

Journalism & Media Studies Program (JAMS)

Purpose and Goals

The purpose of JAMS is to instill an appreciation of the mass media, including the free speech/free press provisions of the First Amendment, both as consumers and as potential practitioners and to train students as future practitioners, using hands-on laboratories, terminating in certificates, associate degrees and/or transfer to university programs. Finally, JAMS provides the campus with student media outlets.

Student Population Served

Through our media, we serve all students including our journalism students.

Number of Students Served Annually and Capacity

JAMS serves all students and has no limitations on capacity. The journalism program supports the school newspaper and produces a weekly e-newsletter. The Cerritos College Talon Marks student newspaper has been in production since 1956. Talon Marks is published as a print publication (4,000 circulation), and an online publication and a digital publication throughout the fall and spring semesters of the school year by students enrolled in Journalism 107ABCD - College Newspaper course. Wings Magazine is published in the spring semester.

High-Impact Interventions

Journalism & Media Studies prepares students for careers in journalism through internships, conference attendance, and magazine development. Students get daily, hands-on experience with publications that teach students about timely reporting and accuracy. This focus on industry standards is part of the successful interventions in classroom teaching. Students learn magazine development and newspaper, online, social media, and digital publication development.

Intended Impacts and Measured Outcomes

Journalism students attend the Journalism Association of Community Colleges regional and state conference each year. JAMS also holds professional memberships to media organizations that allow student media to participate and apply for scholarships.

Did You Know?

In 2022, JAMS received its first \$20,000 grant to advance diversity in journalism and received its second grant this year. With this partnership, one selected student participates in an eleven-week internship at LAist, a non-profit media organization and home to NPR affiliate 89.3 FM. Journalism alumni include a White House Chief Photographer, Eric Draper who served in George W. Bush's administration.

