In his native country, Pakistan, Shafqat Munir Ahmad saw social problems such as environmental destruction, poverty, and human right violations. He is working to expose the problems (and their solutions) through a channel marred by its own problems in Pakistan—traditional journalism. Combating naivety, bias, and political reporting, Ahmad has opened four centers to educate reporters and media specialists on social issues. His organization, Journalists for Democracy and Human Rights (JDHR), focuses on journalists’ skills but also strives to connect them with civil and development-project leaders. More than 1,200 professionals have taken part in the training, and Ahmad continues to encourage graduates to devote 20 percent of their time to human rights and development coverage.

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Ever wonder how you can get more involved with your major while changing the world at the same time? Through Changemaker Maps, you are equipped with the knowledge and connections to engage with social innovation in your own major.

Communications majors can emphasize in advertising, public relations, journalism, and communications studies. These 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. Advocates for social change often struggle to communicate effectively with donors, funders, experts, politicians, employees, and other key stakeholders. Your communications training will enable you to turn ideas into action as you garner support for the causes that most interest you.

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 changemaker maps.byu.edu

**FIELD OVERVIEW**

**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

**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)

**MODEL IN THE FIELD**

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

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 for the Fixes blog for the New York Times website.
COMMUNICATIONS

EXPERIENCE (INTERNSHIPS, JOBS, PROGRAMS)
- Write for The Universe or 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 or the Advanced Advertising Lab
- SSE (Students for Social Entrepreneurship on-campus internship)

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)

ON-CAMPUS 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)

WANT TO LEARN MORE?
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