THERE'S A MAP FOR THAT.

COMMUNICATIONS

Ever wonder how you can get more involved with your major and change the world at the same time? Use the guide on the back of this map to learn how to connect with and engage in social innovation in your own major.

FIELD OVERVIEW

Communications fields provide unique opportunities to be a voice—either for a company cause, a community cause, or a personal cause—that can potentially influence members of society for good.

MODEL IN THE FIELD

David Bornstein is a journalist and author who specializes in writing about social innovation. He has written three books on social entrepreneurship. He is the founder of dowser.org, a news site that reports on social innovation. He also writes the Fixes blog for the New York Times website.

David Bornstein

ballardcenter.byu.edu
801.422.6283
360 TNRB
COMMUNICATIONS
CHANGEMAKER MAP

GET STARTED HERE ON CAMPUS

CLASSES
- COMMS 328: Backpack Journalism*
- COMMS 382: Issues in Global Communication*
- COMMS 416: Media Advocacy and Social Change*
- COMMS 622R: Current Issues
- COMMS 624: Media Law and Ethics
- BUS M 371R: Social Entrepreneurship Lecture Series
- BUS M 490R: Social Innovation—Do Good Better
- IAS 220: Intro to International Development

ORGANIZATIONS
- Ballard Center for Economic Self Reliance
- Kennedy Center for International Studies
- SID (Students for International Development)
- NMSA (Nonprofit Management Student Association)
- SILC (Social Innovation Leadership Council)
- Amnesty International

INTERNSHIPS AND EXPERIENCES

INTERNSHIPS
- SIP (Social Innovation Projects on-campus internships)
- Write for The Universe
- Write for The Student Review
- Produce social media for the Ballard Center,
- SID, or other on-campus organizations
- Write for a student journal
- Work for the student-run labs
- Bradley PR Agency
- Advanced Advertising Lab

COMPETITIONS AND CONFERENCES
- TEDxBYU
- Peery Film Festival
- CGIU (Clinton Global Initiative University)
- SVC (Social Venture Competition)

OTHER RESOURCES

PROFESSORS
- Quint Randle, Journalism (has helped several professors write about SE and knows niche writing)
- Robert Walz, Broadcast Journalism (has covered a variety of social issues and specializes in documentaries on humanitarian aid organizations)
- Kevin Kelly, Advertising (has worked on campaigns to help LDS church find new ways to use paid media to enhance missionary work)

EDUCATIONAL RESOURCES
- Dowser is David Bornstein’s website for solution-based journalism. (dowser.org)
- Change.org is a social action platform empowering people to campaign for social change.
- Social Edge is for social entrepreneurs, philanthropists and practitioners of the social benefit sector to connect. (socialedge.org)
- The Knight Foundation focuses on informing and engaging communities to sustain democracy. (knightfoundation.org)

WANT TO LEARN MORE?
There are many different ways to get involved with social innovation within your major. To see these maps online and for a complete list of other opportunities, please visit changemakermaps.byu.edu
Also visit the website to learn how to get involved with a particular social issue.