

1) Contact information: *done*

- Sage Hall 3003 920-424-1042
- uwosh.edu/journalism
- fb.com/uwosh.journalism
- instagram.com/uwosh_journalism
- twitter.com/uwoshjournalism
- Department Chair: Timothy Gleason

2) Majors/ Minors/ Certificates *done*

- AMP Majors
 - Advertising
 - Multimedia Journalism
 - Public relations
- Minors:
 - Pairs with majors in multiple fields including Radio-TV Film, Interactive Web Management, Business, Art, History, International Studies, etc.
 - Total of 24 credits
 - Opportunity to meet with faculty to register for classes and career/internship opportunities
 - Advertising Minor
 - Multimedia Journalism Minor
 - Public Relations Minor
 - Media Studies Minor
- Certificates
 - These pair with any academic program
 - Social Media Certificate (9 credits)
 - Multimedia Journalism Certificate (9 credits)
 - Public Relations Certificate (9 credits)
 - Advertising Certificate (9 credits)

3) Where do grads go?

- Facebook
- Miron Construction
- Red Shoes PR Agency
- Green Bay Packers
- WRST FM

4) Basic definitions *done*

Advertising: Advertising relies on clever copywriting, eye-catching visual design and dynamic media interactions to draw the hearts and minds of today's consumers whether they are checking their smartphones or driving by billboards.

Multimedia Journalism: combining writing/editing and visual emphases into a versatile major with strong journalistic and digital skill-building in reporting, video, social media, digital design and content creation.

Public relations: strategic social media campaigns, media relations, special events, promotional activities and digital communication help organizations build relationships with the media, consumers, employees and other target audiences.

5) Skills used

Technical:

- Writing (AP Style)
- Interviewing
- Reporting
- Social Media
- Video Production
- Adobe Creative Suite (Photoshop, Indesign, Illustrator)

Soft Skills:

- Collaboration
- Work ethic
- Optimism
- Willingness to learn
- Storytelling

Program Overview **done**

- Keep first paragraph
- **Internships**
 - Journalism students have a high internship rate
 - 92% have one or more internships or professional experiences prior to graduation
- **Accredited Program**
 - One of two UW System schools fully accredited
 - Offers only PR major in the UW System
 - Only program in Wisconsin certified by the Public Relations Society of America through the Certification in Education for Public Relations (CEPR)
- **Classrooms**
 - 15 students
 - Professors are advisors for degree requirements and professional networking
- **Clubs**
 - Advance Titan Newspaper
 - Advertising Club
 - Kappa Tau Alpha Honor Society
 - Photo Club
 - Public Relations Student Society of America (PRSSA)
 - Society of Professional Journalists

Alumniso

Rebekah Peppler

- The 2008 graduate has planted her roots around the world in Los Angeles, New York City, and Paris. Peppler found a way to combine her love for food with her love of Journalism which has landed her work in the New York Times, Bon Appetit, and Rachel Ray's magazine. In 2018 she released her book [Aperitif: Cocktail Hour the French Way](#). Although she has worked with BuzzFeed, Food Network, and appeared on the Tonight show with Jimmy Fallon, she has not forgotten her experiences at UWO. "Studying journalism in college and getting a degree in journalism news/editorial fully set me up for success for the career path that I chose"

Brody Karmenzind

- Brody graduated from UWO in 2014 with a degree in Journalism and an emphasis in Advertising. Brody works as the client solutions manager at Facebook in Chicago. In his current role, he is responsible for increasing sales and driving e-commerce and in-store demand for some of the world's largest companies. Karmenzind's team at Facebook assists retail giants seeking digital marketing of products and ways to improve online advertising techniques.

Common Job Titles:

- Communication Specialist
- Editor
- Reporter
- Grant Writer
- Recruiter
- Account Assistant
- Brand Ambassador
- Digital Marketing Assistant

Faculty visit options:

- Schedule your visit
- Or take a tour through Admissions
- Cindy Schultz (920)-424-1042
- journalism@uwosh.edu