WHY EKU NEEDS JOURNALISM

Dr. Pam Parry, Interim Chair
Communication Department – September 12, 2016
Kentucky Press Association

- One third of 2016 interns
- One quarter of KPA interns in last four years
- No other Kentucky university comes close

EKU Dominates Kentucky Internship Program
EKU Journalism Graduates Serve Our Region

- Copyeditor
- Sports Editor
- Reporter
- Editor
- Sports Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
Society of Professional Journalists (Blue Grass Chapter)

“The need is growing, not shrinking.”
We ARE willing to change – in fact, we embrace it.
BEM Multimedia News Concentration

- A Signature Program.

- The first fully converged broadcast news degree in Kentucky.
BEM Multimedia News will meet this need

*Occupational Outlook Handbook:*

“Demand for media and communication occupations should stem from the need to create, edit, translate, and disseminate information through a variety of different platforms.”
Kentucky's need for Web Developers jumps from 2014 to 2024

32%
Web Development of The Future: More than Web Site Tech

Content Creation
U.S. Bureau of Labor Statistics

- 27,400 new jobs in next decade for media fields that don't exist yet
Impact on Public Relations Certification

4 Essential Core Courses (12 Hours) from Journalism:
- COM 201 Writing & Reporting News
- COM 405 Media Law
- JOU 305/305W Feature Writing
- COM 200/200W Mass Media & Society

3 Elective or Supporting Courses (9 Hours) from Journalism:
- COM 415 Media Ethics
- COM 425 Media Planning & Buying
- JOU 325 Photojournalism
I know that Journalism is on the list to be cut. I have finally found the major I want to succeed in. I love writing and the school paper has already given me an assignment all on my own! I would really feel at home in Journalism.