Today’s journalism requires practitioners who can go toe-to-toe with subject matter experts on complex statistical, scientific and technical topics.

Cal Poly embraces this challenge as we prepare the next generation of journalists and strategic communicators.

As technology continues to evolve and effective resource management becomes more crucial for the world’s growing population, it’s essential that society has journalists and communications professionals who can “connect the dots” – credibly, accurately and ethically – whether they have deep knowledge of their subject or are generalists who can be nimble in a number of technical and scientific disciplines.

We’ve seen that our students’ success goes hand in hand with their familiarity with science, facility with digital technology, and ability to use analytical skills to tell impactful stories.

Our future lies in ensuring student success.
A UNIQUE APPROACH

By leveraging our position as a journalism department in a thriving polytechnic institution, we can help our students harness the power of journalism, science and technology to serve the greater good.

Our approach allows us to:

- Serve the needs of a society hungry for credible, reliable and understandable news and information about the critical issues facing our world, such as cyber security, global warming and food safety.
- Instill a dedication in our students to evidence-based, data-driven reporting and strategic communication.
- Develop an innovative, entrepreneurial mindset in our students to help them meet the challenges of our rapidly evolving media landscape, embracing Cal Poly’s Learn-By-Doing philosophy.
- Distinguish our journalism program as one of the best in the nation.

WHY US?

Cal Poly Journalism holds a unique position within Cal Poly, which attracts California’s and the country’s top-tier undergraduate students. The university excels in engineering, agriculture and architecture, and its Center for Innovation and Entrepreneurship looks to solve common problems by inspiring creative thinking.

The numerous technical skills-based classes in journalism are intensely hands-on. Student work is project based and real world.

And at the heart of our program is the award-winning student-run Mustang Media Group, operating as a modern media organization and learning laboratory where students apply their skills to serve the wider campus community.
INDUSTRY PARTNERSHIPS

Strong ties to the communications and tech industries are crucial to our program’s success. Our Advisory Board of working journalists and communications professionals already provides a vital link to the needs and expectations our graduates must fulfill in the workplace.

As the relationship between journalism and technology has intensified in the digital age, it is imperative that our journalism program affiliate with technological, scientific and professional organizations that are pioneering new ways for disseminating, experiencing and sharing the content that journalists produce to reach audiences across the globe.

CURRICULUM

Cal Poly Journalism graduates have a strong reputation for being able to hit the ground running, and in order to do that effectively today, they develop skills across multiple disciplines, platforms and media. Our journalism curriculum is known for integrating broadcast, print, internet, mobile and social platforms, as we prepare students to use the latest storytelling tools and experiment with emerging technologies.

Course requirements are designed so that students also can develop subject-matter expertise outside of the study of journalism. We encourage students to work across disciplines to develop specialties in areas such as Science and Risk Communication; Ethics, Public Policy, Science and Technology; Data Science; Public Health; Agriculture; Environmental Science; and Sustainable Communities.

David Kerley (Journalism, ’79) uses his agriculture background to break national and international news as a network correspondent for ABC News.

When Susan Houghton (Journalism, ’82) was hired as director of public affairs and government relations for Lawrence Livermore National Laboratory, she stood out because of her ability to translate technical knowledge into language we can all understand.