

Career Options

There are many career paths that a person with a Digital Media & Communication (DMaC) Major can choose. Here are some possible jobs that DMaC majors could obtain with their degree skills. Use this as an ideas list; remember that it represents some, but certainly not all of the careers you might consider.

Advertising:

Advertising Specialist
Marketing Specialist
Copy Writer
Account Executive Manager

Media Planner
Media Buyer
Creative Director
Media Sales Representative
Public Researcher

Communication Education:

Language Arts Coordinator
High School Speech
Forensics/Debate Coach
Drama Director
Speech Communication
Professor

School Counselor
Audiovisual Specialist
Educational Administrator
Director of College News
Educational Tester
Educational Fund-raiser
Alumni Officer

Electronic Media:

Broadcast Station Manager
Film/Tape Librarian
Community Relation Director
Video Editor
Transmitter Engineer
Technical Director
Graphic Designer

Market Researcher
Cinematographer
Announcer
Disc Jockey
Comedy Writer
Casting Director
Producer
Talk Show Host

Journalism (Print or Electronic):

Reporter
Editor
Newscaster
Author
Copy Writer

Photojournalist
Script Writer
News Service Researcher
Technical Writer
Media Interviewer

Public Relations:

Publicity Manager
Advertising Manager
Marketing Specialist
Lobbyist
Corporate Public Affairs
Specialist
Account Executive

Development Officer
Sales Manager
Media Analyst
Media Planner
Creative Director
News Writer
Public Opinion Researcher

Theatre/Performing Arts:

Script Writer
Performing Arts Educator
Scenic Designer
Lighting

Theatre Critic
Makeup Artist
Stage Manager
Casting Director

Government/Politics:

Public Information Office
Writer
Legislative Assistant

Campaign Director
Research Specialist
Program Coordinator
Elected Official

Communication and Health Care:

Medical Grants Writer
Hospital Director of PR
Clinic Public Relations
Health Communication Analyst

Research Analyst
Medical Center Publications
Editor
Marketing Director

Social and Human Services:

Human Rights Office
Community Affairs Liaison

Park Service PR Specialist
Religious Leader

Opportunities can be found at various locations:

Broadcast Television

(Local) WGRZ-TV 2, WIVB-TV 4, WKBW-TV 7, WNED-TV 17, WNLO-TV 23, WNYB-TV 26, WUTV-TV 29, WNYO-TV 49, WPXJ-TV 51, WNGS-TV 67

(National) NBC, CBS, ABC, FOX, The CW, Univision, Telemundo, PBS

Cable Television

(Local) YNN/Buffalo, YNN/Rochester

(National) A&E Television Networks, Comedy Central, ESPN, Food Network, HBO, MTV Networks, National Geographic Channel, Showtime Network, The Weather Channel, TLC, USA Network, etc.

Broadcast Radio

(Local) WBUF. 92.9, WBLK-FM. 93.7, WNED-FM. 94.5, WJYE-FM. 96.1, WGRF-FM. 96.9, WKSE-FM. 98.5, WTSS-FM. 102.5, WEDG-FM. 103.3, WHTT-FM. 104.1, WYRK-FM. 106.5, WGR-AM 550, WBEN-AM 930, WNED-AM 970, WUFO-AM 1080, WECK-AM 1230, WHLD-AM 1270, WJLJ-AM 1440, WWKB-AM 1520

(National) ABC Radio Networks, NPR, Westwood One, PRI

Advertising/Marketing/Public Relations

(Private) Crowley Webb and Associates, Eric Mower and Associates, E3 Communications, Inc., Carr Marketing Communications Inc., Travers Collins and Company, Trellis Marketing

(**Healthcare**) Univera Healthcare, Kaleida Health, Catholic Health Care System, Roswell Park Cancer Institute, Independent Health, Blue Cross/Blue Shield of WNY

(**Government**) IRS, EPA, FEMA, US House of Representatives, US Senate, NYS Legislature, NYS Senate, NYS DOT, Erie County Executive's office, City of Buffalo

(**Education**) Local and Regional Colleges, Local School Districts, Parochial High schools and Grammar Schools, Private High schools and Grammar Schools

(**Corporate**) Computer Task Group, Inc., Delaware North Companies, Ellicott Development Co., Evans Bank, Ford Motor Co., First Niagara Bank, General Motors, Geico, HSBC, M&T Bank, New Era Cap Co., Rich Products, Tops Markets, Uniland Development Co., Wegmans Food Markets, Yahoo Inc.

Graphic Design

(**Local and National**) Abbey Mecca and Co., ASI Signage, Block Club, Inc., Buffalo Niagara Convention & Visitors Bureau, Cannon Design, Conbrio, Eric Mower and Associates, Metro Group, Inc., Crowley Webb Advertising, Fisher Price, Luminus Media, LLC, Trellis Marketing

Film/Video Production

(**Regional**) AV8 Productions, B Durkin Productions, Broadcast Image Productions, Chris Santucci Films, Crystal Pix, David Collins Productions, Inc., Emedia Studios, Full Circle Studios, Gribbins Films, IBC Digital, Propeller head Media Inc. SEV Productions, The Daily Post, Young Lion Studios, 3-2-1 Productions

Print

Advanced Educational Products, Inc., Amherst Media, Buffalo Delft Printing Inc., Gallagher Printing Inc., Great Lakes Printing,

Local Edge, Merrill Press, Inc., Prometheus Books, Simply Audiobooks, Spree Publishing, Inc., WNY Family Magazine, Zenger Group

Newspapers

(**Regional**) Akron Bugle, ARTVOICE, Batavia- The Daily News, Bee Group Newspapers, Buffalo Sports Report, Business First of Buffalo, Democrat & Chronicle (Rochester), Jamestown Post Journal, Rochester Business Journal, The Buffalo News, The Hamburg Sun, The Observer Dunkirk, The Olean Times Herald, Tonawanda News, Metro Community News, Wellsville Daily Reporter

(**National**) Associated Press, Gannett News Service, McClatchey News Service, New York Times, Reuters, USA Today

Websites

Artvoice.com, BcBsWhy.com, Buffalo.com, BuffaloRising.com, Buffalospree.com, BlockClubOnline.com, BuffaloBills.com, KaleidaHealth.org, NewEraCap.com, RoswellPark.org, Sabres.nhl.com, UniveraHealthCare.com, WNYMedia.net