



THE PATHWAY FROM EDUCATION TO VOCATION

Becoming a Difference Maker in
JOURNALISM

Why Study **Journalism** at Azusa Pacific University?

In today's information society, reliable journalists are primary resources for information, and shapers of the conversations around issues, personalities, and cultures. As our world becomes smaller and truthful information becomes invaluable, the journalist possesses increasing influence to aid the public's understanding of different perspectives and ways of life. Embedded with a Christian worldview and First Amendment values, this major enables students to *create* honest, person-driven, multimedia stories, *connect* people and information through storytelling and invoke *change* and challenge the status quo in an ever-evolving industry.

At APU, our journalism faculty possess top-notch academic qualifications as well as professional experience in journalism and media. Our faculty teach and report domestically and internationally, write and broadcast for the media on a regular basis, and thoughtfully help students learn practical journalism theories and skills while engaging Christian truth, perspectives, and values as they relate to journalistic practice. In addition, our convergent journalism program boasts four student-run media outlets – newspaper (*Clause*), magazine (*Collide*), TV (*Capture*), and radio (KAPU) – which all journalism students are required to be a part of during their time at APU. APU's student body reflects the larger culture of Southern California, which is the most diverse in the United States. The major's curriculum and out-of-class experiences in Greater Los Angeles, one of the largest media markets in the world, and on international study abroad options, prepare students for excellence and meaningful impact in a convergent news and media industry.

YOU MIGHT CONSIDER A JOURNALISM MAJOR IF YOU:

- Care about and want to work with people
- Are inquisitive about the world and enjoy research
- Are a good listener, have strong interpersonal skills, and have a talent for making people comfortable
- Are organized, detail-oriented, and thorough
- Seek truth
- Like to tell stories on various content platforms
- Are on a mission to gather facts and tell the whole story
- Pursue justice and seek to give voice to the marginalized
- Write film and record well
- Find interest in technology and social media



ARIELLE DREHER '14
News Reporter
Jackson Free Press

Arielle held many internships during her time at APU which helped her get into Columbia Journalism School. Now she writes long-form, and works on magazine-story length cover stories and investigations in addition to writing two news features per week.

“Take advantage of the wealth of knowledge, opportunities, experiences and people around you before you blink and it’s gone.”



JESSE MERRICK '12
Sports Director
KAAY-31

Jesse reports the news live multiple nights a week in Huntsville, Alabama. He covers all things SEC where you will see him regularly at the University of Alabama and Auburn University. Most recently, he covered Alabama vs. Clemson in the College Football Playoff National Championship.

“I knew I wanted to be on-air so my professors helped guide me in the right direction. At a bigger school you don’t get the same attention.”

JOURNALISM MAJORS ARE PREPARED FOR:

- Journalistic speaking, writing, and editing
- Multimedia storytelling
- Broadcast and radio production
- Specialized beats, such as sports and entertainment
- Conducting research of current and unfolding events
- Conducting interviews in a professional setting
- Utilizing social media platforms to disseminate information quickly and effectively
- Audio/video recording and editing
- Radio and TV announcing

GRADUATES IN JOURNALISM WORK AS:

- News bloggers/columnists
- Freelance writers
- Foreign news correspondents
- TV news/investigative newspaper reporters and anchors
- Managing editors
- Videographers
- Public relations managers
- News analysts
- Media relations specialists

**Many of these careers may require additional training and/or graduate education*



ALEXANDRA KERR '10
Producer
Investopedia

As a producer, Alex finds and books guests, hires camera crews, conducts on-camera interviews, and oversees video edits. The purpose of these interviews is to have the world’s leading financial experts share their advice for creating and maintaining a healthy financial future.

“The most valuable lesson I learned as a journalism student at APU was how to research and present information as quickly and effectively as possible.”

To connect with these and other APU alumni, email clasalumni@apu.edu

STEPS TO TAKE AS A MAJOR IN JOURNALISM

OPTIONS TO EXPLORE AROUND APU

BE CALLED.

EXPLORE. DEFINE. RESEARCH. LEARN.

- **TAKE NEWS WRITING AND REPORTING (JOUR 210) AND DIGITAL NEWS GATHERING (JOUR 230)**
Explore vocational opportunities in journalism.
- **ATTEND THE IMPACT CONFERENCE**
Hear from current students, alumni, and employers about careers in journalism and media.
- **EXPLORE THE FIELD BY TAKING STUDENT MEDIA WORKSHOPS**
Join the *Clause* (newspaper), *Collide* (magazine), Capture (TV), or KAPU (radio) to get experience and explore your interests.

- **LEARN HOW TO APPLY YOUR STRENGTHS WITHIN YOUR ACADEMICS, LIFE, AND CAREER**
Meet with a Career Consultant* or Strengths Mentor.
- **CONSIDER CAREER OPTIONS FOR YOUR MAJOR**
Meet with a Career Consultant* or your faculty advisor to explore and discuss requirements for your career options.

BE PREPARED.

IDENTIFY. STRENGTHEN. PRACTICE.

- **GET JOB APPLICATION MATERIALS READY**
Write a resume in Multimedia Publishing and Design (JOUR 315).
- **GET HANDS-ON EXPERIENCE**
Explore the field and get hands-on experience through a workshop with *Clause* (newspaper), *Collide* (magazine), Capture (TV), or KAPU (radio).
- **GET A JOB IN STUDENT MEDIA**
Apply for a reporting, directing, or editing position on the staff of our student-run media.
- **SECURE AN INTERNSHIP**
Utilize your connections to find an internship in an area related to your interests and career aspirations. During the internship class (COMM 490) you will be able to add relevant experiences to your resume, and complete your online portfolio of work.
- **TAKE MEDIA ENTREPRENEURSHIP AND ECONOMICS**
Explore the world of freelance news and media work, including how to get started, budgeting, and building a successful freelance business.
- **GET CROSS-CULTURAL EXPERIENCE**
Study abroad in New Zealand with other communication and journalism students, or check out other APU Study Abroad options.

- **RECEIVE FEEDBACK ON YOUR INTERVIEWING ABILITIES**
Complete a Mock Interview with a Career Consultant*
- **CREATE A RESUME TO APPLY FOR AN INTERNSHIP**
Meet with a Career Consultant* to review your resume and cover letter. Run them by your professors, too.
- **GROW YOUR SKILLS IN AN ON CAMPUS JOB OR STUDENT LEADERSHIP POSITION**
Talk to Student Employment or Student Life about the available opportunities.
- **VOLUNTEER LOCALLY AND GLOBALLY TO SHAPE YOUR PERSPECTIVE**
Talk to the Center for Student Action about how you can serve.
- **GAIN KNOWLEDGE ABOUT YOUR CAREER OPTIONS**
Do informational interviews or go to a career-related event to learn more about your career, degree, and experience requirements.

BE CONNECTED.

JOIN. NETWORK. BE ACTIVE.

- **QUALIFY FOR LAMBDA PI ETA – ACADEMIC HONORS SOCIETY**
Attend events and connect with other members to learn more about the field.
- **JOIN COMMUNICATION DEPARTMENT LINKEDIN GROUP**
Use LinkedIn to stay connected with the Department of Communication Studies and with other professionals in your field.
- **JOIN APU CONNECT**
Use the exclusive online networking portal to connect with other alumni.
- **ATTEND THE IMPACT CONFERENCE**
Return to be on a panel, to host a session, or to stay connected.
- **FOLLOW @APUJOURNALISM ON TWITTER TO STAY CONNECTED**

- **TALK TO ALUMNI FROM YOUR MAJOR**
Join APUConnect.com and start reaching out. You can also email clasalumni@apu.edu* for help connecting with alumni.
- **GET ACTIVE ON LINKEDIN**
Meet with a Career Consultant* to review your profile and learn how to use LinkedIn.
- **ATTEND CAREER-RELATED EVENTS**
Keep an eye out for career events related to your major or that are happening around campus.
- **HAVE LETTERS OF RECOMMENDATION ON HAND**
Request them from professors and advisors at least a month before due.

* Visit apucareer.youcanbook.me/ to make an appointment with a Career Consultant

* Use subject line: Connect me with APU alumni

APPLYING TO GRADUATE SCHOOL

EXPLORE.



Learn more at
www.apu.edu/career/graduateschool

SELECT.

ONLINE RESOURCES TO HELP IDENTIFY THE BEST PROGRAM FOR YOU

[Peterson's Guide](#)
[GradSchools.com](#)
[The Princeton Review](#)
[National Assoc. of Graduate Professional Students](#)
[The Council of Graduate Schools](#)
[APU Pew Society Graduate Guide](#)

EXAMPLES OF SCHOOLS ATTENDED BY APU JOURNALISM GRADUATES:

[Columbia Journalism School](#)
[CUNY Graduate School of Journalism](#)
[Goldsmiths, University of London](#)

APPLY.

- APPLICATION FORM AND FEES**
Follow instructions carefully and have one or more people check for errors.
- ENTRANCE ESSAY**
Provide a writing example that shows your personal objectives.
- TRANSCRIPT**
Ask APU to send it directly to the school you are applying to.
- LETTERS OF RECOMMENDATION**
Schools usually require three letters, so get them early.
- INTERVIEWS**
If your potential school requests an interview, treat it as a job interview.

FINDING YOUR CAREER

IDENTIFY.

- Search online job boards and professional associations in the Journalism field
- Regularly check-in with your organizations of interest and network with those who can inform you of opportunities
- Look on APU Career Network for possible opportunities

JOURNALISM ASSOCIATIONS:

[American Society of Journalists and Authors](#)
[American Society of News Editors](#)
[Association for Interactive Media & Entertainment](#)
[Media Communications Association - International](#)
[Investigative Reporters and Editors](#)
[National Association of Broadcasters](#)
[College Broadcasters, Inc.](#)
[National Cable & Telecommunications Association](#)
[National Religious Broadcasters](#)
[Society of Professional Journalists](#)

PREPARE.

BRAINSTORM YOUR EXPERIENCE

What have you done? What is relevant?



TAILOR YOUR RESUME

What does the job description say?



WRITE GOOD BULLET POINTS

Do you focus on your accomplishments?



FORMAT YOUR RESUME

Is it easy to read and follow?



PRACTICE INTERVIEWING

Know yourself.
Know the position.
Know the organization.

RESEARCH OPTIONS

OCCUPATIONAL OUTLOOK HANDBOOK

www.bls.gov/ooh/

O*NET ONLINE

www.onetonline.org

PROFESSIONAL ASSOCIATION REFERENCE

www.weddles.com/associations

NETWORK.

WHO DO YOU KNOW?
WHO DO YOU NEED TO KNOW?



WHY NETWORK?

- Learn about different options in your field
- Research companies and positions of interest
- Find hidden opportunities that are not advertised
- Obtain referrals from those who have influence

EXAMPLES OF COMPANIES THAT HIRE APU JOURNALISM GRADUATES:

NBC News
FOX Broadcasting Company
ABC
LA Times
Orange County Register
San Gabriel Valley News Group
LA Lakers
ESPN
Miami Dolphins



AZUSA PACIFIC
UNIVERSITY