

# THE NEW JOURNALISM LIBRARY

TRENDS RESHAPING JOURNALISM EDUCATION

400%

JOURNALISM STUDENTS CHECKED OUT 400% MORE EQUIPMENT (CAMERAS, MICROPHONES, LAPTOPS, ETC.) THAN BOOKS IN 2016.



IN 2015, 5 OUT OF 10 JOURNALISM BOOKS CIRCULATED WERE EBOOKS.

56

JOURNALISM INFORMATION GATHERING & RESEARCH CLASSES TAUGHT IN 2015

1386

JOURNALISM STUDENTS REACHED THROUGH LIBRARY INSTRUCTION SESSIONS IN 2015.

## COMPARATIVE COST OF JOURNALISM RESOURCES

JOURNALS, NEWS, BOOKS, STREAMING VIDEO



CURRENT TRENDS IN

## JOURNALISM LIBRARY SERVICE



CONTENT CREATION TOOLS & STORAGE



DIGITAL FIRST: EBOOKS, ONLINE JOURNALS & NEWS



SOCIAL MEDIA TOOLS



JAM: JOURNALISM ARCHIVE MANAGEMENT

**The Missouri School of Journalism's  
Frank Lee Martin Memorial Journalism Library  
102 Reynolds Journalism Institute  
<http://library.missouri.edu/journalism>**

**Quick Facts**

**Collection:**

- The Journalism Library was established in 1908 when the School was founded.
- The journalism library collection has been **identified as a collection of national distinction, according to OCLC analysis of U.S. library holdings.**
  - Photojournalism Collections
    - Pictures of the Year International (POYi) Collection
    - Angus & Betty McDougall Collection
    - Jack & Dorothy Fields Travel Photojournalism Collection
    - Mark Cowan Photojournalism Collection
  - Betty Houchin Winfield Political Communication and Mass Media Collection
  - Steve Weinberg Journalism Fiction Collection
  - Historical Collections
    - History of Journalism Education; many complete runs of journalism serials.
    - Many rare and high value monographs.
    - Typography, Newspaper Design (large public domain collection in process of digitization and ingestion into the Hathi Trust academic archive).

**Space:**

- Newest version, housed in the Reynolds Journalism Institute, opened July, 2008 in conjunction with the Missouri School of Journalism's centennial.
  - Approximately 5000 sq. feet on two floors, ADA compliant with elevator.
    - One conference classroom with A/V package; VGA and HDMI hookups.
    - Open floor plan with configurable space and mobile furniture.
    - Two group study rooms with 52 inch wall-mounted computer monitors.
    - Four privacy/independent study pods
    - Microfilm reader/scanner alcove
    - Electronic compact shelving holds over 35000 volumes on-site. Much historical and rare content is in Special Collections or at climate-controlled off-site storage.

**Equipment/Hardware:**

- 17 (2015) Mac Desktop Computers
  - El Capitan OS
  - Microsoft Office Suite
  - Adobe Premiere Pro
  - Print Anywhere Software
  - Other appropriate applications
- 20 (2016) MacBook Pro Laptops (18 at the Journalism Library; two at the Columbia Missouri Library
  - El Capitan OS

- Microsoft Office Suite
- Adobe Premiere Pro
- Skype/Facetime apps for interviews
- 35 camera kits for J2100 classes
- 2 Canon Rebel DSLRs with additional zoom lens
- 2 Nikon D7000 DSLRs
- 50 tripods
- 50 hand microphones
- 2 complete Go Pro kits (with accessories)
- 15 mobile reporting kits (with Shoulderpods & iRig Pre amps for smart phones)
- Wireless microphone
- Several varieties of rangefinder and video cameras
- Every accessory, adapter or charger available for Mac computers and smart phones
- Six (2016) iPad Air Pros
- Two small computer projectors
- Three Bamboo Pen & Touch design tablets
- Hardware for storage (1 & 2 TB external hard drives; 6 GB USB flash drives)
- Four 52-inch flat screen TVs monitor news and weather throughout the day and evening.
  - Infrared headsets provide audio to otherwise silent viewing.
- Three printers (two b/w; 1 color) provide letter or folio size and one or two-sided printing.
- Three scanners (one large flatbed, one document feeder, one stand-up book-eye overhead book scanner).
- 2015 gate-count: 234,884 library visitors.
- Hours:
  - Monday –Thursday: 8AM-10PM
  - Friday – 8AM-5PM
  - Saturday – Closed
  - Sunday – 6PM-10PM

#### **Circulation:**

- Print Books: 2,988
- eBooks: 2,518
- Equipment (cameras, laptops, accessories, etc.): 19,021

#### **Print Reserve/Electronic Reserve**

- Journalism library staff create and manage several print and electronic reserve courses each semester.

#### **Instruction:**

- Provide interactive information gathering sessions for each J2100 News core course each semester.
- Provide research instruction to each J8000 Mass Media Research graduate class each semester.
- Provide research sessions for several other classes during the semester.
- 2015 Library instruction sessions:
  - 56 sessions
  - 1386 students served

- Several online research guides (Libguides) have been created for individual classes. Specific guides (copyright, finding and using images, etc.) have also been created
- The journalism librarian creates “backgrounders” (guides for secondary research) for each AdZou (strategic communication capstone student advertising/PR class) and MOJO Ad client. (About 40 individual clients per year).

#### **Staff:**

- Journalism Library
  - Librarian – 1
  - Senior Library Assistant – 2
  - Library Assistant – 1
  - Student Staff – 10
  - Graduate Library Assistants - 2
- Columbia Missourian Library
  - Interim Librarian – 1

#### **Service:**

- Personalized one-on-one service for each student, on-campus or online programs
- On-demand resource service for faculty and graduate students
- Anticipate and fulfill needs based on trends in the industry and education.
- Personalized research service for faculty and graduate students.
- Personalized service for alumni and faculty who continue to consider the journalism library, their library of choice upon graduation. Our mantra: “The journalism library will always be your library.”

#### **New Initiative in 2016:**

- Journalism Archive Management (JAM)
  - Personal archiving training for students
    - Proper file structure/format
    - Proper file nomenclature
    - Proper metadata
    - Storing finished content in three places
      - Cloud (final, master or raw product)
      - Computer
      - External hard drive/USB 3.0 drive
  - Assessment of archival practices pre-promotion
  - Posters, JAM sessions, bookmarks, beginning Fall 2016
    - In all J2100, J1100, J1010, J2150 classes
    - In library promotion
  - Repeat promotion in spring 2017
  - Assess at the end of the semester
  - Iterate, alter strategy, etc.
  - Seek faculty champions; train
  - Repeat each semester
  - Ultimate goal: All journalism students and faculty practice good personal digital archiving techniques; share strategy with others; a new Missouri Method becomes mainstream in media organizations, seeded by MU journalism students.

**Funding/Expenditures:**

- **Journalism Content - Funding from Libraries FY 15/16:**

- Books: \$15,016.35
- eBooks: \$8466.75
- Serials: \$107,775.35
- Video: \$5593.01
- **Total: \$136,851.46**

- **Journalism Content - Funding from Journalism (gift funds) FY 15/16:**

- Books: \$6673.18
- Equipment: \$3815.22
- Databases: \$12291.00
- DVDs: \$349.80
- Misc.: \$782.45
- **Total: \$23911.65**

The Frank Lee Martin Memorial Journalism Library became a branch of MU Libraries in 1920. Since then, the journalism library and its faculty students and staff benefit from being a part of an ARL Library with a large, deep and broad collection and all rights available through multiple consortia and memberships.