

M.A. IN PUBLIC MEDIA

web: fordham.edu/pmma
email: knobel@fordham.edu



HIGHLIGHTS

- ✓ Designed as a one-year program for full-time students
- ✓ Small, in-person classes held at both Rose Hill (Bronx) and Lincoln Center (midtown Manhattan) campuses
- ✓ Evening courses allow for daytime employment, fieldwork, or internships
- ✓ Courses taught by media professionals from WNET, WNYC, WFUV, CBS News, the New York Botanical Garden, and more

Now more than ever, public media matters.

It's about real journalism, real communication strategies, and real narratives. It's about committed, responsible storytelling across a variety of existing and emerging platforms, from radio to TV to mobile apps.

Our flexible, interdisciplinary master's program offers tracks in Multi-Platform Journalism and Strategic Communication. Both concentrations have the goal of using storytelling to promote dialogue, civic engagement, and social justice.





IT'S MEDIA WITH A MISSION.

WHY CHOOSE FORDHAM?

Our one-year M.A. in Public Media program combines academic inquiry and hands-on experience. You'll engage with media theory and build your own portfolio, working with committed scholar-activists in and around New York City, talented advocacy practitioners, and top professionals from traditional broadcasting and digital news media. Key partners for the program include pioneering public radio and television outlets WFUV, WNYC, BronxNet, and WNET.

WHAT ARE PUBLIC MEDIA GRADUATES SAYING?

Not only did the program provide practical, hands-on experience, the connections I made through the faculty greatly expanded my professional network in NYC. The close-knit cohort created an environment for collaboration and facilitated incredible friendships that continue to be some of my closest in the city!

Their courses taught me to approach and think about media from a more holistic perspective. The PMMA program emphasizes teaching nonprofit rather than commercial media. For me, the lessons were thought provoking. Morals make you approach every decision from a more informed perspective, and create media with an actual, important message.

The PMMA program created a space where I met other young adults with interests in communications and media that wanted to use that interest to create a positive impact in the world. Everyone's interests were so diverse, whether it be through sports journalism, activism, or public relations we all connected through the desire to use media in order to enact change in the world.

CURRICULUM

Curriculum requires two core courses, four advanced courses, three electives or internships, and a summer master's project for a total of 30 credits.

Samples courses include:

- Public Interest Media Theory and Practice
- Marketing, Branding and Fundraising in the Public Interest
- Interactive Digital Storytelling
- Public Journalism
- Civic Media

STUDENT OUTCOMES

Our alumni have gone on to work for a variety of organizations across all industries and sectors.

Job titles include:

- Multi-Platform journalist
- Digital activist
- Social entrepreneur
- Communications director
- Public relations specialist
- Development director

LEARN MORE

We invite you to register for an upcoming information session so you can learn about our graduate program offerings, what Fordham has to offer, and why we may be the right fit for you.



Contact GSAS Admissions: fuga@fordham.edu | 718-817-4416



Accelerated Master's Program in Public Media

for eligible Fordham undergrads*

*No application fee.
No GRE required.*
**UP TO 30% TUITION
SAVINGS!**

Our accelerated master's program allows exceptional Fordham undergraduate students to follow a plan to complete both their bachelor's and master's in a total of five years (4+1).

Fordham undergraduate students apply during their junior (or equivalent) year, and must have 90 credits to begin the program. If admitted, students are eligible to take up to three GSAS graduate-level courses in their senior year which will count toward both the bachelor's and the master's degree. Upon graduation with their bachelor's degree, students can then complete the M.A. or M.S. degree in one year.

 Visit fordham.edu/gsas/accelerated

 [Attend an information session](#)

 Email fuga@fordham.edu

 Call 718-817-4416