



Broadcast Journalism

Prepare For a Career in Demand

The Bachelor of Arts in broadcast journalism prepares you for communication careers in a variety of video and audio media fields, where the demand for skilled, ethical individuals remains strong.

Job postings for bachelor's-level professionals with broadcast journalism skills increased nearly 40 percent nationwide and more than 50 percent regionally between 2016 and 2018.

Like all Jandoli School of Communication programs, broadcast journalism anchors its instruction on a rock-solid foundation. As a broadcast journalism major, you will get a firm grasp of communication fundamentals from our core curriculum.

We place heavy emphasis on the most fundamental of communication skills — the ability to write clearly and effectively. Many of our alumni working in broadcast journalism today tell us it has been a key to their success.

With these fundamentals in place, you will choose from an array of exciting and relevant courses, such as Producing Broadcast News, Documentary, Mobile Journalism, and On-Air Announcing.

Experienced, devoted faculty

Our faculty has decades of experience as reporters, writers, editors, digital journalists, broadcast anchors, producers and reporters.

They are more than instructors. They provide close and constant mentorship, leading you through dynamic classes that mirror the entrepreneurial communication of the real world.

Scores of our alumni work in broadcast journalism today, many in high profile positions. Five Jandoli School graduates, as well as a sixth SBU graduate who earned a minor from the school, have won journalism's highest honor, the Pulitzer Prize, and many have won Emmy Awards for excellence in the television industry.

We tapped the expertise of our accomplished alumni in creating and designing the broadcast journalism major.

Our Students Learn by Doing

All Jandoli School majors are required to fulfill 400 hours of on- and off-campus internships. You can help meet that requirement and gain valuable experience by joining our on-campus broadcast outlets.

Our students produce broadcasts for SBU-TV in a professionally equipped and supervised broadcast studio, and we recently expanded the reach of our broadcasts on cable TV and internet provider Spectrum. Students also broadcast live sports programming for ESPN+.

Our student-run FM radio station, WSBU "The Buzz," is consistently ranked by The Princeton Review as one of the best college stations in America.

A Proven Record of Success

As a broadcast journalism major at St. Bonaventure University, you will be immersed in the same academic and work-study environment that has produced many respected and accomplished professional broadcast journalists.

Our accomplished alumni include:



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Kerry Burns, '93 — NBC news producer for “Today,” the most popular morning news show in America for adult viewers; former White House producer for NBC News in Washington, D.C.

Neil Cavuto, '80 — Senior vice president, anchor and managing editor of business news for FOX News Channel (FNC) and FOX Business Network, and host of “Cavuto Live” and “Cavuto: Coast to Coast;” former CNBC anchor and host; former contributor to “Today” on NBC; former PBS New York bureau chief.

Adrian Wojnarowski, '91 — ESPN’s NBA Insider, known nationwide for his NBA news scoops, or “Woj Bombs;” National Sports Media Association’s National Sportswriter of the Year in 2017 and 2018; two-time winner of the Associated Press Sports Editors’ Columnist of the Year award.

Chris LaPlaca, '79 — Senior vice president of corporate communications at ESPN, responsible for the company’s worldwide internal, public and media relations strategies.

Charlie Specht, '10 — Chief investigator for 7 Eyewitness News I-Team, WKBW-TV, the ABC affiliate in Buffalo, New York; former staff writer at The Buffalo News; winner of SBU’s 2010 Mark Hellinger Award, which honors top students in the Jandoli School, and the Edward R. Murrow Award for investigative journalism.

Rayna Banks, '03 — Senior managing producer for ESPN’s flagship journalism programs “E:60” and “Outside The Lines;” winner of a Sports Emmy Award, and a Gracie Award from The Alliance for Women in Media.

Justin Craig, '97 — Senior director of programming and operations, ESPN Radio Network, Bristol, Conn.; former executive producer of ESPN’s “Mike & Mike in the Morning” program; former program director for ESPN New York and Chicago.

Christy Kern, '11 — News co-anchor at WIVB-TV, the CBS affiliate in Buffalo, N.Y.; former anchor at WZVN-TV in Fort Myers, Fla.; completed four internships as a student at SBU, two at WKBW-TV in Buffalo and two at Time Warner in Buffalo; winner of SBU’s Koop Award, which is presented to a senior who shows exceptional promise in the broadcast field.

Kate Welshofer, '96 — Feature reporter and fill-in anchor at WGRZ-TV, the NBC affiliate in Buffalo, N.Y.; YouTube content creator and personality; former news anchor at Spectrum News; former producer for 24-hour local news channel in Rochester, N.Y.

Jackie Roberts, '16 — News reporter at WGRZ-TV, the NBC affiliate in Buffalo, N.Y.; former county government and courthouse reporter at WJET-TV in Erie, Pa.; reporter, producer and anchor for SBU-TV as a student.

Deb Becker, '84 — Senior correspondent and host at WBUR in Boston, with principal reporting on the opioid epidemic; National Public Radio contributor.

Joe Enoch, '06 — Producer at NBC News, New York; former investigative story coordinator and producer for “Inside Edition,” CBS Television Distribution; former investigative reporter for ConsumerAffairs.com.