Writing & Rhetoric is very broad and is sufficient for entry-level positions in business and industry, as well as in areas such as entertainment, radio and television commentary, and museum work. Be proactive, determined, assertive, and confident in order to secure freelance writing opportunities. Writers typically experience many rejections for each piece that is accepted for publication. Save samples of written work to be used for a portfolio. Cultivate other career opportunities in order to supplement a freelance writing income. Obtain additional areas of expertise such as journalism, broadcasting, technical writing, or politics for specialized positions.

**AREAS OF OPPORTUNITY**
- Novels
- Poetry
- Plays
- Screenplays
- Scripts
- Writing/Reporting
- Editing
- Freelance Writing
- Editing
- Advertising
- Sales
- Production
- Publicity
- Marketing
- Promotion
- Administration
- Admissions
- Financial Aid
- Academic/Career Advising
- Housing
- Student Activities
- Orientation
- Leadership

**COMMON EMPLOYERS:**
- Newspapers/Magazines
- Broadcast media companies: television, radio, and movies
- Trade, professional, or consumer publications
- Internet sites
- Government agencies
- Departments of Homeland Security, Defense, and State
- Veterans Affairs
- National Archives and records administration
- Universities and university presses
- Technical industries
- Self-employed/Freelance
- Large corporations

**PROFESSIONAL ORGANIZATIONS**
- American Journalism Review
- American Medical Writers Association
- American Society of Journalists and Authors
- American Society of Media Photographers
- American Society of Newspaper Editors
- Association of Education and Journalism and Mass Communications
- Investigative Reporters and Editors Magazine
- Magazine Publishers of America
- National Newspaper Publishers Association
- National Press Photographer Association

**STRATEGIES ON ENTERING THE FIELD**
- Select elective coursework in a particular area of interest.
- Write for campus publications such as college newspapers, magazines, or departmental or program newsletters.
- Volunteer to assist or tutor students in a writing center.
- Become familiar with the proposal writing and submission process involved in freelance writing.
- Gain as much experience as possible through volunteer positions, internships, or part-time jobs.
- Demonstrate patience and persistence in starting a career in creative writing.
- Obtain appropriate state certification for public school teaching. Gain certifications to teach multiple subjects or age groups for increased job opportunities.
- Earn a master’s or doctorate degree for post-secondary teaching.
- Maintain a high grade point average and secure strong faculty recommendations for graduate school.
- Plan to attend graduate school in college student personnel or information science for those fields.

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