

Journalism: the Needs are Great

IN A WORLD STRIVING FOR ENLIGHTENMENT AND UNDERSTANDING, never has the need been so pressing nor the challenge so exciting for the competent, college-trained communicator. Publics the world over are demanding from newspapers, television and radio, magazines, wire services and other media information that is not only instantaneous but meaningful.

To master the complex task of reporting and interpreting the events of the regional, national and international scene, the journalism profession seeks to attract dedicated and intellectually alert men and women.

Although most young people considering a journalism career properly look upon it in relation to newspaper and magazine work, the growth of mass communications since World War II has expanded the term to embrace many related pursuits as well. Thus, in addition to preparing students for news-editorial work on newspapers and the other news media, the journalism program at St. Bonaventure offers instruction for those interested in careers with magazines and in television and radio, public relations, advertising, publishing, industrial editing, business journalism, teaching, government information jobs and free-lance writing. Graduates are successfully engaged in these fields as editors, reporters, writers, newscasters and executives. Indeed, journalism's reputation as a profession and as a field requiring both the broadest and deepest type of higher learning is reflected in its need for specialists in every area of activity from urban affairs to outer space, from covering the Supreme Court of the United States to press conferences with the Governor and the President.

Whatever your work in journalism, the compensation will be considerable. Journalism is an electrifying vocation! Few other fields offer the personal satisfaction of helping and influencing others, of serving mankind in an important way. The journalist puts his education to work daily, obtaining in return cultural benefits derived from an ever-expanding fund of knowledge of human beings and human activities. He possesses, in addition, a front seat on the world arena and often participates as well in the momentous events of our times.

In distinction to an earlier era, the journalist's pay today is as high or better than that of other professions; starting salaries are generally beyond those of the average college graduate. Since the end of World War II, average news salaries have more than tripled. Newspapers and wire services are competing vigorously for the services of college-trained men and women journalists.

The likelihood is that as long as human beings seek to know more about the world around them, the need for capable, intelligent, well-educated journalists will never be fulfilled.

*Gov. Nelson D. Rockefeller
congratulates Bonaventure
journalism graduate
Modesto Argenio, special
projects writer for the
Buffalo Courier-Express,
following a private interview.*