



MEEK SCHOOL

JOURNALISM AND NEW MEDIA

THE UNIVERSITY OF MISSISSIPPI

FARLEY HALL, UNIVERSITY, MS 38677

**Meek School of Journalism and New Media
Will Norton, Jr., Professor and Dean
Annual Report 2012-13**

**Undergraduate Programs
Integrated Marketing Communications**

The Integrated Marketing Communications (BSIMC) program was launched in 2011 and had 104 students by the end of the 2011/2012. The number of IMC majors increased more than 300 percent from the previous year. This growth is attributable to increasing recognition of the value of an IMC education within the marketing communications profession, positive word-of-mouth about the program among students on campus, promotion of the program and elimination of the Marketing Communications degree in the School of Business.

As a result of this growth, several new courses were offered to undergraduates for the first time last year:

- IMC 204 (intro to IMC) was offered on-line
- IMC 404 (marketing communications research)
- IMC 509 (sports marketing)
- IMC 555 (campaigns)

Changes were made to the core IMC curriculum to provide a better foundation for students and meet the needs of the job market. Advanced copywriting and internet/new media courses are now required, as is foreign language. A couple non-essential business courses were dropped, allowing for more marketing communication electives. The first IMC assessment plan has been created, and supporting data will be collected next fall and spring. Work also will begin soon to seek accreditation for the program.

A hallmark of the IMC program is the hands-on experiences students get in classes. They learn by doing, not just by reading or hearing lectures. To that end, various classes worked with several local businesses – High Point Coffee, University Sporting Goods, Barnes & Noble, Next Gear Solutions, Insight Park – to assist with their marketing. A student chapter of the American Marketing Association was formed in February, and has more than 75 members. This provides opportunities for students to network, learn from speakers, work on projects, and build their resume/portfolio. Scott Fiene is faculty advisor for this group.

Students found a variety of part-time internships, projects and work opportunities both on campus and off (working for Hottytoddy.com, author Susan Puckett, the UM Foundation, and Enrollment Services, to name a few) and got to meet a variety of noted alumni and guests who visited the school (Dick Starmann, former SVP at McDonald's; John Thomas, former SVP at Abbott Labs; John Hall, SVP at American Bankers Association; Joel Wood, SVP at Council of Insurance Agents and Brokers; Lee Sanders, SVP at American Bakers Association; and others).

Three full-time IMC faculty members (Scott Fiene, Jim Lumpp, Evangeline Robinson) are in the undergraduate program, and four Journalism faculty teach some IMC courses. Two searches are underway – one for a new full-time tenure-track faculty member, and one to replace a Professional-in-Residence position.

Journalism

Within the journalism program, the highlights of the year most often involve the success of our students. For example:

- Margaret Ann Morgan and Stephen Quinn are the first place winners of the national Mark of Excellence Award for their breaking news coverage of Hurricane Isaac. The Society of Professional Journalists presents the award.
- Dozens of students won regional journalism awards at the Southeastern Journalism Conference and the Mark of Excellence regional competition, as well as from the Associated Press and multiple other contests.
- Three students -- Margaret Ann Morgan, Kimbrey Dandridge and Emily Roland -- were inducted into the Ole Miss Hall Of Fame this year.
- We have students interning for some of the top news outlets in the nation this summer, including CBS News, the Pittsburgh *Post-Gazette*, WFTV in Orlando and *The Clarion-Ledger*, to name just a few.
- Kimbrey Dandridge served as President of the Associated Student Body.

We are offering more experiential learning than ever:

- Broadcast and multimedia classes partnered with ROTC to provide coverage for their annual training exercise in May. The stories aired as a five-part series on NewsWatch and offered cadets invaluable media training.
- Our capstone broadcast class worked with the local website HottyToddy.com to cover National Signing Day and the Double Decker Festival for the site and its social media outlets. The class also provided stories on the festival for WTVA in Tupelo for the second year.
- Dozens of students continue to participate in weekend reporting trips for the state's newspapers, and our magazine courses continue to produce the *MS Observer* publication and its accompanying video documentary.
- The depth report course took on more of a multimedia focus this year and added the expertise of award-winning journalist Susan Rowe, who worked with Bill Rose and our new photojournalism faculty to develop a magazine on the Delta's food heritage. In addition, Assistant Professor Darren Sanefski, created a special topics course to teach students how to produce a digital magazine app.
- Last year's TV producer internship program led to employment for three of the four students who took part, and four more students have been placed this year in Greenville, Tupelo and Jackson.

- Meek School faculty developed seven online versions of existing courses, making it possible for a student to minor in journalism via the Web. At least one more course is being developed for online presentation in the spring of 2014.
- The school also has made it easier for students to get more internship experience earlier in their academic careers by creating a new 300-level, variable credit internship course.

Faculty continue to present and publish important scholarly work, as well as represent the school at state, national and international levels. For example:

- Vanessa Gregory's piece, "Long Division: A Blueprint for the Failure of Low-Income Housing," appeared in *Harper's Magazine*.
- Samir Husni and Debora Wenger are co-authoring a book on media management that is under contract with Sage Publications. Charlie Mitchell is working on a book about the Ayers case in Mississippi. Thanks to sabbaticals awarded to our faculty, Mark Dolan, Jeanni Atkins, Kathleen Wickham and Nancy Dupont also are working on manuscripts.
- Darren Sanefski has been named Education Director for the Society of News Design Foundation – a prestigious international organization.
- Kristie Swain has been awarded a grant in excess of \$100,000 to explore the use of social media messages in reporting on toxic spills throughout the U.S.
- Faculty presented scholarly works at nearly all of the major professional and academic conferences in the nation, as well as internationally. They also have conducted professional training for journalists at the state and national level, and have continued to take part in professional development opportunities. Three faculty members – Pat Thompson, Mikki Harris and Darren Sanefski – attended workshops at The Poynter Institute for Media Studies.

In the coming year, the journalism program will continue to refine its curriculum to maintain its "real world" emphasis. For the fall, we have created multiple topics courses, including one on live sports production, which will be taught by Ole Miss alumnus Terry Ewert, a former sports producer for CBS, and Brad Schultz. In addition, courses on studio production and online portfolio production will give students an opportunity for more hands-on experience, a critical component to journalism instruction. Thanks to changes in accreditation standards, the journalism program has an option to require more coursework within the major. The goal for 2013-2014 is to determine where our students need additional instruction to help prepare them for success in today's job market.

Graduate

The graduate program stands at the precipice of major change with preparations under way to offer a new professional master's in journalism emphasis as well as the new IMC emphasis and the existing traditional, academically oriented master's degree.

The graduate program of the Meek School has 18 students, 12 of whom are focusing on IMC. Fourteen students have been accepted into the program. At least seven of these students will focus on journalism. The others will focus on IMC. All but four of these students have indicated that they will be coming to the program in Fall 2013.

Professional Master's Degree in Journalism

On March 4, 2013, the Graduate Faculty Committee of the Meek School approved core courses for the professional master's program: Multi-Media Storytelling; Advanced Multi-Media Storytelling, Creative Non-Fiction (Narrative Multi-Media), and Multi-Media Documentary. Beyond these 12 hours, students will take an additional 12 hours of electives plus six hours devoted to a thesis project. Envisioned are four areas of emphasis within the professional master's: Media Management; Print Media; Broadcast Media; and Branded Media. Students would take their 12 elective hours in their chosen emphasis. The proposed program and new courses will be presented to the Graduate School in the early part of the Fall 2013 semester.

IMC Emphasis Graduate Track

Five students were awarded a Master of Arts degree in Journalism with an emphasis in Integrated Marketing Communications in May 2013. Seven students have been accepted to begin in Fall 2013. Several other applications are still pending.

Eleven students who started in Fall 2012 and one, in Spring 2013, will continue. Six are African-Americans; one is from American Samoa, another, from China. Three have master's degrees in other fields.

One of the continuing students, and another from the new cohort, will be participating via compressed video from the DeSoto campus.

Seven students have been awarded graduate assistantships from the Meek School for next year.

A new adjunct instructor has joined our ranks: Chris Canty Sparks, an IMC veteran with 17 years at Coca Cola. For the last three years, she's been a management supervisor at Ogilvy & Mather Worldwide advertising agency in Atlanta. She taught one graduate IMC course in Spring 2013. Three of her clients from Coca Cola traveled to see project presentations by her class.

William Hajjar, Director of Analytics for JWT Advertising/Atlanta, taught a course via Scopia last semester, and brought two of his analysts to Oxford for evaluation of class projects.

To help build and maintain industry relationships, assistant professor James Lumpp has visited major advertising agencies in Memphis, Atlanta and Jackson, MS, as well as other marketing firms and consultants.

Student Media Center

Margaret Ann Morgan and Stephen Quinn reported from southern Mississippi during Hurricane Isaac. They provided articles and photographs and an audio slide-show for *The Daily Mississippian*, the Dmonline.com and Rebel Radio. Their work was directed by new faculty Mikki Harris and Alysia Steele, who accompanied them to the Coast. Five students and three faculty who produced a magazine and television series documenting Ole Miss student and faculty service-learning work in Belize were honored with the national Robert F. Kennedy Award for college journalism.

In the regional SPJ Mark of Excellence contest, which includes four states, students won 19 awards, including 11 first places. The first-place awards included breaking news and sports photography in the DM, DM editorial cartoons, general news reporting in the DM, radio reporting on Rebel Radio, TV in-depth for a series on NewsWatch, and TV feature reporting for a segment on NewsWatch.

At the Southeast Journalism Conference in February, University of Mississippi students dominated the Best of the South Awards. SEJC includes about 30 universities in eight states. University of Mississippi students won 11 Best of the South awards, more than any other university in the contest. Four students won first places.

The Daily Mississippian won fourth place in the Best College Newspaper category.

Twenty-nine newspapers entered that category, and the DM was the top-ranked daily publication. NewsWatch won third place for Best College Video News Program.

TheDmonline.com won second place for Best College Website.

For the second year in a row, NewsWatch won first place in Student TV Newscasts from the Mississippi Associated Press Broadcasters organization. Students also won a second-place award - for a story on the 50th anniversary of integration at Ole Miss - and two third places.

Several SMC students won awards in the Mississippi/Louisiana Associated Press Managing Editors contest, including a first place for Phil McCausland, Opinion Editor of *The Daily Mississippian*, for a DM editorial he wrote about events on campus on election night.

Advertising and editorial staffs at *The Daily Mississippian* won three first-place awards and a second place in the Mississippi Press Association's advertising division annual competition. In that contest, the DM competes against other professional newspapers in the state, not other college newspapers.

SMC students and recent grads quickly landed good jobs and internships, a sign that the economy is improving. Just a few examples: This year's DM Editor in Chief was hired as a special sections editor at a Jacksonville newspaper; last year's DM Editor in Chief landed a position as managing editor of a small newspaper in Virginia; a 2012 graduate is a correspondent for a TV station in Arkansas; students landed internships at the *Daily Journal* in Tupelo, *The Clarion Ledger* in Jackson, and several other elite media.

In January 2013, a conference room and storage room at the Student Media Center were renovated to provide a classroom that can accommodate 20 students in journalism lab classes. Previously, classes at the SMC could handle only up to a dozen students comfortably. The remodeling included tearing down several walls, raising the ceiling and moving doors and windows. It was completed in time for the beginning of spring semester.

In 2012-2013, Advanced Reporting courses (print, broadcast and multimedia) were taught at the Student Media Center during fall, spring and summer semesters. Students in those classes provided content for *The Daily Mississippian*, NewsWatch and websites.

Journalism faculty who taught classes and/or served as advisers at the SMC included Patricia Thompson, Nancy Dupont, Deb Wenger, Darren Sanefski, Mikki Harris and Cynthia Joyce.

Roy Frostenson, a veteran general manager at television and radio stations, became Assistant Director in May. Roy will have primary responsibility for Rebel Radio and for

advertising. He will teach media sales and other courses in the journalism and Integrated Marketing Communications programs.

Thomas Chapman was named Manager of Media Technology in March. He will teach media tech courses.

Development

As of June 19th, for FY 13 the Meek School has raised \$274,901 for FY 13. This is a decrease of 13% from FY12. Of the \$274,901 in gifts received \$104, 901 were gifts of less than \$25K, and \$170K were gifts of \$25K or more. Compared to FY12 we increased our giving of gifts less than 25K by 14%, going from \$91,986 to \$104,901. Additionally, the Meek School showed a 28% increase in the amount of pledge payment going from \$59, 400 in FY 12 to \$75,925K.

Highlights of this year's efforts:

- Established a \$125K scholarship in honor of Curtis Wilkie.
- Established a \$25K Beth Fitts MS scholastic press endowment.
- Established a \$25K Buddy Bynum Memorial endowment to support the Overby Center Speaker Series.
- Established a \$25K Overby Center Speaker Series from a anonymous donor
- Conducted more than 110 visits with Journalism alumni during the FY13 year.