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Journalism, B.A.

The Journalism Bachelor of Arts program welcomes curious and talented students who are interested in hands-on learning that will prepare them for a successful career. Small classes are taught by well-connected faculty who have major media experience and are equipped to teach the latest technologies, as well as traditional journalism principles and storytelling. Students get hands-on experience as campus media makers, creating content for student publications and producing radio shows while learning to think critically about the news they produce and consume and become ethical media practitioners.

Experience Your Learning

Build your content portfolio by gathering, writing, editing, and producing the news and producing marketing campaigns for community organizations.

Create content for our award-winning student publications. The *Lumberjack* is the campus newspaper and has been published by students since 1929. *El Leñador*, the bilingual English/Spanish newspaper founded by Journalism students, serves the Latino community on campus and in Humboldt County. The *Osprey* is a feature magazine and published each semester.

On KRFH 105.1, student disc jockeys keep the dream alive of a non-commercial, free-form radio station. From 7 a.m. until 2 a.m. every day of the week, DJs are live in the booth pumping, newscasts, talk shows, live band performances, local sports coverage and more.

Gain paid internship experience at professional organizations.

Create public relations and marketing campaigns for local businesses and nonprofits.

Did you know?

- Have your own radio show on KRFH 105.1 FM, which started streaming in 1997. Learn to produce multimedia, podcasts, videos, photos, graphic designs, web pages, advertisements and more.
- Journalism graduates work at The *San Francisco Chronicle*, The *New York Times*, National Public Radio, Telemundo, and other major media outlets.
- Students travel to the California College Media Association conference statewide to present, network and pick up a host of awards for the work they produced in the program.



Academics & Options

Journalism, B.A.

As a Journalism student, you can select a concentration that most interests you. The core courses are the same, so you can easily switch concentrations. A key part of our curriculum focuses on contemporary media issues in race, gender, equity, law and ethics and challenges societal norms and narratives.

Program Concentrations

News

Includes courses in written and oral communications as well as photojournalism, video production, media management, and entrepreneurship.

Public Relations

Includes public relations courses and internship opportunities.

Media Studies

These courses focus on the context of media that include audience research, ethics and news coverage, media law, and how culture—through social class, race, gender, identity—is shaped by media.

Minors

Journalism Minor

Spanish Media Minor

Combines Spanish language study with journalistic writing and media experience, an excellent choice for anyone interested in pursuing a degree in business, communication, pre-law, or for professional careers in bilingual news media, advertising, and public relations.



Careers

The Journalism program prepares students to work in media and public relations, start their own businesses, or go to graduate or law school.

- Advertising director
- Attorney
- Broadcast news director
- Communications director
- Editor
- Graphic designer
- Photographer
- Press officer
- Social media manager
- TV news anchor
- Web designer



Working in local media as a Humboldt student was the best hands-on learning experience I could have asked for. It's where I learned to lay out a page, take photos, and edit my own stories."

Benjamin Hoffman ('00), senior editor
at the *New York Times*