tr>
<td>Atlanta Magazine</td>
<td>Kita Payne Media Services</td>
<td>Southern Progress Corp.</td>
</tr>
<tr>
<td>Digital Sherpa</td>
<td>Jack Kingston for U.S. Senate 2014</td>
<td>State of Georgia</td>
</tr>
<tr>
<td>Emory University</td>
<td>Lake Oconee Living Magazine</td>
<td>Times, The</td>
</tr>
</tbody>
</table>

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at www.career.uga.edu/gradsurveyresults/ and search for alumni on Linked In at www.linkedin.com.
**Campus Resources**

Ad Club - www.uga.edu/adclub
American Marketing Association - http://amauga.org/
Association for Women in Sports Media at the University of Georgia, The - https://www.facebook.com/AWSMatUGA
Critical Media Studies - https://www.facebook.com/UGACultureClub
Infusion Magazine - http://msp.uga.edu/stuorgs/infusion.html
International Association of Business Communicators - http://ugaabc.com
Magazine Club – UGAzine - https://twitter.com/ugamagazineclub
Management Society, The University of Georgia - http://ugamgmtsociety.com/
National Press Photographers Association UGA Student Chapter - http://uganppa.wordpress.com/about/
Online News Association / Society of Professional Journalists at UGA - https://www.facebook.com/ONASPJ
Yearbook - http://pandora.uga.edu
Public Relations Student Society of America - http://ugaprssa.org/
The Red and Black - http://www.redandblack.com/

To find additional clubs and organizations, go to the Center for Student Organizations at - http://stuorgs.uga.edu/find/index.html
Connect with your Career Consultant http://career.uga.edu/contact#careerconsultants

**Employment Websites**

**GENERAL:**
CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)
DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)
GoinGlobal (To access GoinGlobal, login to your DAWGlink account)
Idealist www.idealist.org/ (nonprofit jobs)
USAJobs www.usajobs.gov/ (federal jobs)

**MAJOR/CAREER SPECIFIC:**
American Journalism Review http://ajr.org/news/advertising/
Associated Press Careers http://www.ap.org/company/careers
AOL Careers http://aol-careers.com/
Bloomberg Careers http://jobs.bloomberg.com/
Book Jobs http://www.bookjobs.com/
Dow Jones Careers http://dowjones.jobs/
Gannett Careers http://www.gannett.com/section/CAREERS&template=cover
Hearst Careers http://www.hearst.com/careers
Internship King http://www.internshipking.com/
J-Jobs http://www.journalism.berkeley.edu/jobs/
Journalism Jobs http://www.journalismjobs.com
Journalism Next http://www.journalismnext.com/
Journalism Now http://www.journalismnow.com/
Magazine Publishers of America http://www.magazine.org/
MediaBistro www.mediatribune.com
Nation Job http://www.nationjob.com/media
National Association of Black Journalist Careers http://careerservices.nabj.org/jobs/
National Journalism Center http://yaf.org/JournalismInternshipOpportunities.aspx
NBCnews.com http://www.nbcnews.com/id/27365695/ns/about/t/get-ready-make-headlines/
News Jobs Network http://www.newsjobs.net/
Opportunities in Public Affairs http://www.opajobs.com/
Scripps Networks Interactive http://www.scrippsnetworksinteractive.com/careers/
Society of Professional Journalists www.spj.org
T. Howard Foundation – Diversity in the Media http://www.t-howard.org/
Turner Broadcasting System http://www.turner.com/
Professional Information Resources
American Copy Editors Society- http://www.copydesk.org/about/
American Society of Magazine Editors- http://www.magazine.org/asme/
National Newspapers Publishers Association- www.nmpa.org
National Press Photographers’ Association- www.nppa.org

LinkedIn Groups to join:
Advertising and PR at UGA Grady College
Internships and Interns
PRSSA
Public Relations Society of America (PRSA National)
University of Georgia Alumni Association Group (UGA)
University of Georgia Grady College of Journalism and Mass Communication Alumni
Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

Knowledge/Skills Needed in Publication Management Journalism
- Work for The Red and Black, UGAzine, Pandora, Infusion Magazine or other on-campus publications to strengthen writing skills.
- Gain experience in a variety of positions, including reporting, layout, and editing.
- Develop or refine computer, supervision, selling, customer relations, and time management skills.
- Strengthen your multimedia skills by gaining experience with photography, editing, web design or video production.
- Never stop writing. When editors review your resume, they prefer to see consistent writing experience over a period of time.
- Gain experience with social media marketing using platforms such as Facebook, Twitter, and Instagram. Become proficient in social media analytics by using HootSuite.
- Get experience with a variety of software programs, including InDesign, Photoshop, QuarkExpress, Excel and Publisher.
- Demonstrate creativity, verbal ability, writing skills, and proofreading ability.
- Volunteer to produce a newsletter for a club or nonprofit group.
- Complete an internship in publications, business management, or marketing.
- “Students may want to consider smaller newspaper publications that offer broader opportunities for beginning reporters. Larger newspapers are typically more interested in entry-level applicants with many internship experiences and specialty reporting skills. Young reporters can benefit from gaining close community contacts and skills working in a smaller news market.” Excerpt from USA Today article “5 tips for job-seeking journalism students” written by Alex Spiess
- Compile a portfolio of writing samples, ad campaigns, business & marketing strategies, and other relevant work. Making an online portfolio is a good way to market your skills and work samples for job opportunities by using websites such as www.behance.net/, www.issuu.com/, http://paper.li/ and http://wordpress.com.
- “Freelance for the local paper, update news and events for the town blog, anything. The last thing an editor wants to see on a resume is an extended time gap where you had nothing published.” – Newsday reporter Bill Bleyer

Campus Involvement and Study Abroad Opportunities
- Join the Magazine Club and Online News Association / Society of Professional Journalists to learn more about the field from the advisors and guest speakers.
- Join the American Marketing Association to gain knowledge in marketing strategies and research. Also, you will gain practical experience in applying social and digital marketing techniques with local and national businesses.
- Participate in the Travel Writing in Prague study abroad program to write and report on in-depth travel stories and build a multimedia portfolio http://www.grady.uga.edu/prague.

Additional Internship/Job Search Tips
- For additional information on internships and job opportunities, please look out for emails sent every Monday on the Grady Career Services Update listserv. If you are not on that listserv, please email Cecil Bentley at cbentley@uga.edu or call or (706) 542-4993.
- If you’re interested in working or interning for a specific company, please visit that company’s website. Job and internship opportunities are usually listed under the “Careers” tab.