


# MISSOURI SCHOOL OF JOURNALISM

**MANY OF THE WORLD'S TOP JOURNALISTS AND STRATEGIC COMMUNICATORS HAVE LEARNED THEIR PROFESSION AT THE MISSOURI SCHOOL OF JOURNALISM.**

For more than a century, our school has combined the time-honored tenets of journalism with the industry's latest technology and news-delivery methods. Missouri journalism students gain hands-on experience in professional newsrooms and strategic communication agencies. They learn how to tell stories that answer the six fundamental questions of journalism: who, what, when, where, why and how. And they have opportunities to apply these basic skills to innovative forms of journalism, such as multimedia packages, social media and mobile news applications. With the ability and confidence to adapt to industry changes, the school's graduates are well prepared for today's journalism jobs and those of the future.

 **Missouri School of Journalism**

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**THE WHO, WHAT, WHEN, WHERE,  
WHY AND HOW OF THE WORLD'S  
FIRST JOURNALISM SCHOOL**



## WHO WOULDN'T WANT TO BE PART OF A GREAT JOURNALISM TRADITION

Even before 24-hour news and Twitter, journalism was a competitive business in which professionals took pride in being the first in breaking stories and producing the finest work possible. The same is true at the Missouri School of Journalism, **the world's first journalism school and generally considered one of the most respected programs today.**

### Distinctions

- The Missouri School of Journalism awarded the **world's first** undergraduate degree in journalism (1909), master's degree in journalism (1921) and doctorate in journalism (1934).
- The school operates the nation's **only** university-owned commercial network-affiliated television newsroom designed as a lab for students.
- The teaching staff includes more than 80 full-time faculty members, the most at any journalism school in the country.
- The school honors the world's most esteemed journalists with the Missouri Honor Medal, considered **one of the profession's highest awards.** Recipients visit campus to give master classes to students and faculty.
- Each year, the school hosts **more than 200** guest speakers and 100 international visitors.
- Pictures of the Year International, **one of the oldest and largest** photojournalism contests, started at the school in 1944, and each spring students can watch the judging process.

### Missouri School of Journalism students AT A GLANCE (APPROXIMATE NUMBERS)

2,000	NUMBER OF UNDERGRADUATES
220	NUMBER OF MASTER'S DEGREE STUDENTS
30	NUMBER OF DOCTORAL STUDENTS
30-PLUS	NUMBER OF COUNTRIES REPRESENTED
36	PERCENTAGE OF STUDENTS WHO GRADUATE WITH HONORS
50	PERCENTAGE OF INTERNATIONAL GRADUATE STUDENTS

## WHAT SETS THE SCHOOL APART

The Missouri School of Journalism offers extensive opportunities not only to study journalism but also practice it. Students gain experience by working in professional media outlets under the guidance of veteran journalists. That's what we call the **Missouri Method**.

### Student-Staffed News Outlets And Strategic Communication Agencies

The Missouri School of Journalism's news outlets all have a strong online presence and use social media, blogs and mobile platforms.

- **AdZou**, a strategic communication capstone agency that provides clients with media/public relations solutions
- **Columbia Missourian**, a digital-first community newspaper that publishes news to the Web, mobile phones and tablets as well as a five-day-a-week print edition
- **Global Journalist**, a quarterly magazine and weekly radio program for international journalists
- **KOMU-TV**, mid-Missouri's fully commercial NBC affiliate where students file their online stories before completing their on-air stories
- **KBIA-FM**, mid-Missouri's NPR affiliate, where students produce stories with audio, video and text for the website while also producing traditional radio newscasts
- **Mojo Ad**, an ad agency specializing in the youth/young adult audience (18–24 years)
- **Vox**, a weekly city magazine that also publishes a weekly iPad edition, VoxMagazine.com website and daily culture and entertainment blog called VoxTalk



### Experience The World

Almost one in three Missouri journalism students studies abroad. The school offers multiple opportunities for students to gain experience across the globe:

- Direct exchange programs with more than 20 universities worldwide
- International journalism internship programs in Brussels, Buenos Aires, London, Prague and Sydney
- External programs in New York City; Washington, D.C.; and the state capital bureau in Jefferson City

### The Donald W. Reynolds Journalism Institute

At RJI, interdisciplinary teams of journalism, business and computer science students work to create the future of journalism.

### Research Opportunities

- Journalism faculty and students annually present **more than 100** research papers at professional conferences. They publish academic journal articles as well as books on journalism and mass communication topics.
- The school has **four research centers** dedicated to journalism:
  - Center for the Digital Globe
  - Health Communication Research Center
  - PRIME (Psychological Research on Information and Media Effects) Lab
  - YAYA (Youth and Young Adult) Media
- The Frank Lee Martin Journalism Library is the **first and largest** journalism library in the country. It has **more than 50,000 volumes** and provides access to **thousands of online resources.**

## WHEN JOURNALISM EVOLVES, SO DOES THE MISSOURI J-SCHOOL

The Missouri School of Journalism gives students flexibility in designing a curriculum based on their intended career path. In addition to core courses required for a bachelor of journalism degree, the school offers more than 30 interest areas — collections of courses and suggested electives that develop specialized skills. Each is geared toward preparing students for today's multimedia environment.

### Undergraduate Degree Requirements

**123 credit hours**  
Non-journalism courses: 79 hours  
Journalism courses: 44 hours

### Graduate Degrees

#### Master of Arts

- Two-year program with more than 20 curriculum models
- BJ/MA program for undergraduates to earn their master's degree in one year upon completion of a bachelor's degree

- Online programs in Health Communication, Interactive Media, Media Management or Strategic Communication for mid-career professionals

#### Doctor of Philosophy

- Faculty research areas in Communication Theory; Health Communication; History; History, Law and Ethics; Mass Communication; Media and Society; and Political Communication

### Accreditation

- Accrediting Council on Education in Journalism and Mass Communications



### UNDERGRADUATE INTEREST AREAS

ARTS AND CULTURE JOURNALISM  
BUSINESS AND ECONOMICS REPORTING  
CONVERGENCE PHOTOJOURNALISM  
CONVERGENCE RADIO REPORTING AND PRODUCING  
CONVERGENCE TELEVISION REPORTING  
EMERGING MEDIA  
ENTREPRENEURIAL JOURNALISM  
INDIVIDUALLY DESIGNED INTEREST AREA  
INTERNATIONAL JOURNALISM  
INTERNATIONAL STRATEGIC COMMUNICATION  
MAGAZINE DESIGN  
MAGAZINE EDITING  
MAGAZINE PUBLISHING AND MANAGEMENT  
MAGAZINE WRITING  
MULTIMEDIA PRODUCING  
NEWS DESIGN  
NEWS EDITING  
NEWS REPORTING  
PHOTOJOURNALISM  
RADIO-TELEVISION PRODUCING  
RADIO-TELEVISION REPORTING AND ANCHORING  
RADIO-TELEVISION SPORTS JOURNALISM  
RADIO-TELEVISION WATCHDOG JOURNALISM  
SCIENCE AND HEALTH JOURNALISM  
SPORTS REPORTING  
STRATEGIC COMMUNICATION ACCOUNT MANAGEMENT  
STRATEGIC COMMUNICATION ART DIRECTION  
STRATEGIC COMMUNICATION COPYWRITING  
STRATEGIC COMMUNICATION INTERACTIVE  
STRATEGIC COMMUNICATION MEDIA PLANNING  
STRATEGIC COMMUNICATION PUBLIC RELATIONS  
STRATEGIC COMMUNICATION RESEARCH  
VISUAL EDITING AND MANAGEMENT  
WATCHDOG JOURNALISM

## WHERE FUTURE JOURNALISTS TRAIN

Within the Missouri School of Journalism's eight buildings, students enjoy access to state-of-the-art computer labs and some of the latest technology. The Donald W. Reynolds Journalism Institute (RJI), our newest addition, also provides futuristic multimedia newsrooms and opportunities for students to help develop and test ways to improve journalism.

### Our Facilities

- Advanced computer labs with updated versions of editing and design software, open 24 hours
- 275 computers (Mac and PC labs)
- Wireless network access in all buildings
- The Angus and Betty McDougall Center for Photojournalism Studies, and the Cliff and Vi Edom Photojournalism Lab
- The RJI Futures Lab, which houses high-tech multimedia editing stations
- The Microsoft Application Development Lab at RJI is a one-of-a-kind space for developing tools using the latest Microsoft hardware and software

### Professional Organizations, Programs And Centers Headquartered at The J-School

- American Society of News Editors
- Association of Health Care Journalists
- Center for the Digital Globe
- Center for Excellence in Health Care Journalism
- Center on Religion and the Professions
- Center for the Study of Conflict, Law and the Media
- College Photographer of the Year
- Committee of Concerned Journalists
- Investigative Reporters and Editors
- Missouri Interscholastic Press Association
- National Freedom of Information Coalition
- National Institute of Computer-Assisted Reporting
- Pictures of the Year International
- Religion Newswriters Association
- Religion News Service



## WHY A MISSOURI JOURNALISM DEGREE MEANS MORE

The Missouri School of Journalism has a reputation of producing some of the world's finest journalists. Employers know that a highly trained and motivated graduate stands behind each Missouri School of Journalism degree.

### Job Placement

According to a placement survey of 2012 Missouri School of Journalism graduates:

- 99 percent have paid employment or are in graduate school (6 percent).
- Top job areas are online/social media, TV/radio, advertising/PR, newspapers/wire services and magazine/publishing.

“At virtually every stop in my journalism life, I’ve met two kinds of people. Those who received their diplomas from the J-School and excelled at their profession and those who are happy to have Missouri-educated journalists in their newsrooms.”

ROBERT SANCHEZ, BJ '99,  
SENIOR STAFF WRITER FOR 5280,  
A CITY MAGAZINE IN DENVER



## HOW TO LEARN MORE

Visit [journalism.missouri.edu](http://journalism.missouri.edu) for admission requirements, sample degree plans, alumni profiles and more.

**Tour the Missouri School of Journalism** at 2:30 p.m. Mondays through Fridays most of the year. For more information, email [journalism@missouri.edu](mailto:journalism@missouri.edu), or call 573-882-4821. To schedule a tour of the entire Mizzou campus, go to [admissions.missouri.edu/visit](http://admissions.missouri.edu/visit).