

Journalism

Reporters and news correspondents play a key role in society. They keep the public informed about local, national and international events. They provide perspective and commentary on important issues. Most significant, the journalists of the world are the public's watchdog, reporting on the actions of public officials, corporate executives, special interest groups and others who exercise power.

Contact us

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Visit the Communication
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563/333-6300 or 800/383-2627
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StAmbrose
University

Degrees offered and required credit hours

St. Ambrose University offers a Bachelor of Arts degree in Journalism. The major offers you the opportunity to learn communication principles and skills applicable to the creation of traditional and electronic media content. The Journalism major requires 15 credit hours of core requirements and 19 credit hours of concentration requirements.

The Journalism minor requires 16 credit hours.

Program highlights and courses

As a Journalism major at St. Ambrose, you will study the liberal arts and sciences to acquire the depth and breadth of knowledge you need in order to understand the world, as well as learn the special skills needed by reporters, editors, broadcasters and photojournalists to communicate that knowledge to others.

The Journalism program teaches students how to communicate using the written and spoken word and using visual communication skills such as graphic design and still photography. Students learn how to gather information by interviewing news sources and researching various writing styles used to convey news through different media. In addition, students train in the latest desktop publishing and nonlinear audio and video production techniques. Course highlights include Media Writing, Advanced Media Writing, Print News Practicum and News Broadcasting. Students complete their education with Contemporary Journalism, a capstone course integrating the skills, technologies, and aesthetics of Journalism.

See our course catalog at www.sau.edu/course_catalog.html for a full description of required and elective courses.

Internships and co-curricular activities

Experience is a vital part of preparing students to jump into a career after they graduate. Through internships, students acquire hands-on, marketable experience, and they learn from professionals and network with colleagues in their field while still in school. In the past, students have interned with local NBC, CBS, ABC and FOX television affiliates, and with The Quad-City Times, Rock Island Argus and Moline Dispatch.

KALA Radio, St. Ambrose's own station, broadcasts to the Quad Cities on 88.5 FM, and features news, jazz, urban, rock and Spanish programming. With a staff advisor, the station is run by students who deejay their own shows, program the music and edit news specials.

St. Ambrose's SAUtv operates 24 hours a day with its own channel on the community's cable television system, presenting viewers with a variety of programming. Students produce a weekly newscast, run cameras, edit video, broadcast live sporting events and work as on-air talent.

The Buzz is St. Ambrose's student-run, bi-monthly newspaper. Students are responsible for deciding content, reporting and editing stories, layout, design, photography and advertising.

What can you do with a Journalism degree?

Journalism majors typically go on to careers as writers, reporters and editors with newspapers, magazines, corporate communication departments and creative agencies. Others work in such closely-related fields as advertising and public relations. Graduates have also continued their education by attending graduate programs throughout the country.

About the faculty

Jon Anderson, BA, ASE, Chief Engineer
AndersonJonS@sau.edu

Assists in radio/television production and broadcast technology courses and is the Chief Engineer of the Communications Center. Anderson is a Certified Broadcast Technologist from the Society of Broadcast Engineers. Prior to joining St. Ambrose, he was an engineer at WQAD-TV and the Quad City Radio Group. Anderson received his degrees from Benedictine College in Political Science and Hamilton Technical College in Electronic Engineering Technology. He has been a department member since 1990.

Dave Baker, BA, KALA Operations Manager
BakerDavidW@sau.edu

Serves as the Operations Manager for KALA radio. Baker's work experience includes positions in engineering and production at the local ABC affiliate and reporting for the Argus/Dispatch/Leader newspaper group in Illinois. As a 1988 graduate of St. Ambrose, Baker has been a department member since 1989 and the Operations Manager since 1993.

Jim Baumann, PhD, Assistant Professor
BaumannJamesA@sau.edu

Teaches courses in human communication, argumentation, and public relations research. Prof. Baumann received his degree in Communication Studies from Bowling Green State University and has been a faculty member since 2008.

Matt Carroll, BA, Instructor & SAUtv Production Coordinator
CarrollMatthewF@sau.edu

Teaches Public Speaking and assists in television production courses. Carroll also coordinates the production of Dateline (SAUtv's weekly news broadcast), live sports broadcasts, and coaches' shows. A St. Ambrose graduate, Carroll has been a department member since 2007.

Ken Colwell, PhD, Professor
ColwellKennethE@sau.edu

Teaches Public Speaking, Desktop Communication, Digital Audio Production Techniques, and Broadcast Management. Prof. Colwell serves as Director of the Ambrose Communication Center and received his degree from the University of Iowa. A St. Ambrose graduate, Prof. Colwell has been a faculty member since 1981.

John Madsen, PhD, Associate Professor
MadsenJohnA@sau.edu

Teaches courses in interpersonal communication, public relations, and organizational communication. He is a contributing editor to the Encyclopedia of Public Relations. Dr. Madsen received his degree in Speech Communication from the University of Kansas and has been a faculty member since 2004.

Ann Preston, PhD, Professor and Department Chair
PrestonAnn@sau.edu

Teaches courses in journalism and public relations. She is a contributor to the Encyclopedia of Public Relations and the Encyclopedia of Rural America. Prof. Preston received her degree in Mass Communication from Ohio University and has been a member of the faculty since 2001.

Alan Sivell, MA, Clinical Faculty and News Director
SivellAlanR@sau.edu

Teaches Media and Society, Media Writing, Advanced Media Writing, Print New Practicum, News Broadcasting, and Advanced Broadcast Reporting. Prof. Sivell has extensive experience in all aspects of broadcast media for the local ABC affiliate. He also has worked as a media columnist for the Quad-City Times and Argus/Dispatch/Leader newspapers. Prof. Sivell received his Journalism degree from the University of Iowa and has been a department member since 1986.

M. Carla Stevens, PhD, Professor
StevensMCarla@sau.edu

Teaches human communication, group dynamics and methods of decision-making, public speaking, and business and professional speaking. She has served as the coach of the St. Ambrose Speech Team. Prof. Stevens received her degree in Higher Education from Illinois State University and has been a faculty member since 1987.

Donald "Duke" Schneider, Clinical Faculty and SAUtv
Operations Manager
SchneiderDonaldL@sau.edu

Teaches Radio and Television Production, TV Practicum, and Broadcast Technologies. Prof. Schneider is the operations manager for SAUtv and has done freelance work for a variety of regional and national networks, including ESPN, the National Weather Service, and TBS Sports. A St. Ambrose graduate, Prof. Schneider received his degree in Instructional Design Technology Video Production from the University of Iowa and has been a member of the department since 1979.