

## **UC Irvine Extension Launches Entrepreneurial Journalism Course**

New Course and Webinar Address Strategic Methods of Establishing a Niche in the Digital Journalism Space

By University of California, Irvine Extension

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IRVINE, Calif., May 30, 2013 -- /PRNewswire/ -- University of California, Irvine Extension is offering a new online course in the Digital Journalism Specialized Studies Program titled, "Entrepreneurial Journalism," which was developed in response to how technology has changed the world of quality journalism.

Technology has provided digital journalists with an expanded platform to create and manage innovative online projects. Participants will learn to develop and manage content online, create a dynamic web presence, and gain new perspective and enthusiasm for a potentially lucrative career in digital journalism.

The course will benefit recent journalism school graduates, mid-career journalists, publishers and thought-leaders looking to establish a personal brand as a professional journalist capable of working with traditional media companies on digital platforms. A free online Entrepreneurial Journalism Information Session will be offered on Tuesday, June 4 to provide an overview of course content.

"The creative and commercial possibilities are endless for journalists who master digital storytelling, engage online audiences and build credibility and community," said Melanie Mitchell, director of management, marketing and business programs at UC Irvine Extension. "The ever-increasing use of digital platforms to disseminate information, and the need to satisfy audiences that want to receive news with such immediacy, makes the acquisition of entrepreneurial journalism skills necessary for today's journalistic leaders."

Course curriculum will consist of readings, exercises, discussions and critiquing sessions. Instructor Scott Robert Hays, M.S., has more than 20 years of experience as an editor, writer, and publishing consultant in the digital media space and has helped launch more than a dozen newspapers, magazines, and websites. He has also led a successful freelance writing career for *Men's Health*, *TV Guide*, *Los Angeles Magazine*, *The Los Angeles Times*, and *Men's Fitness*, as well as a variety of other trade, regional, and general consumer publications.

Hays will host the introductory Entrepreneurial Journalism Information Session on Tuesday, June 4 to provide participants with insight on how to better understand the challenges and opportunities in the digital media space. The free webinar will take place online from 11:30 a.m. to 12:30 p.m. PDT.

For more information or to register for the course, visit [http://unex.uci.edu/areas/business\\_mgmt/digital\\_journalism/](http://unex.uci.edu/areas/business_mgmt/digital_journalism/) or call (949) 824-5414.

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**About the University of California, Irvine:** Founded in 1965, UC Irvine is a top-ranked university dedicated to research, scholarship and community service. Led by Chancellor Michael Drake since 2005, UC Irvine is among the most dynamic campuses in the University of California system, with nearly 28,000 undergraduate and graduate students, 1,100 faculty and 9,000 staff. Orange County's largest employer, UC Irvine contributes an annual economic impact of \$4.2 billion. For more UC Irvine news, visit [www.today.uci.edu](http://www.today.uci.edu).