



AGRICULTURAL COMMUNICATIONS

what **DIRECTION** are you headed?

telling the story

Oklahoma State University's Agricultural Communications program is one of the nation's best. With deep roots stretching back to OSU's first offering of agricultural journalism in 1927, the program today is an important part of the Department of Agricultural Education, Communications and 4-H Youth Development. It combines courses in communications and agriculture to develop a well-rounded agricultural communications professional. The Agricultural Communications program is on the leading edge of technology, and the career opportunities for graduates are expanding constantly.

personal attention

Agricultural Communications students are more than a number. From the time a student arrives on campus through graduation, the program's academic advisers strive to develop students by caring about their well-being and educational opportunities. Advisers' doors are always open, and students regularly meet with their advisers to discuss class schedules, internships and career possibilities.

degree flexibility

The Agricultural Communications program offers students the opportunity to customize their degree. This flexibility allows students to concentrate on a career area that is interesting to them and prepares students for a myriad of career opportunities.

student organizations

Students become part of the Agricultural Communications family through involvement in numerous campus organizations and activities. Agricultural Communicators of Tomorrow is the national organization for departmental students. The OSU chapter conducts many activities such as

community service projects and career development workshops. On the national level, OSU students compete in the National ACT Critique & Contest, regularly placing in categories including writing, video/radio production, layout and design, photography, advertising and public relations.

internships

When students graduate with a degree in Agricultural Communications from OSU, their résumés will include a key component: on-the-job experience. The department coordinates internships in areas ranging from news and feature writing to broadcast production. Students can be placed in internships throughout the College of Agricultural Sciences and Natural Resources, as well as in internships with many well-known employers throughout the United States.

careers

A degree in Agricultural Communications opens endless career doors. The job market for Agricultural Communications majors continues to expand as the need for quick, concise information about agriculture grows more important. Some of the places an Agricultural Communications degree can take you include newspaper and magazine writing and editing, photography, advertising and sales, video and television production, radio production, public relations, environmental reporting, and advanced degrees in law, business, education or communications.

for more information

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Check us out on the Web at www.casnr.com

destination **CASN**R



roads TRAVELED



Agricultural Communications Alumna Profile:

Name: Traci Morgan
Oklahoma City

Current Occupation: Communications/Public Relations

Traci's Story:

With a knack for communicating and a passion for agriculture, Traci Morgan found a career that was her perfect match.

Traci's current position incorporates her communications strengths in Oklahoma Farm Bureau's Corporate Communications/Public Relations Division.

"My position allows me to utilize each area of communications I learned in college and through other internships."

- Traci Morgan
CASNR Graduate

With a bachelor's degree in Agricultural Communications, Traci uses her background to communicate to farmers and ranchers across Oklahoma.

What Traci likes most about her job is its variety.

"I love that my position allows me to work in so many different areas of communications," said Traci. "There aren't many jobs available that allow that kind of flexibility."

For her type of position, Traci says very basic communications skills, especially writing, are a must. She uses these skills for several mediums. In her division, employees write radio and television stories, short articles and feature stories, press releases, speeches and stories for the Web. For her position, photography and layout and design skills also are essential.

Traci recommends that students interested in a job like hers pursue internship opportunities.

"In an internship, you use the skills you've learned," Traci said. "That's valuable experience any employer will look for when hiring."

If you have a passion for agriculture and a desire to promote the industry through a variety of methods, Agricultural Communications might be the degree for you.

which PATH are you taking?

Careers for Agricultural Communications Graduates:

- Writer/Editor of Magazines and Newspapers
- Radio/Television Broadcaster
- Public Relations Specialist
- Advertising Account Manager
- Communications Instructor
- Marketing Specialist
- Public Information Coordinator
- Leadership Program Manager
- Creative Director
- Reporter
- Attorney
- Community Relations Director
- Account Supervisor
- Photographer
- Web Designer

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MILE MARKERS

Enrollment

- 135 Students

Double major:

- Animal Science

Student Organization:

- Agricultural Communicators of Tomorrow

Job Placement:

- 90 percent of graduates leave with a job offer.

Hands-on Experience:

- Students serve as staff members of the nationally recognized *Cowboy Journal* magazine.

Continued Education:

- OSU has one of only three master's degree programs in Agricultural Communications in the nation.

For More Information:

- www.casnr.com