

Contemplating an exciting career in mass media? Check out the Department of Media, Communications and Journalism (MCJ). Graduates of the program are well represented on the staffs of many of America's finest newspapers, radio and television stations, online publications, broadcast and film production companies, advertising agencies, and public relations firms.

MCJ graduates in print journalism are working for newspapers such as The New York Times, USA Today, the Los Angeles Times, the San Francisco Chronicle, the Fresno Bee, and other major newspapers. Graduates in broadcast journalism are heavily represented on the staffs of Fresno radio and television stations. They also can be found at local affiliates including ABC, NBC, CBS, ESPN, and PBS. Graduates in advertising are working for agencies that include J. Walter Thompson, Chiat/Day, Publicis and Hal Riney, and Foote, Cone, and Belding. Public relations graduates have obtained jobs with American Airlines, Caltrans, Coca-Cola, and other nationally known entities.

The department's advertising students regularly finish high in regional and national competitions sponsored by the American Advertising Federation.

What You Can Earn

Reporter III
\$52,287 (in our region)

Public Relations Specialist I
\$47,107 (in our region)

Account Executive - Advertising
\$69,060 (in our region)

Source: HR Reported data from salary.com as of December 2012

Media Job Market Website

Interesting Classes You Might Take

- Video Production
- Reporting
- Broadcast News Writing
- Radio-Television Performance
- TV and Multimedia News Reporting and Production

What You Can Learn

- Media planning and buying for advertising media
- Principles of graphic design for mass media and the selection of photographs and design elements for content, aesthetic values, and technical quality
- Production theory and practice; planning and producing for the director's role
- Editorial leadership, newspaper writing, and newspaper production techniques

About the College

The College of Arts and Humanities provides a diverse student population with the communication skills, humanistic values and cultural awareness that form the foundation of scholarship. The college offers intellectual and artistic programs

that engage students and faculty and the community in collaboration, dialog and discovery. These programs help preserve, illuminate and nourish the arts and humanities for the campus and for the wider community.

College Contact Information

College of Arts & Humanities
Office of the Dean
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Fresno CA 93740-8024

(559) 278-3056
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Where We Are Located

We are located in the west wing of the Music Building in Room 186.

Department Contact Information

Media, Communications, and Journalism
Office Location: McKee Fisk Bldg, Room 236

Phone: (559) 278-2087

Address:

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