The world’s journalism school
Missouri School of Journalism, University of Missouri
How do you get from here to there?
It’s not as far from here to there as you think.

Since 1908, graduates of the Missouri School of Journalism (the world’s first) have made the trip. So can you.
Work on Vox, Columbia's smart city weekly magazine, and other magazines and publications.

Present the news live to thousands of people on the local NBC affiliate.

Hit the streets as a real reporter.

The trip begins with your first **real job**.

Mess up and hear about it from your boss (valuable training — trust us).

Work on innovative and inventive new media.

Get your first taste of life in a fast-paced newsroom.
Learn what it takes to put a news story together. Work behind the scenes and learn technical skills. Cover big events and conduct exclusive interviews.

Shoot pictures for the Columbia Missourian, a real daily community newspaper.

Orchestrate multimedia coverage of important news events.

What will you choose?

You’ll see your work in print, on TV and on the Web.
How to get started

First, you need to apply to the University of Missouri and indicate your interest in the Missouri School of Journalism. Once you’re here, we’ll put you on the right path. How? The Missouri Method. Through this method, you won’t just be *pretending* to be a journalist while you’re in school. You’ll *be* a journalist.

- You’ll give news reports on TV, write or shoot photos for the local daily newspaper or weekly magazine, or pitch ad ideas.
- You’ll learn the basics of news, writing and storytelling in all its forms.
- Your professors — seasoned professionals — will pass along their valuable perspectives on what journalism is really like.
- Real people will read, see and evaluate your work. And they’ll let you know what they think.
- You’ll build a portfolio full of polished, professional work to wow future employers.
- When you graduate, you won’t be entering the real world. You will have been there already.
Real learning
What you’ll learn

Part of getting from here to there is deciding where you want there to be. Whatever your interests, you can find your fit at the J-School. You may even find more than one.

Convergence Journalism
If you want to be a part of journalism’s future, consider convergence journalism. You’ll learn to interact with audiences using existing and emerging media forms. You’ll work in teams to report, produce and market news for KOMU-TV, KBIA, the Columbia Missourian, Vôx magazine and their respective online services.

Magazine Journalism
If features, arts, entertainment and writing with a distinct voice seem more your style, you’ll learn it all in our magazine journalism courses — from writing and editing to design and illustration. Work for Vôx, a weekly city magazine, or Global Journalist, the magazine for the international news business.

Photojournalism
Good photojournalists know that you can tell a story with pictures just as you can with words. You’ll learn it, too, by shooting for Missouri journalism publications and by helping run one of the world’s largest and most important photo competitions, Pictures of the Year International.

Print and Digital News
Join a professional staff that covers a vibrant community for columbiamissourian.com, the Columbia Missourian daily print edition, Radio Adelante or other publications in the Missourian family. As a reporter, designer, graphics editor or copy editor, you’ll use sophisticated narrative and multimedia tools to tell stories and develop innovative ways to share information.

Radio-Television Journalism
Whether you want to be an on-air reporter or anchor or a behind-the-scenes producer, you can learn TV and radio news at the J-School’s real media outlets. You’ll get your feet wet at KOMU, a local NBC affiliate, or KBIA-FM, a local NPR-member station.

Strategic Communication
Through courses in strategic communication and work at the Mojo Ad agency, you’ll learn to create complex advertising, public relations and marketing strategies that stand out in a highly competitive environment. You’ll design major strategic campaigns for local and national clients.
Real tools
Where you’ll learn

As a J-School student, you’ll have all the advantages of attending a major research university, plus all the benefits of the smaller environment within the J-School itself. The school has the facilities you need to flourish:

- Seven buildings dedicated to journalism
- World-class newsrooms for our real-media outlets
- Reynolds Journalism Institute Futures Lab and Technology Testing Center
- Two high-tech design labs
- Two digital television editing labs
- Three major writing labs
- Two open-access computer facilities for students
- The world’s largest journalism library
- Three major auditoriums with state-of-the-art audiovisual capabilities
- An electronic photojournalism laboratory
- An advanced computer lab for producing Web-based text, audio and video materials
- Wireless network access in most facilities
- Professional groups such as Investigative Reporters and Editors, the National Institute for Computer-Assisted Reporting, the National Freedom of Information Coalition, the Association of Health Care Journalists and others
Where you'll learn
As much as you’ll learn at the J-School and in the city of Columbia, you can learn even more by getting out there. Here’s how:

• Find big-name internships and summer jobs at major media outlets, from newspapers and magazines to ad agencies and TV stations. The staff of the J-School’s Career Center can help you find jobs. Check out the options at journalism.missouri.edu/careers.

• See the world you’re writing about. The J-School offers chances to learn in big media markets with programs for study in Washington, D.C., New York, Brussels and London. The university also offers almost 400 study abroad opportunities for chances to immerse yourself in different cultures and surroundings.

Getting out there means more than just traveling, though. It also means getting beyond traditional notions of journalism. Possibilities include:

• Interdisciplinary programs, including a joint program with the MU School of Law,
• Research assignments, including those at the Health Communication Research Center, and
• New media projects through competitions such as the iPhone Student Competition to develop, test and market native iPhone applications.
to out there
Want to influence the future of journalism as a student?

Apply your creativity to a variety of challenges at the Donald W. Reynolds Journalism Institute. You’ll use technology to develop new journalistic applications and innovate business models to support the delivery of news and information.

The resources at RJI can make the most of your entrepreneurial spirit. Help create a native iPhone application and take it to market as a commercial, moneymaking business. Develop a powerful and fun Adobe Air application. Build interactive Web sites. Collaborate with forward-thinking professionals on campus and around the world.

What’s your dream? You can make it happen here.
Join the family

When you’re in your first journalism class, take a good look around you. The students you learn with will be your connections in the future. So will all the J-School graduates who came before you. When you put on that cap and gown, you’ll join the unofficially named “Mizzou Mafia,” a network of journalists that reaches every corner of the journalism world.

When you’re looking for a job, they’ll help. They’ll notice the J-School listed on your résumé, and they’ll know what that means: quality and confidence. Add to that the real employers and clients you’ll meet through work at the J-School, plus the helpful staff at the Career Center, and you’ll be sure to find the job that’s right for you. It may even find you.
Charles Choi, MA ’01
Travels the world as a freelance writer for The New York Times, Scientific American, Newsday, Science magazine and others

Jonathan Halvorson, BJ ’04
Vice president and global digital director of Starcom Mediavest Group and 2008 OMMA Digital Rising Star award winner

Donna Fisher-Brown, BJ ’91
Public affairs specialist for State Farm Insurance in Nevada and Utah

Sonja Steptoe, BJ ’82
Served as Time magazine’s senior correspondent; now manages global communications for O’Melveny & Myers law firm

Joyce King Thomas, BJ ’78
Wrote the 1997 MasterCard “Priceless” campaign; now chief creative officer at McCann Erickson Worldwide in New York

Mark E. Russell, BJ ’84
Works as print news manager at the Orlando (Fla.) Sentinel

Rita Abrams Kempley, BJ ’67
Wrote film criticism for the Washington Post

Nick Vedros, BJ ’76
Shoots advertising photos for Canon, Bayer, Apple, Sony and others

Tim Leong, BJ ’03
Design director for Complex Magazine and Complex.com, overseeing layout, art direction and visual styles

Elizabeth Vargas, BJ ’84
Anchors ABC’s 20/20 and travels the world as an ABC News correspondent

John Anderson, BJ ’87
Covers sports and cracks jokes for ESPN’s SportsCenter

Tom Finley, BJ ’07
Manages accounts at global digital interactive agency VML in Kansas City, Mo.

Mark Finley, BJ ’07
Manages accounts at global digital interactive agency VML in Kansas City, Mo.
The numbers*

1 World’s first school of journalism
1 First to offer undergraduate, master’s and doctoral degrees in journalism
2 Number of stone lions from China that guard the J-School
6 Members of the faculty and staff who have won or shared a Pulitzer Prize or a national Edward R. Murrow Award
5 Number of off-site programs with internship opportunities (London; Brussels, Belgium; New York; Washington, D.C.; and Jefferson City, Mo.)
8 Number of times “I believe” is used in The Journalist’s Creed, written by J-School founder Walter Williams and now engraved in bronze at the National Press Club in Washington, D.C.
12 Number of student professional groups and honor societies
20 Approximate number of professional organizations, centers and award contests affiliated with the J-School that connect students with industry practices, research and networking
25 Percentage of journalism undergraduates who have a study abroad experience before graduation
36 Percentage of students who graduate with honors
80+ Number of countries that have been represented in the J-School student body
80+ Number of faculty members
100+ Number of research papers presented and published annually
1,050 Number of journalism juniors and seniors
1908 Year of the first journalism class
50,000+ Books in the School of Journalism library

*Numbers based on recent data.
Where to from here?
Important Web sites

J-SCHOOL
Any questions? Visit journalism.missouri.edu for more information, including:
• Sample areas of study and degree plans
• Internship and job information from the Career Center
• Wireless laptop computer options
• Information about off-site programs, including those in Brussels, Belgium; London; New York; and Washington, D.C.
• Profiles of successful J-School alumni in the field

REAL EXPERIENCE FOR STUDENTS
Visit journalism.missouri.edu for information about the J-School’s student-staffed award-winning media outlets and strategic communication agency:
• KOMU-TV, mid-Missouri’s NBC affiliate
• The Columbia Missourian, a daily community morning newspaper
• Vox magazine, a smart city weekly magazine
• Radio Adelante, a Spanish-language news program
• MyMissourian, a citizen journalism Web site
• KBIA 91.3, an NPR-member station
• Mojo Ad, the premier ad agency specializing in the youth/young adult audience
• Global Journalist, an international magazine for the news business
• Missouri Digital News, a state government reporting bureau
• Newsy.com, a multiperspective video news site combining international news sources
• Social media to drive Web site traffic

UNIVERSITY OF MISSOURI
• Find out more about applying and financial aid at admissions.missouri.edu.
• Find out about visiting MU at admissions.missouri.edu/visitus.
• Where will you live? Find out at reslife.missouri.edu.
• Do you want to meet and live with other J-Schoolers? Check out the Freshman Interest Groups (FIGs) at reslife.missouri.edu/figs.
• Cheer on the Mizzou Tiger athletics program at mutigers.com.

Notice of Nondiscrimination
The University of Missouri does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, age, disability or status as a qualified protected veteran. For more information, call Human Resource Services at 573-882-4256, the Director of MU Equity/Title IX Coordinator at 573-882-9069, or the U.S. Department of Education, Office of Civil Rights.