

## Suggested Schools To Research

Adelphi University (NY)  
Boston University (MA)  
CUNY, Baruch College (NYC)  
CUNY, Brooklyn College (NYC)  
CUNY, City College (NYC)  
CUNY, College of Staten Island (NYC)  
CUNY, Kingsborough CC (NYC)  
CUNY, LaGuardia CC (NYC)  
CUNY, Lehman College (NYC)  
CUNY, NY City Tech (NYC)  
CUNY, York College (NYC)  
Drexel University (PA)  
Fordham University (NYC)  
Hofstra University (NY)  
Iona College (NY)  
Ithaca College (NY)  
LIU Post (NY)  
Marist College (NY)  
Medgar Evers College (CUNY)  
New York University (NYC)  
Penn State University (PA)  
St. Francis College (NYC)  
St. John's University (NYC)  
SUNY Albany (NY)  
SUNY Brockport (NY)  
SUNY Buffalo (NY)  
SUNY Buffalo State (NY)  
SUNY Fredonia (NY)  
SUNY New Paltz (NY)  
SUNY Old Westbury (NY)  
SUNY Oswego (NY)  
SUNY FIT (NYC)  
Syracuse University (NY)  
University of Bridgeport (CT)



## For Additional Information

- **American Society of News Paper Editors (ASNE)**  
Tel: 573-884-2405  
[www.asne.org](http://www.asne.org)
- **American Society of Magazine Editors (ASME)**  
Tel: 212-872-3700  
[www.magazine.org/asme](http://www.magazine.org/asme)
- **Broadcast Education Association (BEA)**  
Tel: 202-429-3935  
[www.beaweb.org](http://www.beaweb.org)
- **College Broadcasters, Inc (CBI)**  
Tel: 855-275-4244  
[www.askcbi.org](http://www.askcbi.org)
- **Interaction Design Association (IxDA)**  
Tel: 703-439-2120  
[www.isoc.org](http://www.isoc.org)
- **National Collegiate Sports Writers Association**  
[www.sportswriters.net](http://www.sportswriters.net)
- **National Communication Association (NCA)**  
Tel: 202-464-4622  
[www.natcom.org](http://www.natcom.org)
- **The American Advertising Federation (AAF)**  
Tel: 202-898-0089  
[www.aaf.org](http://www.aaf.org)

# Explore Communications



**New Utrecht High School  
College Office**



## Types of Communication Programs

- Advertising/Media Design
- Communications
- Digital Media
- Journalism
- Public Relations/Organizational Communication



### What is it about?

- ✚ This major allows you to examine the many ways in which information and ideas are exchanged in modern society.
- ✚ A major in communication is a gateway to jobs on the content and business side of broadcasting, telecommunications, and other media sectors.
- ✚ Communication majors create and distribute messages through media, writing, speech and other forms of expression to persuade people to accept an idea, change attitudes, or to take action.
- ✚ You may study political and religious speeches, write reviews of TV programs and films, and analyze how digital and social media are shaping communication in practices.

## You might consider this major if you are good at/like:

- ✚ Active listening
- ✚ Attention to detail
- ✚ Creative
- ✚ Critical reading/thinking
- ✚ Curious
- ✚ Group discussions
- ✚ Influencing
- ✚ Meeting deadlines
- ✚ Persuading
- ✚ Researching
- ✚ Team work
- ✚ Verbal skills/Public speaking
- ✚ Writing skills

## Recommended High School Prep

- ✚ English
- ✚ Algebra, Trigonometry, Geometry
- ✚ Social Studies
- ✚ Foreign Language
- ✚ Science and Science Lab
- ✚ Speech, Debate, and/or Theater
- ✚ High school media - Journalism, Yearbook, Television/Radio (Journalism focus)
- ✚ Art, Programming, Website Design, and/or Computer Graphics (Digital Media focus)

\*These are courses that will be valuable to you prior to applying for communication programs.



## What program should I apply to?

### Consider the following when researching and selecting college program(s):

- Academic admissions criteria, SAT/ACT scores, location, environment, tuition fees, financial aid, school size, curriculum, etc.
- Are the faculty experienced professionals in this field?
- How new is the broadcasting equipment like cameras and editing platforms? How much access will you have in studios and labs? Can you work for the campus website, newspaper, radio, or TV station?
- What kinds of internship programs are offered? Will the college help you land an internship? Will you get help finding a job after graduation? Where are graduates working now?

## Career Trends

\*Career trends vary based on program interest. Careers listed are not limited to the following:

### Advertising, Communications, Journalism:

- Copywriter, Publicist, Writer/Editor, Blogger, Photographer, Web Designer, Freelancer
- Account executive, Account planner
- Research Analyst, Consultant

### Radio & Television, Sports Communication:

- Broadcasters, Newscaster, Production Coordinator, Director, Station Manager
- Camera Operator, Sound/Light Designer

### Digital Media:

- Website Designer, Game Designer, Animator, Graphic Designer, Website Content Manager

### Public Relations:

- Corporate Communications, Publicist
- Event Planner, Promoter,
- Non-profit or education fundraiser