In an “information society” like ours, it is only natural that communication is one of the fastest growing industries. If you have ever dreamed about a career in journalism, radio, television, advertising, public relations or any field that involves using the media to address large and diverse audiences, Flagler’s communication program—that focuses as much on the development of practical skills as on theoretical knowledge—is sure to interest you. But that’s not all: the communication program also helps you develop the verbal, written and public speaking skills that are sought by employers across a wide variety of professions including business, education, government and the non-profit sector.

**POSSIBLE CAREER OPTIONS**  
(Some may require further education/specialization)

- Actor
- Announcer
- Broadcast State Manager
- Camera Operator
- Campaign Director
- Columnist/Critic
- Commentator
- Community Relations Director/Liaison
- Copy Editor
- Creative Director
- Documentary Producer
- Entertainment Agent
- Film Director/Producer
- Foreign Relations Officer
- Freelance Writer/Author
- Fundraiser
- Investigative Journalist
- Librarian
- Lobbyist
- Magazine Writer
- Market Analyst
- Media Analyst/Buyer/Planner/Relations
- News Anchor/Supervisor
- Newspaper Reporter
- Online Editor
- Photographer
- Press Secretary
- Producer
- Proofreader
- Public Information Officer
- Public Relations Specialist
- Publisher
- Reporter
- Research and Editorial Specialist
- Sales Representative
- Screen/Script Writer
- Speech Instructor
- Speech Writer
- Staff Consultant
- Technical Writer
- Television Engineer
- Tour Guide

**TYPES OF EMPLOYERS**

**PRIVATE & NON-PROFIT ORGANIZATIONS**
- Advertising Agencies
- Book Publishers
- Cable Television
- Community Arts Centers
- Community Organizations
- Educational Organizations
- Entertainment Organizations
- Film Companies
- Financial Institutions
- Foundations
- Health Organizations
- HMOs
- Hospitals
- Investment Firms
- Labor Unions
- Libraries/Museums
- Magazines
- Management/Consulting Firms
- Manufacturing Firms
- Market Research Companies
- News Agencies
- Newspapers
- Pharmaceutical Companies
- Professional Associations
- Public Relations Firms
- Radio Stations
- Retail Stores
- Telecommunications Firms
- Television Stations

**GOVERNMENT AGENCIES**
- Cultural Affairs
- Department of Labor
- Federal Retirement Thrift Investment Board
- Library of Congress
- National Endowment for the Humanities
- National Park Service
- National Science Foundation
- National Telecommunications and Information Administration
- Public Health Agencies
- Small Business Administration US Information Agency
- Voice of America

WWW.FLAGLER.EDU/CAREERSERVICES
TRANSFERABLE SKILLS

WORKS WELL UNDER PRESSURE
CONCENTRATES FOR LONG PERIODS OF TIME
DEMONSTRATES A HIGH ENERGY LEVEL
MEETS DEADLINES

COMMUNICATION SKILLS
READS, WRITES AND SPEAKS PROFICIENTLY
POSSesses A COMPREHENSIVE COMMAND OF GRAMMAR AND VOCABULARY
POSSesses GOOD LISTENING AND INTERVIEWING SKILLS

PROBLEM SOLVING SKILLS
MAKES CRITICAL OBSERVATIONS AND APPROPRIATE DECISIONS

RESEARCH SKILLS
CONDUCTS AND CLEARLY EXPLAINS RESEARCH RESULTS
READS ANALYTICALLY AND CRITICALLY
UNDERSTANDS AND USES QUALITATIVE RESEARCH TECHNIQUES

EXPERIENTIAL EDUCATION

WORKING AS A JOURNALIST FOR A NEWSPAPER
EDITING AND PROOFREADING BOOKS FOR A PUBLISHING COMPANY
DEVELOPING NEWSLETTERS FOR A NON-PROFIT ORGANIZATION
SERVING AS STUDENT EDITOR FOR A CREATIVE WRITING JOURNAL
RESEARCHING STORIES FOR MAGAZINE ARTICLES
WRITING VERSES FOR A GREETING CARD COMPANY
ARRANGING A MAJOR SPECIFIC SPEAKER SERIES CONFERENCE
MAKE AND EDIT A PROMOTIONAL VIDEO FOR A COMPANY

PROFESSIONAL ASSOCIATIONS

Ad Council, adcouncil.org
American Communication Association, americancomm.org
American Film Institute, afi.com
American Press Institute, americanpressinstitute.org
American Society of Media Photographers, asmp.org
Association for Women in Communications, womcom.org
National Communication Association, natcom.org
Society for Technical Communication, stc.org
Society of Professional Journalists, spj.org

ENHANCING YOUR EMPLOYABILITY

JOIN STUDENT ORGANIZATIONS TO DEVELOP LEADERSHIP SKILLS

PARTICIPATE IN INTERNSHIPS AND FIELD EXPERIENCE PLACEMENTS

BECOME ACTIVE IN ALUMNI AND/OR MENTOR NETWORKS

WRITE AND/OR PRODUCE FOR THE SCHOOL NEWSPAPER, JOURNAL, RADIO, BROADCASTING CHANNELS

SEEK OPPORTUNITIES FOR RECOGNITION AND NETWORKING THROUGH WRITING/FILM CONTEST SUBMISSIONS

Source: Rutgers University, Ashland University