Today’s 24-hour news cycles, blogs, wikis, and social media outlets have fundamentally transformed how news content is reported, produced and distributed. This cultural shift toward the immediacy of online news has contracted the journalism field, displacing many traditional journalists—and opening up new professional pathways.

University of California, Irvine Extension’s fully online Digital Journalism program provides a professional level of study and practical tools for experienced writers, journalists, print and broadcast publishers looking to merge traditional journalistic skills with today’s speedy content management and the need to master the ever-increasing variety of digital media outlets available on the Internet.

**Program Benefits**

- Learn to utilize new media/technology tools for gathering, writing and disseminating news and information across multiple multimedia platforms including visual, audio, blogs, wikis, and graphics
- Be able to balance objectivity, accuracy and immediacy with speedy multimedia content delivery
- Determine the best way to tell a story while engaging readers with shared social media content
- Determine the appropriate use of mobile technology for journalistic social interaction
- Learn to market a personal brand, and decide how it relates to institutional brands

**Who Should Attend**

The program is intended for experienced writers, journalists and reporters seeking career enhancement and advancement in new media careers. In particular, the program will appeal to:

- Professional journalists wanting to take advantage of new media opportunities
- Mid-career professionals who need an introduction to the critical technologies necessary in the diverse news marketplace
- Recent journalism graduates who are not yet prepared for the challenges of online journalism
- Public relations and social media professionals working on newspapers, magazines, blogs, and investigative or narrative journalism

For More Information
Melissa Allison, Program Representative
(949) 824-9796 • Melissa.Allison@uci.edu

extension.uci.edu/dj
Specialized Studies Award Requirements
To receive the specialized studies award in Digital Journalism, complete a minimum of 10 units (100 hours) of core courses with a grade of “C” or better within five (5) years of enrolling in the first course. Upon completion of requirements, submit a Request for Specialized Studies with a non-refundable $35 fee online.

Corporate Training
Our Corporate Training specialists can deliver this program at your workplace, or customize one that fits your organization’s specific needs. Visit extension.uci.edu/corporate or call (949) 624-1847 for information.

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Digital Newsroom Simulation Lab
UCI Extension introduces the Digital Newsroom Simulation Lab as a key component of the Digital Journalism program. In this unique, online-only lab, each student will experience what it’s like to work with fellow reporters and an editor in the process of conceiving, pitching, reporting, writing, editing and publishing his/her work in a distinctive news format. The managing editor/instructor for this innovative, interactive course will empower students to create a support network and pool resources to generate an online news source. The lab consists of three levels based on experience level; students will self-select their starting point, and continue to work their way through the different levels during the duration of the program. Students may also elect to continue to contribute to the news source in an ongoing capacity following program completion.

As part of the lab, students will learn to promote their stories through available social media. While the course is designed for students enrolled in the Digital Journalism Specialized Studies program, solid writers and those interested in learning how media really operates may also enroll in the Digital Newsroom Simulation Lab.