

Hands-On News & Sports Media Degree at Kansas State

New degree program launches in the A.Q. Miller School summer 2022

June 6, 2022

News Facts

- Journalism and media content creation-related jobs are projected to grow 14% from 2020 to 2030 and by as much as 17% for photographers and by 29% for video editors (U.S. Department of Labor, Bureau of Labor Statistics).
- The News & Sports Media Degree program offers personalized pathways to areas of specialized work in journalism and media, including news and documentary, sports media and photography.
- New and revised courses in immersive media design, sports media and society, commercial image storytelling and innovations in media & communication.
- Degree program hosts award-winning, nationally recognized student media organizations including KKSU-TV, KSDB-FM Wildcat 91.9, and the Collegian Media Group, which publishes the Collegian newspaper and website, the Royal Purple yearbook and Manhappenin' Magazine.
- As one of the original journalism programs in the nation, K-State has been in the news business for many years. Graduates have the opportunity to complete their degree with a portfolio that includes solid industry experience, being job ready from day one.

Quotations

- With a multi-platform approach to content creation and journalism, this program creates graduates ready to enter the field on any platform, making themselves valuable to employers and an industry which needs great journalists. Being able to specialize in a specific aspect of the industry in this new program means future professionals can excel in an area and be competitive on the job market right away in a field they love.

-Andrew Smith, Professor of Practice,
Assistant Director for News & Sports Media

- “Getting hands-on experience through student media outlets and other real-world projects helps prepare any student to stand out in a competitive job market. It’s a great way to build a portfolio of valuable content that illustrates personal skills applicable to the industry.”

-Dr. Tom Hallaq, Associate Professor

- “Our industry-informed and research-driven education prepares students to be ethical and compelling storytellers and make a difference in their communities at a time when credible and accurate news is ever more critical for a healthy democratic society.”

-Raluca Cozma, Professor
Associate Director for Undergraduate Programs and Engagement

Related Links

- [News & Sports Media at K-State](#)
- [A.Q. Miller School of Media and Communication](#)

About the News & Sports Media Degree

The 60-hour undergraduate degree in News and Sports Media prepares future journalists and media professionals to share nonfiction stories ethically, professionally, and creatively on any media platform. Students develop essential skills in storytelling, content creation, and distribution, such as writing and reporting, broadcasting, social media news strategies, podcasting, sports journalism, and digital photo and video. Students are exposed to journalistic storytelling tools such as social media platforms, drones, streaming video, and other developing technologies. Students further specialize their degree by pursuing a concentration in a specific content area such as news, sports, photography or others in which they develop advanced skills. The hands-on nature of courses prepares students to pursue careers such as photojournalism, media production, sports broadcasting, news reporting, data journalism and more.