Several qualifications are considered assets for hire either as an instructional/academic staff or tenure-track faculty member in the Journalism program at the University of Wisconsin – River Falls.

Candidates for undergraduate faculty status have earned a doctoral degree (i.e. earned credential) in journalism, mass communication, or a related field, or a master's degree in journalism, mass communication, or a related field plus at least five years of significant professional experience.

In addition, they have a record of research, scholarship, and achievement that includes:

- A record of at least one year of successful college-level teaching
- A record of scholarly or creative activity

According to the Higher Learning Commission, “faculty teaching in undergraduate programs should hold a degree at least one level above that of the program in which they are teaching” (e.g. at least a master’s degree or equivalent).

Qualified applicants who are approved using “tested experience” should also have 18 credits of graduate work in the disciplinary area, and/or other skills, experiences, credentials, and so on:

<table>
<thead>
<tr>
<th>Degree Name and Discipline</th>
<th>Appropriate Skills, Experiences, Credentials, etc.</th>
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| Bachelor's degree in journalism, mass communication, or a related field, plus the criteria outlined to the right. | 1. At least 10 years of significant professional experience.  
2. A record of continuing education in journalism or mass communication.  
3. Although not required, a record of successful college-level teaching is considered an asset. |