

# MISSOURI SCHOOL OF JOURNALISM



University of Missouri



# WELCOME TO THE MISSOURI SCHOOL OF JOURNALISM

**1908**

Founded at the University of Missouri

**90.5% SUCCESS\***

Recent alumni gain employment or are in grad school within six months of graduation  
\*undergraduatestudies.missouri.edu/career-outcomes

**\$1 MILLION+**

Journalism-specific scholarships awarded annually

**WORLD-CLASS FACULTY**

Industry leaders, researchers and innovators

## MEET THE MISSOURI METHOD.

IN 1908, WALTER WILLIAMS FOUNDED A SCHOOL — The world's first to offer a journalism degree and still the most renowned to this day.

The “J-School,” as it's often called, awarded the world's first undergraduate degree in journalism (1909), master's degree in journalism (1921) and doctorate in journalism (1934).

Located at the heart of Mizzou's beautiful 1,262-acre campus, the Missouri School of Journalism is where storytellers of all kinds can find their voices working in professional newsrooms and agencies. This hands-on philosophy of learning-by-doing was deemed “the Missouri Method.”

Today, the Missouri Method allows students to gain hands-on, career-ready experience in six professional newsrooms—including an NBC affiliate, and NPR-member station, a digital first community newspaper—and two advertising agencies with paying local, state and national clients.

Your story starts here

**JOURNALISM.MISSOURI.EDU**



*“I chose Mizzou because I wholeheartedly believe in the Missouri Method. The J-School offers limitless opportunities to get REAL experience — regardless of the field of journalism you choose. We get to be real reporters, anchors, producers and more. Not only does the J-School offer these opportunities but there is constant help and care from faculty every step of the way. It doesn't get better than that!!”*

—Annabel  
Journalism





# WHERE WILL YOUR STORY LEAD?

**WHEREVER YOU WANT TO GO, A JOURNALISM DEGREE CAN GET YOU THERE.**

Journalism students find successful careers in a range of disciplines with one factor in common: storytelling.

At the Missouri School of Journalism, you'll gain the skills needed to engage, entertain and inspire audiences across platforms.

And the best part? Our philosophy of learning-by-doing will take you far beyond the walls of a classroom.

Work side-by-side with the pros covering sports, news and world events. Report breaking news via social media. Create ads that shape pop culture. Produce the next game-changing documentary.

Your story is waiting to be told. How you'll tell it is up to you.



## OPEN UP A WORLD OF OPPORTUNITIES.

Nearly half of all Missouri journalism students study away. The school has 25 programs in 18 countries, so you can earn credit while gaining work experience on another continent.

- Year-round offices in Barcelona, Brussels, Delhi, New York and Washington D.C.
- Strategic communication programs in Hong Kong, Prague and Tokyo
- Direct exchange programs with a dozen universities worldwide
- Hands-on experience across six continents

**YOU CAN FIND OUR ALUMNI ALMOST EVERYWHERE.**

180LA  
72 AND SUNNY  
ABC  
APPLE  
AMAZON  
BLOOMBERG  
BURSON-MARSTELLER  
BUZZFEED  
CBS  
CNN  
DENVER POST  
DISCOVERY  
E! ENTERTAINMENT  
EDELMAN  
ESPN  
FACEBOOK  
FEDEX  
FLEISHMANHILLARD  
FOX  
GLAMOUR  
GOOGLE  
HEARST DIGITAL  
HISTORY CHANNEL  
HUFFINGTON POST  
KETCHUM  
LEO BURNETT  
MARIE CLAIRE  
MASHABLE  
MLB.COM  
MTV  
NASA  
NATIONAL GEOGRAPHIC  
NBA  
NBC  
NFL  
NPR  
PBS  
POLITICO  
PROPUBLICA  
REAL SIMPLE  
SMITHSONIAN  
SPORTS ILLUSTRATED  
ST. LOUIS POST-DISPATCH  
STYLEBISTRO.COM  
TEXAS TRIBUNE  
THE ATLANTIC  
THE FOOD NETWORK  
THE NEW YORK TIMES  
THE RICHARDS GROUP  
THRILLIST  
TIME  
TLC  
VANITY FAIR  
VH1  
VMLY&R  
WALL STREET JOURNAL  
WASHINGTON POST  
WEIDEN+KENNEDY  
WIRED  
YAHOO HEALTH  
YUM! BRANDS



# START YOUR CAREER BY YOUR SENIOR YEAR.



**DANIELLE GEE**  
KSBW, NBC/ABC  
affiliate,  
Salinas, CA



**KYLE LAHUCIK**  
Editorial intern at MLex,  
Belgium



**SIERRA MORRIS**  
News Intern at  
60 Minutes, New York



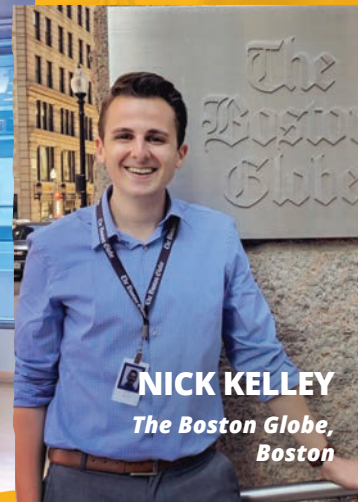
**DIEGO GALICIA**  
Fresh Tape Media,  
Denver, CO



**ANNA SIRIANNI**  
Intern at NPR  
Washington, DC



**EMMY LUCAS**  
Intern at Modern  
Luxury Magazines,  
Chicago



**NICK KELLEY**  
The Boston Globe,  
Boston



**ALLYSSA JACKSON**  
CNBC,  
New York

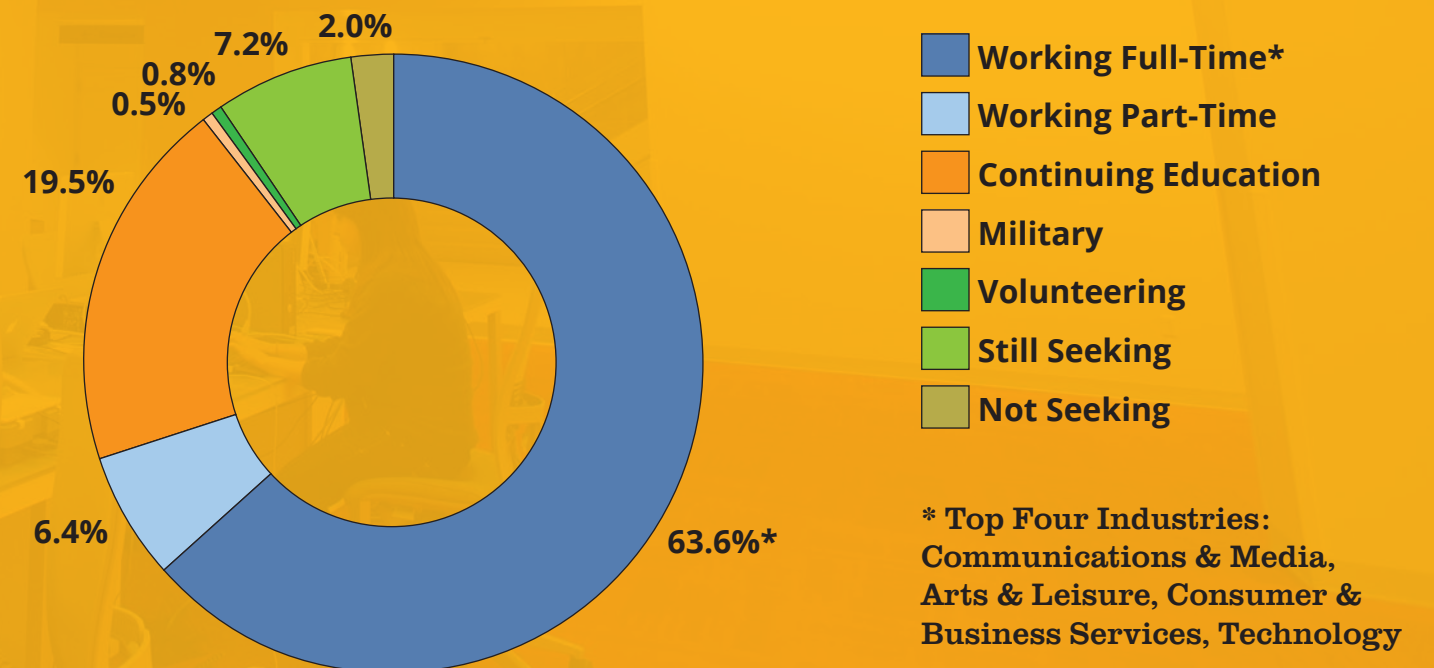
## MISSOURI JOURNALISM STUDENTS GRADUATE WITH RELEVANT INDUSTRY EXPERIENCE.

It's a fact: an official survey\* showed more than 90% of recent Missouri Journalism alumni had found employment or were in grad school within one year of graduation.

That's because at the J-School, students begin working in professional newsrooms and strategic communication agencies while still in school. This hands-on experience helps them land better internships and career-building opportunities.

You can graduate with the equivalent of a year's professional experience—or more—already on your résumé.

\*The University conducts outcomes surveys of graduates. Full details are at [undergradtestudies.missouri.edu/career-outcomes](http://undergradtestudies.missouri.edu/career-outcomes).





PICK A PLATFORM.  
OR CREATE YOUR OWN.

Want to graduate with up to a year’s worth of relevant experience already on your résumé? Of course you do.

Missouri Journalism students dive into their careers early and head-first, staffing six professional newsrooms and two advertising agencies while still in school.

At the J-School, students even compete for start-up money and launch their own apps, news platforms and businesses—sometimes before graduating.



KOMU-TV is the only university-owned commercial television station and NBC affiliate where students can cover major news, sports and entertainment as reporters, producers and anchors for audiences on-air, online and via social platforms.



MOJO Ad is the premier student-staffed full-service agency in the country, partnering with national brands with an emphasis on the youth and young adult audience (18-24 years).



Vox is a cross-platform city magazine where students write, edit and design a monthly print edition and daily website, providing insight on local news and culture.



THIS IS WHERE COLLEGE MEETS CAREER.



KBIA is mid-Missouri’s NPR member station, where students use audio, photos, video and text to produce newscasts, long-form stories, talk shows and podcasts.



MISSOURIAN

The Missourian is a digital-first community newsroom where students report, shoot and edit news and sports. Published work is optimized for social media, mobile and web, with print editions delivered five-days-a-week.



AdZou is a fully-integrated strategic communication agency where students work in small teams to produce creative, research-driven campaigns for real fee-based clients.

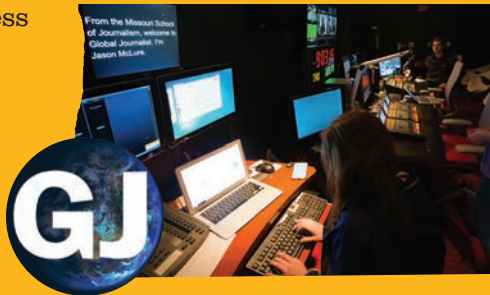


MISSOURI Business Alert

Missouri Business Alert is a digital newsroom where students report and publish the top business news from across the state.



Global Journalist covers challenges to a free press around the world. It is a converged newsroom producing digital, broadcast, print and podcasts for local and global audiences.





# MEET OUR PARTNERS IN PROGRESS.

## JONATHAN B. MURRAY CENTER FOR DOCUMENTARY JOURNALISM

Working across an almost unlimited palette of subject matter, students in the Jonathan B. Murray Center for Documentary Journalism use the latest techniques in cinematic nonfiction to create a number of short documentaries. Classroom lessons in the art and science of documentary filmmaking are punctuated with continuous field work learning the documentary craft. Faculty expertise is magnified by frequent appearances

of visiting artists, filmmakers behind the most important work in documentaries today. Students enjoy access to professional equipment reserved only for documentary use. The program culminates in the Stronger Than Fiction Film Festival each year in which graduating students show their capstone documentaries on the big screen for a local audience.

## DAVID NOVAK LEADERSHIP INSTITUTE



The Novak Leadership Institute develops leaders who believe in the power of people coming together to solve the world’s biggest challenges. Powered by the renowned Missouri Method of

learning-by-doing, our practical and innovative curriculum combines principles from advertising and marketing with a people-first approach to leadership. Through innovative courses, hands-on experiences, mentors and industry partnerships, you’ll learn how to collaborate and communicate effectively as a leader and take people with you to accomplish significant goals in your college experience and your future career. To learn more about our programs and see how you can start taking people with you today, visit [novakleadership.missouri.edu](http://novakleadership.missouri.edu).

## DONALD W. REYNOLDS JOURNALISM INSTITUTE (RJI)

Launched in 2004 with a gift of \$31 million from the Donald W. Reynolds Foundation, this 50,000 square-foot facility offers state -of-the-art resources and space to work with the news industry, professors, students and others to make sure journalism has a long and bright future.

At RJI, interdisciplinary teams of journalism, business and computer science students work together to envision (and create) the future of journalism and strategic communication. Additionally, RJI regularly hosts events featuring speakers who offer industry insights and information from around the world.



## RESEARCH OPPORTUNITIES ABOUND beginning your first year

- Health Communication Research Center
- PRIME (Psychological Research on Information and Media Affects) Lab
- YAYA (Youth and Young Adult) Market
- Investigative journalism opportunities covering state politics
- Faculty Mentors through RJI
- Visual Arts & Design Showcase
- RJI Student Innovation Competition

## MISSOURI JOURNALISM STUDENTS BY THE NUMBERS

**2,000**  
Undergraduate students

**135**  
Graduate students

**\$200 MILLION**  
Endowments to support scholarships, teaching & research

**51%**  
Graduate with honors

**46%**  
Study abroad

**15**  
Journalism clubs & organizations

**61%**  
Earn a minor in at least one other discipline

**70%**  
Earn additional certificates

**42**  
States represented



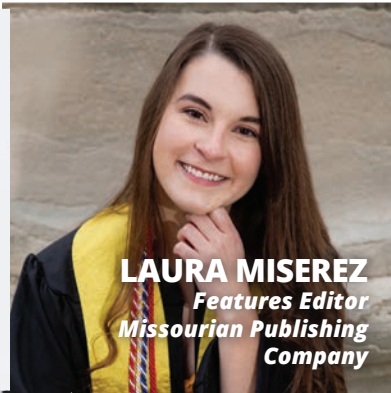
# JOIN THE JOURNALISM FAMILY & NETWORK.



**JOHN ANDERSON**  
Anchor at ESPN  
SportsCenter



**NISCHELLE TURNER**  
Host  
Entertainment Tonight



**LAURA MISEREZ**  
Features Editor  
Missourian Publishing  
Company



**GREG MILLER**  
Gaming personality,  
CEO of Kinda Funny



**ELISE HU**  
Correspondent &  
Video Host  
NPR



**PETER BAUGH**  
Staff Writer  
The Athletic



**JAMAL ANDRESS**  
Culture Reporter  
at Newsy



**LIZ PIERSON**  
Photo Editor  
The New York Times



**JALEN MOSBY**  
Global Producer  
Apple



**SARAH COPELAND**  
Author & Chef  
Edible Living



**CHELSEA HAYNES**  
Lifestyle Storyteller/  
Fill-In Host  
Living East Tennessee  
WATE-TV



**KATIE YAEGER**  
Content Designer  
Facebook

The world's largest and most engaged journalism alumni network helps promote the careers of graduates and students alike. Missouri Journalism alumni work in top media organizations and strategic communication agencies around the globe and often share their skills or serve as mentors to rising students and recent alumni.

# MISSOURI SCHOOL OF JOURNALISM FOUR-YEAR PLAN

The Missouri School of Journalism prepares students for future careers.

Your curriculum provides you with the flexibility to sample different career paths and allows first-year students to dive in to the worlds of journalism and strategic communication from day one. Your academic advisor will help you customize a plan to meet your individual interests.

## FRESHMAN YEAR

You develop core knowledge in theory and skills.

- Principles of Journalism in Democracy
- Fundamentals of Visual Journalism and Strategic Communication
- Fundamentals of Written Journalism and Strategic Communication
- Applied Projects for Journalism and Strategic Communication

## SOPHOMORE AND JUNIOR YEARS

You build on knowledge and skills with intermediate practice and theory.

- Cross Cultural Journalism
- Audiences and Persuasion
- Social Media Foundations and Practice
- News Content Creation OR Principles of Strategic Communication
- Communications Law
- History of American Journalism OR History of Photojournalism

## SENIOR YEAR CAPSTONE

Your capstone course is the culmination of your career-focus studies and electives.

Capstone projects allow students to work in newsrooms and agencies, focusing on an array of topics and specialties. Your work will elevate your portfolio and showcase your readiness for your first job.

## CAREER PATHS

You select **one of six career paths** to focus your studies in your **junior year**.

Television • Cross-Platform Editing and Producing • Photojournalism and Documentary • Reporting and Writing • Social Media and Audience Strategy • Strategic Communication

Career Paths consist of intermediate and advanced courses providing you hands-on experience in professional newsrooms and agencies. This is the "Missouri Method."

All students have 15 additional journalism electives to further customize their career path.

The sky's the limit!

Account Management  
Art Direction  
Arts and Culture  
Broadcast Radio News  
Broadcast TV News  
Business Journalism  
Copywriting  
Design  
Digital Strategy  
Documentary Journalism  
Editing  
Government Journalism  
Innovation and Technology  
International Journalism  
Investigative and Data Journalism  
Magazine Writing  
Media Planning

Novak Leadership  
Photojournalism  
Podcasting  
Print and Digital Reporting  
Public Relations  
Science, Health and Environment  
Social Leadership  
Sports and Entertainment Promotion  
Sports Journalism  
Strategic Communication Research  
Strategic Communication Visual Storytelling  
Visual Editing and Management

Get all the details at

**JOURNALISM.MISSOURI.EDU**



# WHY I CHOSE MIZZOU.



*"I wanted to know that, no matter where I end up, I would be prepared and equipped to show the world what I can do."*

—Josh  
Strategic  
Communication



*"I fall more and more in love with this campus every day. With one of the best journalism programs in the country, I knew Mizzou would prepare me for the working world in a way no other school could. I am challenged to be the best I can be through a real hands-on experience."*

—Janelle  
Journalism



Missouri School of Journalism  
University of Missouri

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