



Strategic Priorities Update

2018–19

The 2018-19 academic year has been one of success, innovation and impact for the Missouri School of Journalism. Behind these accomplishments are stories of how the School energizes those who have big ideas and a desire to influence the future. Here is a snapshot of some key highlights.

The School is proud to be a part of a great university, one that invests in student excellence, exceptional research and creative works, and meaningful service to Missourians and citizens around the world.

Student and Faculty Success

- **Reputation:** The School continues to be recognized as one of the best journalism schools in the world.
- **Student Awards:** The hundreds of awards reflect the high standards taught in all areas of our curriculum. Among them are wins in the Hearst Journalism Awards Program, selection as an Association for Women in Sports Media Scholar, an AdZou campaign for Ocean Spray placed third in the nation and Overseas Press Club Foundation Award.
- **Outcomes:** 94 percent of undergraduates have paid employment or are enrolled in graduate school within one year of graduation.
- **Scholarships:** Students received more than \$1.2 million in journalism-specific scholarships awarded annually. Several won competitive fellowships to pursue international projects.
- **Faculty Awards:** Faculty awards include Mizzou's SEC Faculty Achievement Award and the Graduate Faculty Mentor Award, Crain NewsPro 2019 Noteworthy Journalism Educator, Missouri Photojournalism Hall of Fame, Edward L. Bliss Award for distinguished service to broadcast journalism. Several faculty were awarded Hearst Faculty Fellowship grants to work on projects that will ensure Missouri's status as the gold standard in journalism.

- **Awards by School's News Outlets:** Top recognition on the local, regional, state, national and international levels include the Associated Press Media Editors, Associated Press Sports Editors, Missouri Broadcasters Association, Missouri Press Association, Regional and National Edward R. Murrow Awards.

Research and Creative Work

- **Research:** Scholars have worked with some 30+ departments on the Mizzou campus along with those at other major research universities, government agencies and others on projects relating to science, health, the environment and more. Graduate and undergraduate students present at major research conferences.
- **Global Programs:** More than 47 percent of journalism students enhance their studies through internships at internationally renowned media outlets, strategic communication agencies and related organizations.
- **Innovation:** Student creates "sonification storytelling" by converting drought percentage data into music. The annual Reynolds Journalism Institute competition brings together journalism, engineering and business students to tackle a journalism challenge, this year's theme being "Better News for the Smart Home." Documentary Journalism students team up with political science students on a feature-length documentary.



Missouri School of Journalism

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Engagement and Outreach

- **Scholastic Journalism:** Scholastic Journalism Day brought 1,400 students to campus for skills development, write-off competitions and a celebration of awards. The 50th anniversary of J-Day was celebrated at Mizzou Arena. Three summer workshops will focus on basic reporting skills, investigative journalism and — new this year — on advertising and public relations.
- **Leadership:** The MU Novak Leadership Institute hosted a 3-day Athlete Leadership Development Program for Special Olympics Missouri, and it also partners with the Governor's Missouri Leadership Academy. Journalism students hold numerous leadership roles on campus, with 12 seniors selected for the Mizzou '39 outstanding class.
- **Special Projects:** A two-student reporting team provided a wire-service-type coverage of Nobel laureate George Smith receiving his award in Stockholm, Sweden. Another team covered the China Open in Beijing. More than 40 students cover statehouse news in Jefferson City, filing stories for news outlets across the state. News and strategic communication students worked the Detroit auto show. Ten students provided coverage of the Liberty Bowl to media outlets across Missouri.
- **D.C. Event:** Top journalists, legal experts discussed First Amendment and social media at Missouri-Hurley and Price Sloan Symposium.
- **Digital Ambassadors:** The Journalism School and the Reynolds Journalism Institute paired up with five rural Missouri newspapers to develop and-or improve their social media and multimedia efforts and strategies as part of the Potter Digital Ambassadors program.

Diversity and Inclusion

- **Students:** Three selected for the American Advertising Federation's "Most Promising Multicultural Students Program." Fifteen students, one faculty, inducted into honor societies on Tap Day.
- **Programs:** National speakers headlined events to bring diverse perspectives on the intersection of race, gender and society. A program is being developed that will train faculty to embed cross-cultural principles across the curriculum.
- **Leadership:** The National Association of Hispanic Journalists chapter at the School is being renewed.
- **Global Footprint:** Delhi, India, will become the School's sixth internship-based student program. It joins established programs in Washington, D.C., London, Brussels, Barcelona and New York.

Operations and Advancement

- **Restructuring:** A reorganization of the School's curriculum from six areas to three will help create a new omniplatform newsroom for enhanced storytelling and to better identify career pathways.
- **Milestone:** The Washington, D.C., program celebrated its 50th anniversary.
- **Fundraising:** Planning for a new building at the corner of Ninth and Elm is underway. The facility will house a new newsroom, a welcome center for Mizzou and other programs. A \$3 million gift will establish an endowment supporting business journalism, which will allow the School to expand its expertise in this area.
- **Endowments:** The School has almost \$155 million in endowments, ensuring an investment in innovation, scholarships and programming to support the future of journalism.



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