

6-1-2018

Annual Report, 2017-18

University of Mississippi. School of Journalism and New Media

Will Norton Jr.
University of Mississippi

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MEEK SCHOOL
 JOURNALISM AND NEW MEDIA
 THE UNIVERSITY OF MISSISSIPPI
 FARLEY HALL, UNIVERSITY, MS 38677

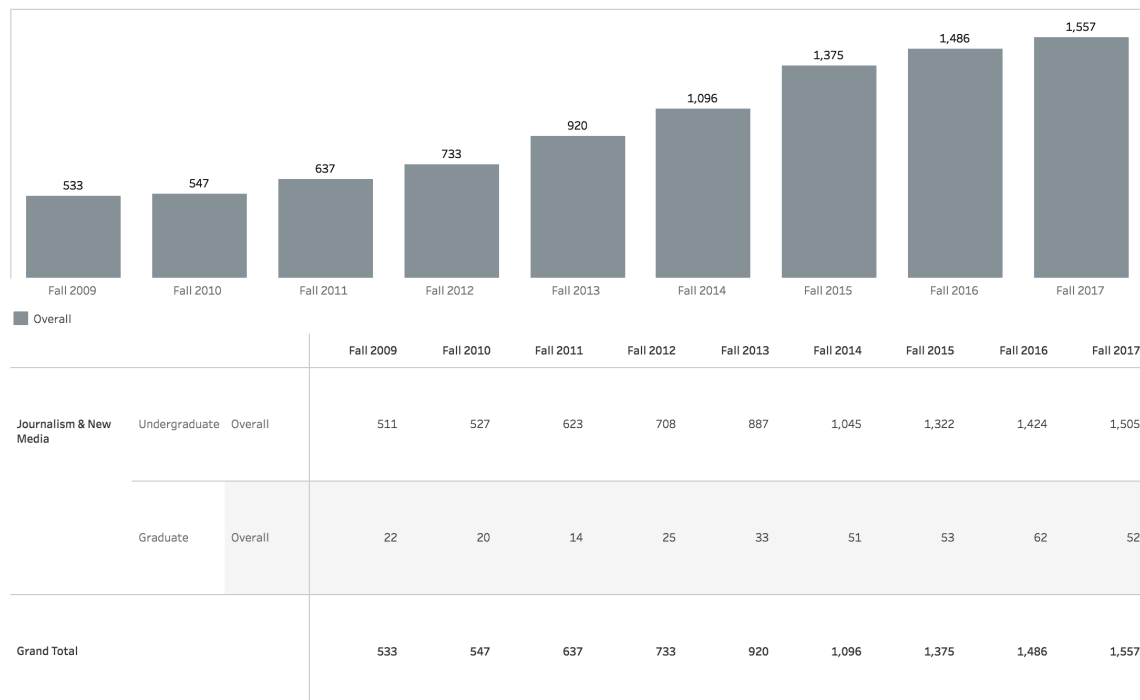
Annual Report Academic Year 2017-2018

Part 1: Operations Summary

Charlie Mitchell
 Associate Dean
 Associate Professor
 cdmitch1@olemiss.edu

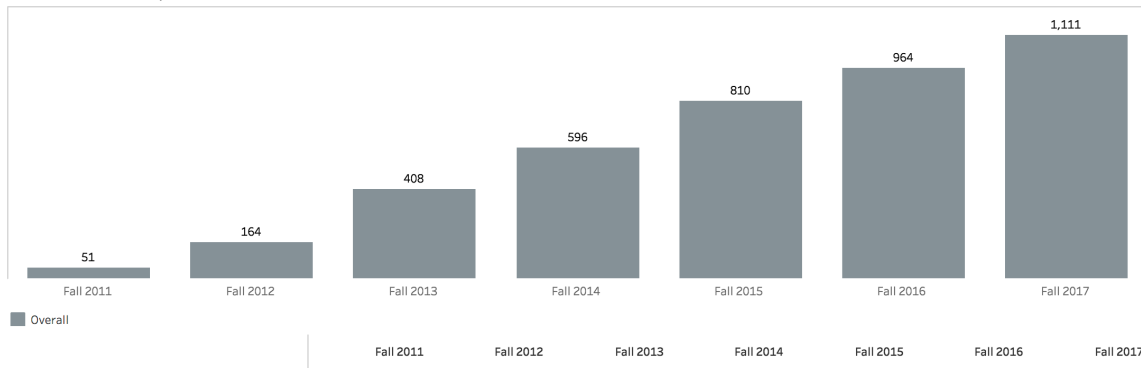
Meek School Overall Enrollment – 1,557*

Enrollment by Overall - Journalism

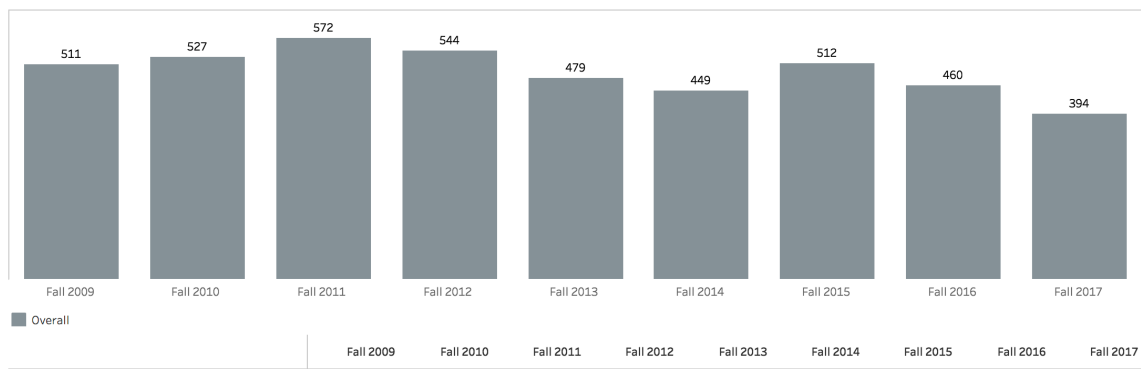


*Official figures in the chart are recorded the 10th day of classes in Fall. By the end of Spring, unofficial totals were: School - **1,683**; BSIMC – 1,276; BAJ – 355; Grad – 52.

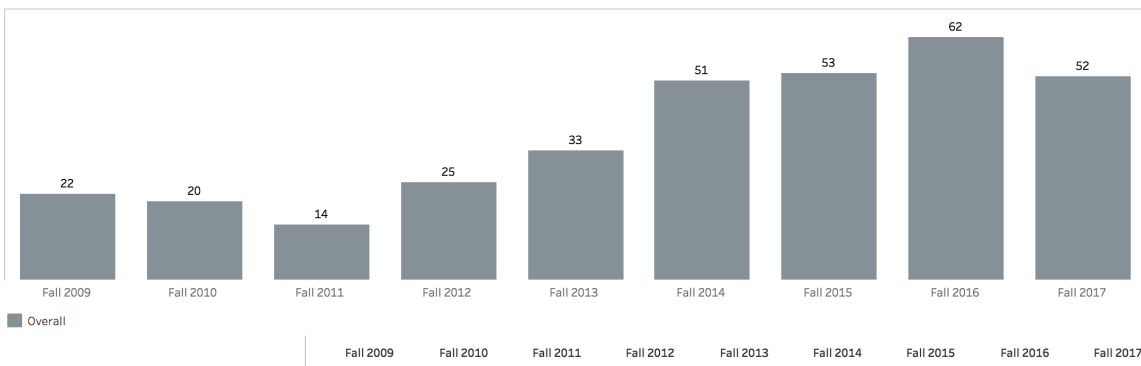
TREND LINES BSIMC – 1,111



BAJ - 394



MASTERS IN JOURNALISM - 52



Administration, Faculty and Staff

Administration of the Meek School consists of a cabinet. Members are the dean (Will Norton Jr.) an associate dean (Charles Mitchell), an assistant dean for Student Media (Patricia Thompson), an assistant dean for partnerships and innovation (Debora Wenger), an assistant dean for curriculum and assessment (Scott Fiene) an assistant dean for student services (Jennifer Simmons).

Faculty ranks include:

Professor (6)

Dr. Will Norton Jr.

Dr. Samir Husni, also Hederman Lecturer and director of the Magazine

Innovation Center

Joseph Atkins

Dr. Nancy Dupont

Dr. Kathleen Wickham

Dr. Graham Bodie (Visiting)

Associate Professor (6)

Charles Mitchell

Dr. Debora Wenger, also Talbert Lecturer

Cynthia Joyce

Dr. Kristen Swain

Dr. Mark Dolan

Curtis Wilkie

Assistant Professor (10)

Scott Fiene

Patricia Thompson

Dr. Jason Cain

Michael Fagans

Vanessa Gregory

Dr. Robert Magee

Evangeline Robinson

Darren Sanefski

Alysia Steele

Chris Canty Sparks

Senior Lecturer (1)

Robin Street

During the year, Human Resources allowed those in the rank of instructor to change to instructional assistant professor. The school transitioned all existing instructors into the rank and projected that all future faculty not tenured or in tenure track would have this designation.

Instructional Assistant Professors (9)

John A. Baker

Dr. Zenebe Beyene (also Director of International Programs)

Debbie Woodrick Hall

Emily Bowen-Moore

Ji Hoon Heo
 R.J. Morgan (also director of Mississippi Scholastic Press Association)
 Patricia Overstreet-Miller
 Jennifer Sadler
 John Michael Tonos

The school continued to rely on adjunct faculty to lead both full semester courses and special topics courses within their areas of special expertise. A total of 45 people were contracted to teach per-course.

Staff positions in the school consisted of an assistant dean for student services (Jennifer Simmons), an operations supervisor (Shannon Dixon), a videographer and AV inventory manager (Mykki Newton), a secretary/receptionist (Paula Hurdle), a technology manager (Jack Lawton), a ½ time accountant (Fred Caraway), a development officer (Jason McCormick) and a ½ time designer (Hannah Vines). The Student Media Center has a staff of an administrative assistant (Wendy Giray), an assistant director/advertising and radio (Roy Frostenson), a broadcast engineer (Steven Miller), a creative services manager (Debra Novak) and a media technology manager (Jared Senseman).

Accreditation

The Meek School’s undergraduate programs were reaccredited by the Accrediting Council on Education in Journalism and Mass Communications. After a site visit in November 2016, the ACEJMC granted continuing accreditation for six (6) years.

Degrees Conferred

At the Spring 2018 commencement, 402 students were degree-eligible, up from approximately 360 the previous year. The total broke out as

- 278 BSIMC
- 99 BAJ
- 25 Masters in Journalism.

As always, the totals include all who completed or may complete during the Academic Year, which ends each August intersession

Earlier years:

	2009-10	10-11	11-12	12-13	13-14	14-15	15-16
B.A./B.A.J. in Journalism	102	122	116	131	110	79	99
B.S. in Integrated Mark..				3	44	70	158
M.A. in Journalism	5	11	7	7	11	13	19
	107	133	123	141	165	162	276

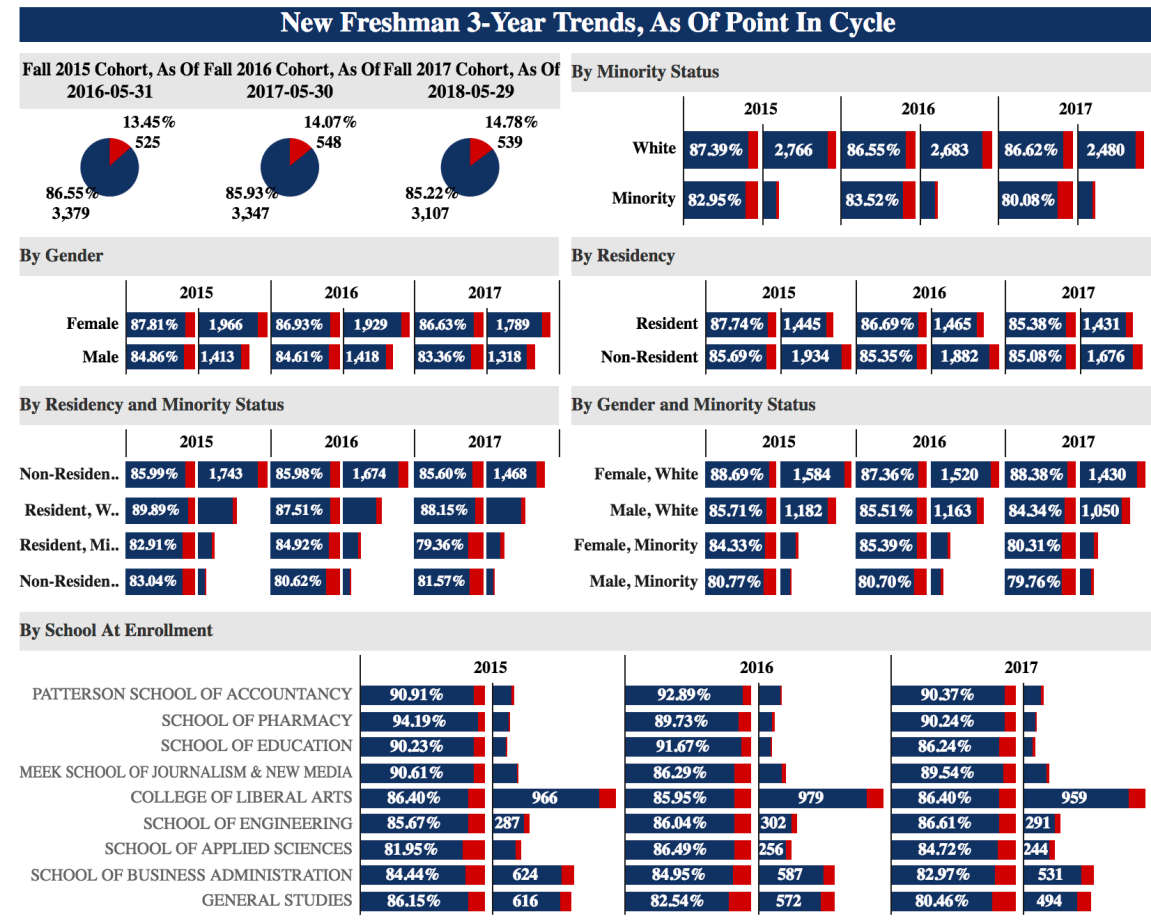
Budget

The Meek School, not including the S. Gale Denley Student Media Center, operated on a budget of \$4,547,277.68, up 2.4 percent from \$4,441,404.00 the previous year. The difference approximates the compensation cost for a visiting professor.

The university ranks 16th of 27 institutions of the Southern University Group in overall faculty compensation. Meek School professors rank 11th; associate professors are 14th; assistant professors are 5th.

Retention

After a dip in the 2016 cohort, the Meek School returned to the third-highest retention rate with the 2017 cohort.



Recruiting

The university trend is toward closing the gap between resident and nonresident students (see Demographics section) while the Meek School continues to attract

more nonresidents as part of its 4.8 percent Fall 2016 to Fall 2017 enrollment growth.

Strategies to persist include:

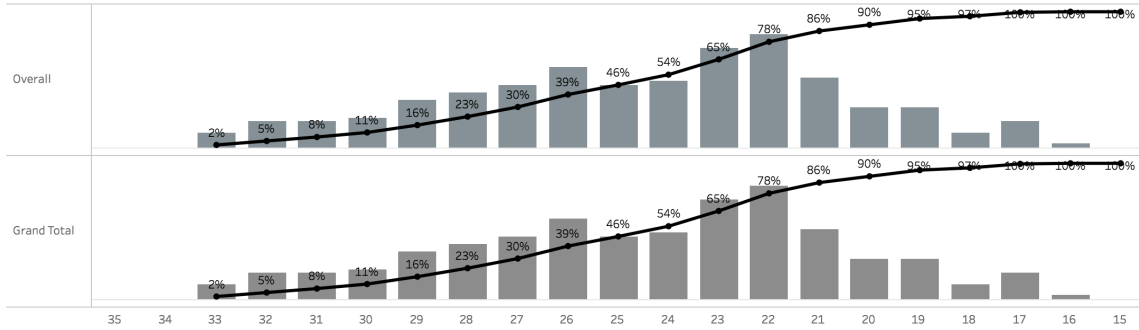
- Personal letters from the dean of the school to prospective students.
- Scheduled family visits.
- Employment of a half-time designer to improve and standardize recruiting materials.
- Employment of an instructional assistant professor who will be marketing director half-time.
- Continuing and improving the “Virtual Visit” created by Meek School and Student Media Center students offered live and then posted to YouTube. UM Admissions has asked the school to model online tours – #OleMissBound – as they consider using them for the university and other departments. Broadcast students spent 15 minutes on Facebook Live interviewing students, professors and administrators about the school and the campus.
- Staffing about 20 on-campus and regional recruiting events each semester.
- Supporting the resident Mississippi Scholastic Press Association, which was expanded into the Memphis area and offers online guides, a faculty member director/resource person and competitions plus on-campus clinics for high school yearbook, newspaper, magazine and broadcast staffs each year. Average attendance fall and spring is between 400 and 500 students. Record numbers of high school teachers have attended summer clinics.
- Staffing two or three national scholastic press events each year.
- An innovation has been to partner with Grenada High School during the year to offer a university-level (and credit) Integrated Marketing Communications class. A agreement to offer the same at Oxford High School has been finalized.
- A director of international programs position was created to work both on exchanges, Study Abroad and recruitment including cooperative support with Shorelight, the university’s contract international student recruiter.

ACT Trends for Entering Freshmen*

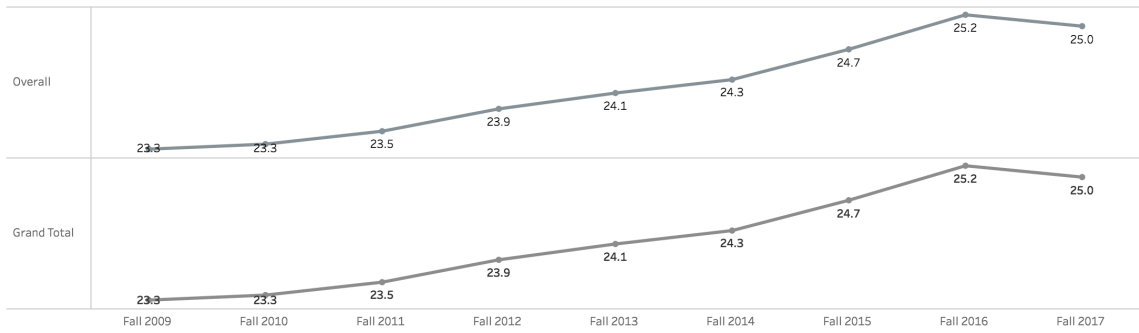
The university experienced a statistically insignificant downtick in freshman average ACT scores (25) while the Meek School remained even (24.4). Nonresident freshmen trended higher (24.9) and resident freshmen trended

lower (23.6). The one-year changes were statistically insignificant. The difference between entering BSIMC freshmen (24.6) and entering BAJ freshmen (24.0) was also not remarkable.

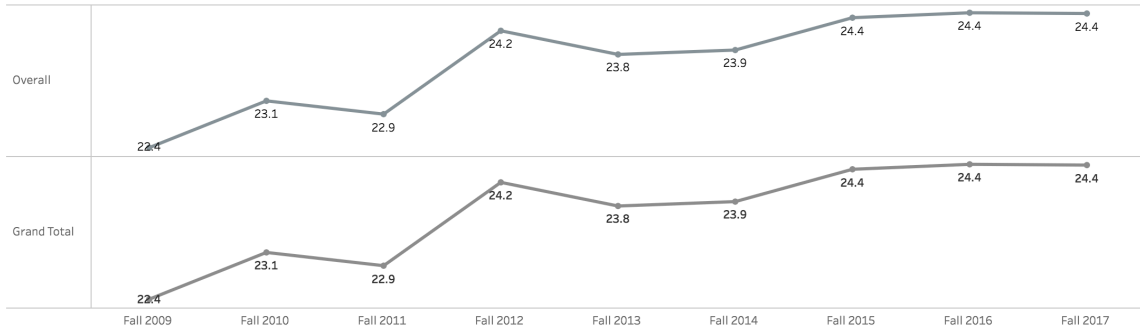
**Fall 2017
Meek School Freshman ACT Distribution**



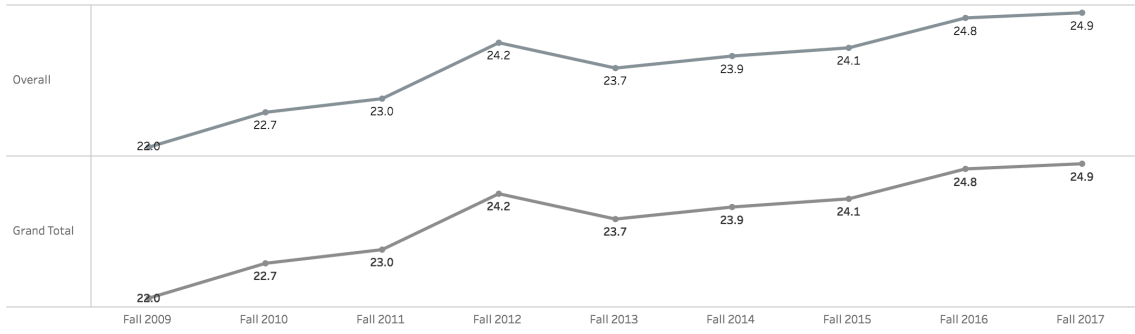
UM Freshman Average ACT Scores



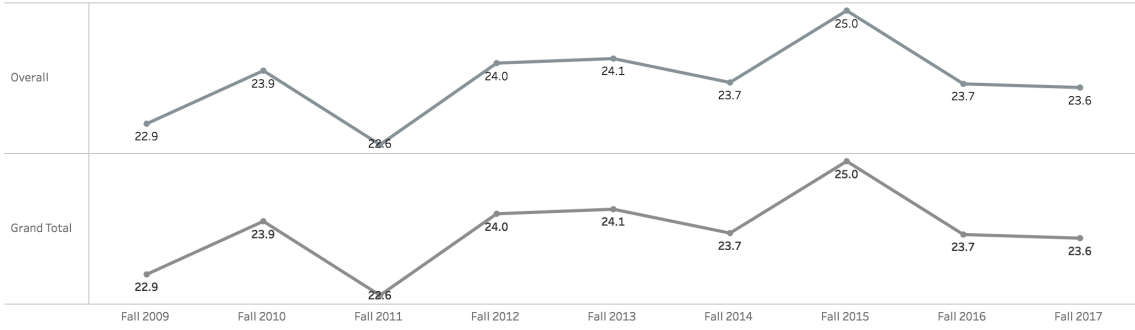
Meek School Freshman Average ACT Scores (All)



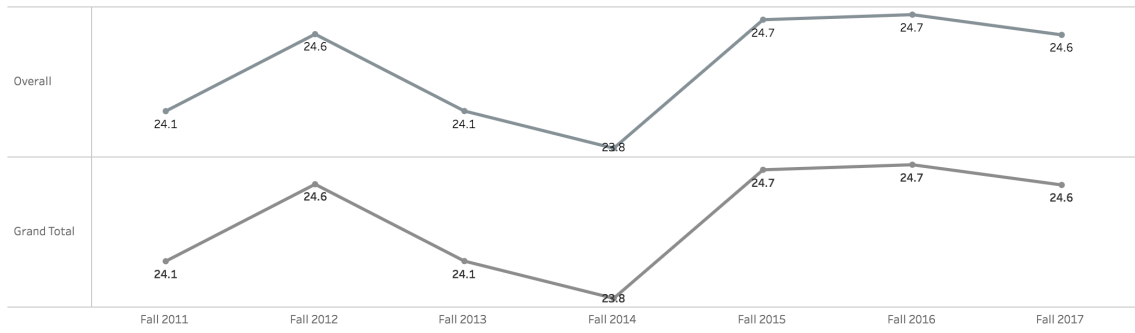
Meek School Freshman Average ACT Scores (Nonresident)



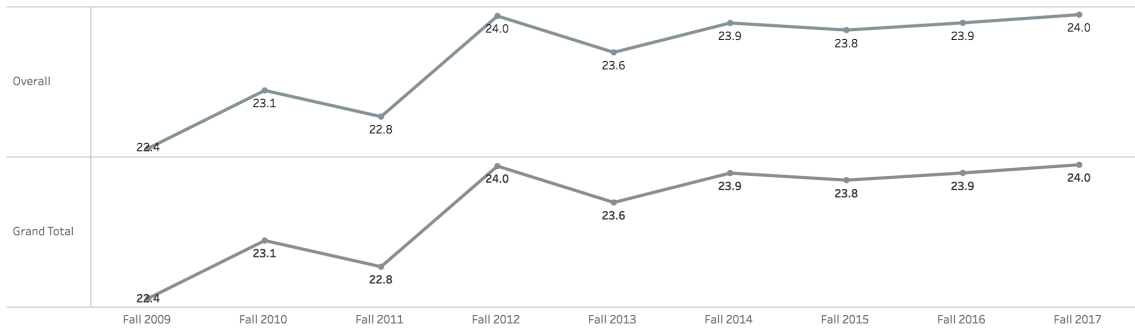
Meek School Freshman Average ACT Scores (Resident)



BSIMC



BAJ



Demographic Summary:

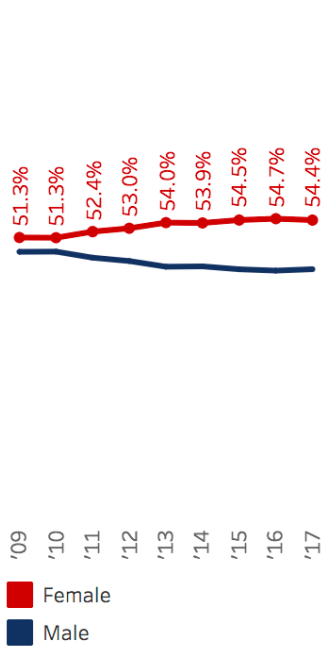
Residency: The tables show both the Meek School significantly higher in nonresidents (62.3 percent) than the Oxford campus (54.1 percent) with the highest percentage of nonresidents in the BSIMC program (65.5 percent).

Gender: The percentage of female students in the Meek School is higher (72.4) percent than on the Oxford campus overall (54.4 percent). The percentage of female students in BSIMC (73.4 percent) and in BAJ (69.5 percent) are both well above campus averages although both are trending toward gender balance.

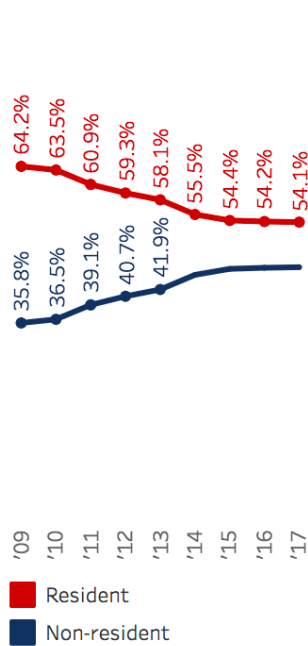
Diversity: A trend triggering an action plan is that while minority enrollment moved slightly higher on the Oxford campus (23.1 percent) it trended lower in the BSIMC (11.6 percent) and BAJ (23.9 percent). Two factors bear on this: (1) The Meek School is disproportionately nonresident and Mississippi’s history makes it more difficult to recruit nonresidents of color. (2) The marketing industry has a long history of low minority representation. The school’s response has been to employ its first director of branding and promotion whose duty will be to recruit more broadly.

Oxford Campus Demographics (all students)

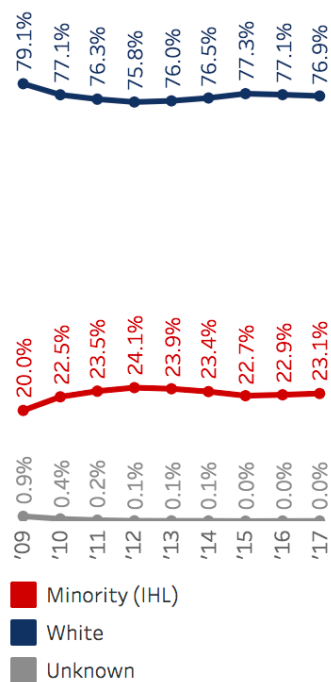
By Gender



By Residency

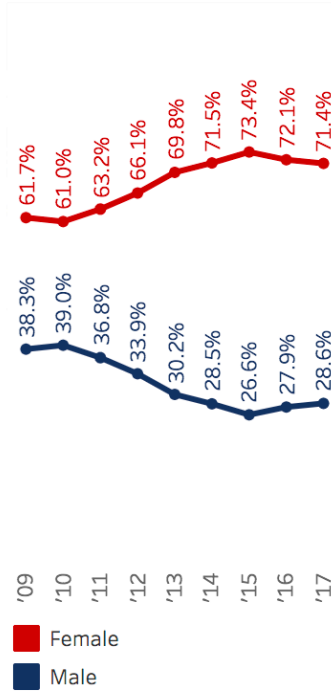


By Minority

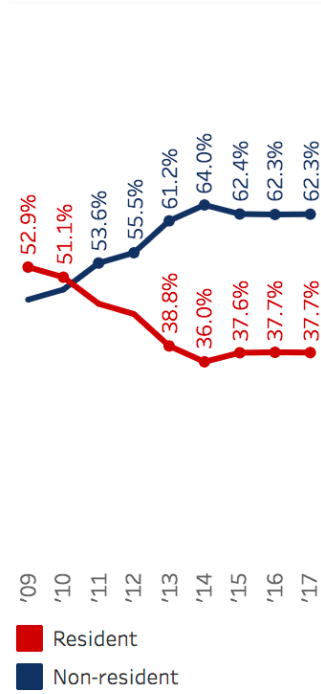


Meek School Demographics

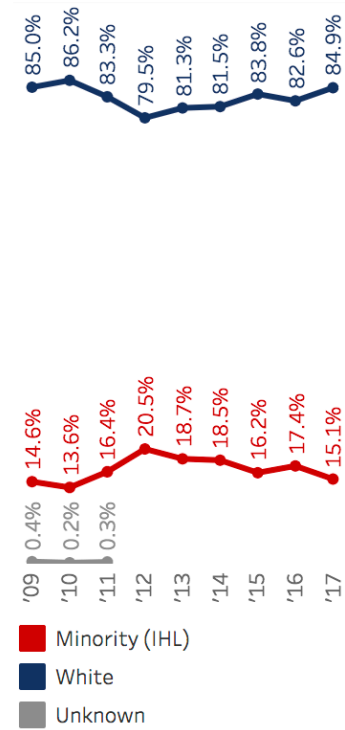
By Gender



By Residency

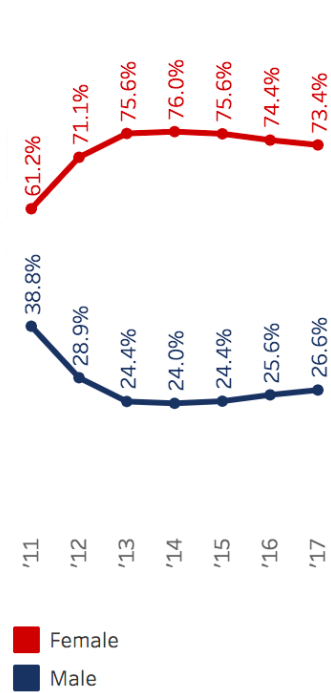


By Minority

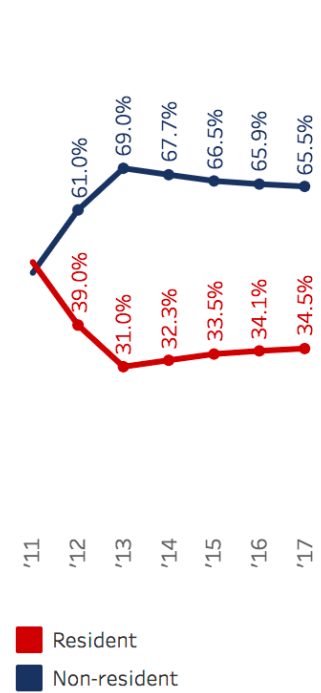


BSIMC Demographics

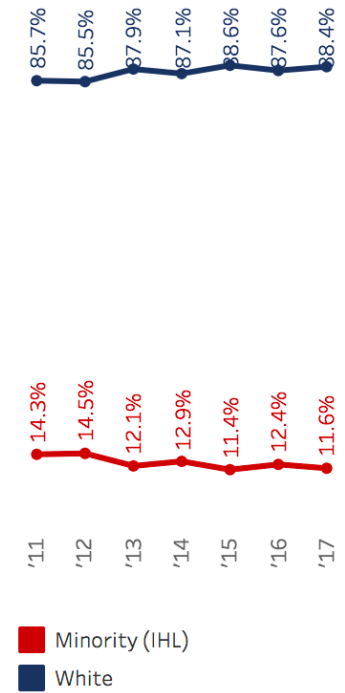
By Gender



By Residency

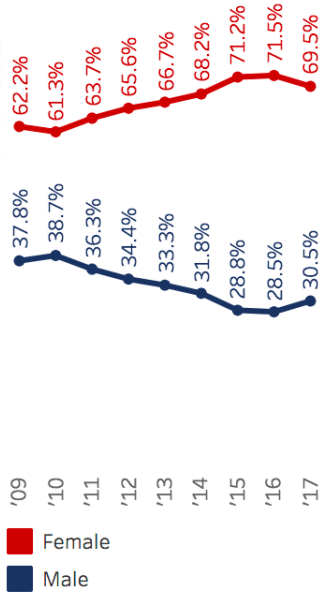


By Minority

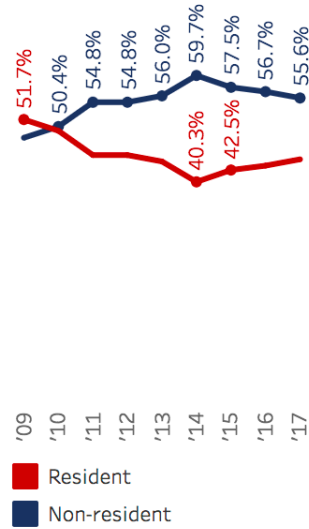


BAJ Demographics

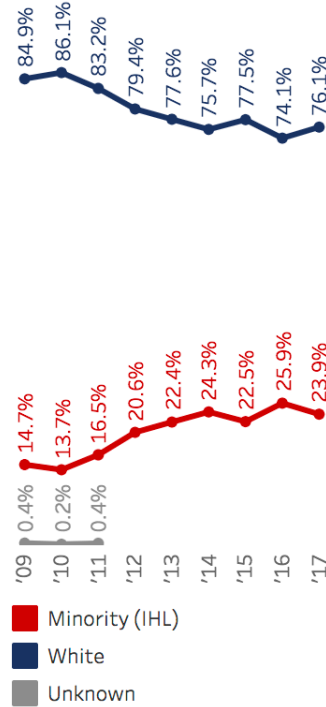
By Gender



By Residency



By Minority



Addition to Farley/Overby

In a 2016 response to Meek School enrollment growth, the Board of Trustees of Institutions of Higher Learning (IHL) allocated design funds for an additional building for Meek School programs and for relocation of the Student Media Center from Bishop Hall to facilities nearer the school faculty and classrooms. The university's Facilities Planning office involved the school cabinet in selection of the Barlow, Eddy and Jenkins architectural firm in design, and meetings and conversations through the year have been vital toward a workable plan for east and west additions to Farley/Overby. A capital campaign committee was formed and has met with the dean of the school. The process has been inclusive with faculty invited to conversations with the design firm. At year's end, a consensus design and floor plan were completed.

Endowments/Scholarships

The founding quasi-endowment for the Meek School has matured sufficiently to provide stable annual enrichment funds in addition to 38 endowment funds that provide annual scholarships for Journalism and IMC majors. Two new funds were created during the last two years. Tuition scholarship distributions were \$107,348 in 2016. A total for 2017 will be available at the end of the academic year in August. The Meek School's grants and endowments are also used to supplement Study USA, Study Abroad and internship opportunities for students.

Placement:

Recent employment/internship/graduate school samples:

Employment

Ilana Basseri: PR, BooHoo, West Hollywood, Calif.
Ariel Cobbert: photographer, Newport News Daily Press, Virginia
Kimbrelly Dandrige: attorney, The Gap, San Francisco
Lauren Dennison: Collabera, Nashville
Lindsey Edwards: communications specialist, Textron Marine & Land Systems, New Orleans
Kendall Finger: marketing and sales manager, 662 Marketing, Oxford
Jennifer Lott, reporter, WAPT-TV, Jackson
Jules Marcantonio: producer, WSMV-TV, Nashville
Maggie Martin: reporter, Winona (MS) Times
Sarah McCullen: Invitation Oxford
Zoe McDonald: associate producer, Time Inc., Birmingham
James Morlock: 2nd lieutenant, U.S. Army
Marisa Morrissette: designer, Chattanooga Times Free Press
Alexis Neely: Downtown DC Improvement District, marketing communications
Ariyl Onstott: reporter, WTOL-TV, Toledo, Ohio
Tyler Prince, WLBT-TV promotions department, Jackson
Haley Renschler: communications specialist, International Paper
Dylan Rubino: media specialist with New York Mets
Olivia Schnetzler: USA football, Indianapolis
Phillip Waller: press secretary, U.S. Sen. Roger Wicker
Pierre Whiteside: Precision Insurance, Dallas
Jayla Whitfield: correspondent, WGXA-TV, Macon, Ga.

Internships

Blake Alsup: Detroit News, business reporter, (Dow Jones Internship)
Brian Scott Rippee, Major League Baseball internship, Cincinnati
Brittany Brown: News21 fellowship, Phoenix
Kira Bettineschi, Major League Baseball, New York
Lauren Conley: WTVA producer intern, Tupelo
Rebekah Corley: WTVA sales intern, Tupelo
Austin Hille: Mabus Agency, internship, Tupelo
Sarah Liese, UM experiential learning in East Asia (Freeman Foundation)
Abbie McIntosh: Fox 4 internship, Dallas
Kinsley McLaughlin: Green Bay Packers, sales internship
Baylee Mosjesik: Columbia University Publishing summer program in New York
Torry Rees: CBS Sports, Chicago
Lasherica Thornton: Pennsylvania Legislative Correspondents' 10-week internship in Harrisburg, Pa.
DeAndria Turner, WMC-TV internship, Memphis
Grayson Weir: ESPN, Connecticut, internship

Graduate School

Austin Vining: Law school and Ph.D./University of Florida

Natalie Allen: Vanderbilt University graduate school

Mary Darland: University of Mississippi graduate school

John Diehl: University of Mississippi law school

Kirsten Faulkner: University of Mississippi graduate school

Cady Herring: University of the Arts graduate school, London, England

Hannah Hurdle: University of Alabama graduate school

Terrence Johnson: Northeastern University graduate school

Rachel Lambert: Tulane University law school

Lauren Layton: New York University graduate school

Alice McKelvey: Mississippi College law school

Joseph Shaw: University of Tennessee graduate school

Savannah Smith: New York University graduate school

*Additionally, students are working in in their degree fields; seeking academic credit is optional. Only students who create an academic record are tracked.

Special Events/Significant Developments

NewsLab

The Meek School acquired an existing media idea and innovation online marketplace known as NewsLab (www.newsLab.org) The school now controls and manages content for the site.

Hottytoddy.com

In 2013, Meek School benefactors Dr. and Mrs. Ed Meek, residents of the university community, privately created an independent online site devoted to Oxford community and university news under a corporate entity, New Media Lab LLC. During the year, discussions and planning related to the Meek School accepting control and management for the site were held at the school and university level. Details were being finalized for a July 1 transition.

ACT VIII

The Magazine Innovation Center was host to more than 100 national and international magazine industry professionals during three days in April. The Amplify, Clarify, Testify event has grown into a must-attend event for industry leaders. In addition to covering costs, the event provides funds for MIC operations.

Best of Meek/Silver Em

The annual Best of Meek event was held currently with the ACT VIII conference due to the 2017 Silver Em recipient being Newell Turner, an alumnus who is editorial director of the Hearst Magazine Design Group. Recipients of university

honors were recognized along with the naming of 16 Dean's Award honorees and the induction of undergraduate and graduate students into Kappa Tau Alpha Journalism Honor Society.

Video Boards

Although provided to the school in 2018 by New Media Lab LLC, video displays throughout Farley Hall had been underutilized. With the addition of a designer to the school staff, school events and student achievements were publicized effectively in continuing support of more collegiality.

Faculty Recognitions (External)

Student and school recognitions may be detailed elsewhere, but there was notable external recognition of faculty during the year.

- Assistant Dean and Student Media Director Patricia Thompson was named as new executive director of the Accrediting Council for Education in Journalism and Mass Communication and will coordinate the council's work in setting and monitoring standards for 118 program worldwide.
- Professor, Hederman Lecturer and Director of the Magazine Innovation Center was named recipient of a 2018 Franklin Luminaire Award for positive contributions to the media industry. The award normally goes to industry professionals and is rarely presented to a member of the academic community.
- Professor Nancy Dupont was named a Top Ten educator in Journalism by Crain's Business Pro.
- Senior Lecturer Robin Street received the Vicky Mahan Ally of the Year award in recognition of her leadership on campus in promoting appreciation of diversity. Street also received the Silver Anvil, highest award presented by the Public Relations Society of America, for her leadership in planning and conducting, with students, "It Starts With Me(ek)" diversity awareness and appreciation events.
- Dean Will Norton Jr. was Awarded the Wheaton College Alumni Association its 2018 Alumnus of the Year Award for Distinguished Service to Society.
- Instructional Assistant Professor and MSPA Director R.J. Morgan received the Southern Interscholastic Press Association's Elizabeth B. Dickey Distinguished Service Award at the University of South Carolina's School of Journalism and Mass Communications.

Part II: IMC Undergraduate

Scott Fiene
Assistant Professor/Head of IMC
safiene@olemiss.edu

Faculty

Searches were conclude for three new faculty to start in Fall 2018:

- Dr. Graham Bodie, who is transitioning from Visiting Professor.
- Dr. Chip Wade who is moving from the School of Business to the Meek School.
- Bobby Steele, who is transitioning from Meek School adjunct to full-time status.

One faculty member (Jennifer Sadler) resigned to accept another opportunity. Plans call for this position to be refilled starting in Fall 2019. Several new adjunct faculty also taught their first classes for the Meek School.

Teaching and Curriculum

In January, all IMC and journalism faculty were invited and most attended a day-long retreat to discuss curriculum ideas and changes. This is part of an overall examination of curriculum as the IMC program matures from its inception in 2011 and the journalism curriculum continues to evolve to meet the needs of an ever-changing profession.

In addition to required courses, an emphasis on allowing flexibility and specialization continued. Electives taught included focus on IMC photography, collegiate sports, data literacy, global branding, fashion promotion and social media content development. Another class was focused exclusively on the development of a Diversity Week event for the Meek School; one provided marketing communications help for the Thacker Mountain Radio Hour (a weekly live broadcast on Mississippi Public Broadcasting); and one class focused on helping students transition from student to IMC professional (this class will be repackaged and offered as a 7-week, 1-credit elective starting in Fall 2018).

Three additional electives planned in Fall 2018 are event planning, real estate promotion and an agency class in which students will work as part of a marketing communications firm engaged in work for clients. It is hoped the agency class will serve as the beginning of an ongoing student-run agency within the Meek School.

Hands-on, real-world experience is an important part of the IMC program. Some of the clients students worked with as part of their classes this past year include the town of New Albany. Mississippi Today (a state-wide digital news source); BancorpSouth Arena; the Fitz Casino and Hotel; Oxford-Lafayette Human

Society; Downtown Tupelo Main Street Association; Tupelo United Way; Southaven Chamber of Commerce; Biosorb (an organic granular absorbent with plans to launch nationwide).

The introductory IMC course (IMC 104) is now available as dual credit, meaning it can be taught at the high school level, but will also count as college credit if those students are later admitted to Ole Miss. This concept was piloted at Grenada High School in Spring 2018, with plans to expand to other high schools in the area.

Regional Campus Growth

At the start of 2017, a new program leader was hired to oversee IMC regional campus growth in Desoto and Tupelo. As of May, there were 26 students enrolled on regional campuses, with more growth expected before the start of classes in Fall 2018. Additionally, for the first time this year, some classes were taught in person (as opposed to distance learning) on the regional campuses. It is anticipated that regional growth will continue as additional outreach and marketing efforts are implemented, advisors become more familiar with the program and word spreads.

Scholarship/Creative Activity

IMC faculty presented to and/or reviewed papers and manuscripts for the Marketing Management Association, the Association for Education in Journalism and Mass Communication, a Mississippi Association of Broadcasters/Louisiana Association of Broadcasters conference and a Latin American conference in Chili; and submitted and/or reviewed articles for Journalism and Mass Communication Educator, Science Communication, Social Responsibility Journal, Journal of Business Research, Journal of Marketing, American Journal of Public Health, Journal of Personality Differences and others.

In February, a team of faculty conducted a day-long seminar on digital media and crisis planning for church leadership. This event was sponsored by Belhaven University in Jackson. A similar workshop (albeit a different audience) is being planned for the Mississippi media and will be held in Meridian in August.

Three faculty have contracted to author a book on graphic design which will be published next year.

The fourth annual "Data Day" brought industry professionals and students together last November to learn more about the use of data in making content and marketing decisions. The event featured speakers with experience at the Cedar Rapids (Iowa) Gazette and Amazon/Whole Foods.

The results of surveys each semester indicate that IMC students continue to rate the program highly. In spring 2018, 93 percent of the students said they were satisfied or very satisfied with the program, 85 percent said they would choose the degree again if they had a do-over, and 95 percent said they would recommend the program to others. This degree of satisfaction and positive word of mouth with other students is one of the reasons the program's enrollment continues to grow.

Part III: Journalism Undergraduate

Dr. Debora Wenger
Assistant Dean/Associate Professor
drwenger@olemiss.edu

The journalism program is the foundation upon which much of the Meek School was built, and it continues to turn out some of our most impressive graduates, strongest scholarship and innovative teaching. In addition to a focus on the evolution of our curriculum, the journalism degree program must now also step up its recruiting efforts and therefore share the story of our successes more broadly.

Teaching and Curriculum

In terms of accomplishments directly focused on instruction or student development, the school has had a number of key accomplishments:

- Samir Husni taught "Magazine Making in New York City" with 16 students studying magazines and magazine media. They met with executives from Hearst Magazines, MPA: The Association of Magazine Media, The James G. Elliott Marketing and Advertising Company, MediaRADAR, New York magazine, Meredith (now also incorporating Time Inc.), Condé Nast, American Media International, Bauer Media Group, and Xcel advertising group.
- Alysia Steele was host for the Lens Collective for the second year. This multi-day workshop which immerses students from Ole Miss and around the country in visual storytelling techniques. Faculty members Michael Fagans and Vanesa Gregory were also involved. Student work is showcased at <https://www.lenscollective.org/news>.
- Ji Hoon Heo and John Baker led a group of students to cover the aftermath of Hurricane Harvey, spending several days with relief groups while reporting on their efforts. The work led to a Top 20 placement in the Hearst Team Multimedia competition.
- Heo's drone reporting class resulted in 14 students passing the Federal Aviation Administration Part 107 Drone Certification test, which makes them eligible to fly drones commercially in the United States.

- Curtis Wilkie brought in Janet Brown, long-time director of the Commission on Presidential Debates, to work with him on a special Honors course dealing with the history of debates – from the time of the Greeks to the Hillary-Trump clashes in 2016. Mark Dolan developed an Honors course on Self and Society, which offered students an opportunity for critical thinking and self-reflection.
- LaReeca Rucker oversaw a class project to create [The Lorraine Motel: 50 Years After the Assassination of Dr. Martin Luther King Jr.](#) Several of the stories generated by students were also published by The Northeast Mississippi Daily Journal
- Kristie Swain accompanied a group of six UM students to the annual Planet Forward summit in Washington, D.C., where two of the students were named national Storyfest competition finalists.

Several special learning opportunities are planned for the coming year, including two sports journalism workshops, which will feature award-winning TV producer Terry Ewert and the Voice of the Chicago Bulls Chuck Swirsky.

The school will welcome visual journalism faculty member Iveta Imre to the faculty this fall.

Scholarship/Creativity Activity

Faculty production included:

- Vanessa Gregory published a feature-length story in The New York Times Magazine that explored historical memory through one family's reexamination of their father and grandfather's 1935 lynching. <https://www.nytimes.com/2018/04/25/magazine/a-lynchings-long-shadow.html>
- Kathleen Wickham's book, *We Believed We Were Immortal*, garnered international press attention with stories appearing from London to Malaysia. The accompanying documentary was selected for presentation through peer-judging at the Oxford Film Festival.
- Alysia Steele produced a 15-minute documentary on Clyde Kennard and his efforts to integrate the University of Southern Mississippi. USM has the film under consideration as part of its orientation programming.
- Joe Atkins is under contract with the University Press of Kentucky for a biography of the late actor Harry Dean Stanton. He has a sabbatical for the Fall 2018 semester to research/write this project. The manuscript is due August 2019.
- Deb Wenger co-authored the Knight Foundation-funded "Local TV News and the New Media Landscape," a comprehensive look at the industry and its near future. <https://knightfoundation.org/reports/local-tv-news-and-the-new-media-landscape>

- Kristie Swain authored a book chapter, “News Media Roles in Climate Change Mitigation and Adaptation,” in the Handbook of Climate Change Mitigation and Adaptation. She is also coordinating broader impacts activities for six federal grants from NSF and USDA for engineering and pharmacy school research teams.
- Lareeca Rucker received an Online News Association grant for testing the Oxford Stories website effectiveness as a local market presence.

Service/Faculty Honors

A hallmark of the journalism program is its dedication to offering programming that influences our students, our state and our discipline.

- Zenebe Beyene developed a number of agreements with international partners to facilitate faculty and student exchanges. A Memorandum of Understanding between Ethiopian Airlines and the University of Mississippi is poised to greatly expand our new online master’s degree in IMC.
- Samir Husni’s ACT Experience was host to international magazine industry experts to discuss the business of publishing across media platforms. This year’s production of the Magazine Innovation Center was the largest in the series, more than 100 industry speakers and participants, plus students. Through sponsorships from different major media, printing, and paper companies, the ACT Experience raises enough money to pay all the expenses of the conference, plus the salary of the administrative assistant of the Magazine Innovation Center.
- Emily Bowen-Moore designed the school’s Southern Africa Photo Book. The publication documents and showcases student work from a depth reporting trip led by Mikki Harris and Charlie Mitchell.
- Under the leadership of R.J. Morgan, the Mississippi Scholastic Press Association grew to an all-time high of 99 member publications.
- The Overby Center focused the bulk of its spring programming on politics and important issues surrounding the topic of civil rights and justice. One unique program was based on student Savannah Smith’s Honors College thesis on “Brain Drain,” which explored the reasons why so many young Mississippians leave the state after graduation. The Overby Center’s programming often is incorporated into classes and always open to the public.
- Nancy Dupont Advised the NewsWatch staff to a first place in student newscast from LA and MS AP Broadcasters and Media Editors in 2017. Patricia Thompson advised The Daily

Mississippian to a first place for daily newspapers in the Society of Professional Journalists Mark of Excellence Region 12 competition.

- For the fifth year, a student thesis under the direction of Kathleen Wickham has placed second in the Southeastern Journalism Conference research competition.

Looking Ahead

As we continue to provide excellent instruction in writing, reporting visual storytelling and design, it will also be important for us to adjust to a media world in which new skills are needed and older skills are combined in new ways to address the innovative and entrepreneurial ways journalism is now produced and distributed.

In the coming year, we will focus on:

- Incorporating Lynda.com tutorials into existing courses and developing new training opportunities for students to use the resource.
- Expanding the role of video storytelling in the school beyond traditional broadcast approaches.
- Building a social media/media analytics specialization into the curriculum.

Part IV: Masters in Journalism

Joe Atkins

Professor/Head of Journalism Tracks

jbatkins@olemiss.edu

Dr. Robert Magee

Assistant Professor/Head of IMC Track

rgmagee@olemiss.edu

Teaching and Curriculum

The graduate program has been a tracked program allowing students to follow a traditional academic, a professional master's in journalism or Integrated Marketing Communication (IMC) track. During the year, university and IHL procedures were followed to receive approval for the IMC track to become a fully operational and separate graduate degree program starting in Fall 2018.

The new degree will be the M.S. in Integrated Marketing Communication. It will be offered as a residential program or as fully online, becoming the first fully online degree program of the Meek School. Also significant is that the university has designated the M.S. in IMC a STEM degree.

All three tracks of the graduate program have sought to prepare students for their career choices so that they are able to make the most of their opportunities to be successful.

The professional track in journalism provides the opportunity to enhance existing journalistic skills and develop new skills for students seeking to be the best in their rapidly changing profession.

The academic and IMC tracks have continued their emphasis on applied strategy based on a strong foundation of theory, coupled with creativity and hands-on research skills.

A new Mission Statement was approved for the academic track. It will be used in future exit surveys of students completing the academic track to determine if the program served its mission.

Following school and university procedures, two core courses required for the graduate degree were dropped from the required list. The total number of required credit hours remains unchanged at 36 credit hours, but two IMC 504 and IMC 505 become optional. The remaining required courses are IMC 501, IMC 502, IMC 503, IMC 602, IMC 557, and IMC 559. Reducing the core allows students more flexibility in tailoring their degrees and creates an improved template for scheduling.

Under study is a renumbering of all IMC graduate courses. The proposed renumbering will be sent to the Meek School Curriculum Committee for review and approval before it is sent to the university's Academic Council.

As of May 1, the graduate program had a total of 47 students. This included five students in the traditional academic track, three students in the professional master's track and 39 in the IMC track.

For Fall 2018, 13 students have been accepted into the professional master's and academic tracks in Journalism. This includes eight in the professional master's track and five students in the academic track.

An additional student from Germany will enroll in selected graduate courses in Fall 2018 for her program in Germany. This marks the third year for the Meek School to host a visiting student from Germany.

Eighteen new students have been accepted into the IMC residential graduate program for the Fall 2018 semester. A tally of the online IMC graduate program is pending as the applications window remains open.

Student Honors/Awards

Students achieved notable recognition:

- Khadimul Islam and Mahfuzul Haque, both in the academic track of the journalism graduate program, presented papers at AEJMC conferences.
- Georgia Clarke, a graduate student in the professional master's track, held an internship with *Taste of the South* in Birmingham during Spring 2018.

- Maria Hamdan, also in the academic track, will be pursuing her Ph.D. at the University of Southern Mississippi.
- Prior professional master's graduate Ashley Norwood this year joined Mississippi Public Radio as a reporter and now also teaches as an adjunct at Jackson State University.
- IMC graduate students Faith Keeling and Stephen Smith presented a research paper on branding in higher education at the annual conference of the Southern Association for College Admission Counseling.

Looking Ahead

An ongoing issue has been the need to secure enough graduate assistantships to be offered to incoming students with financial needs. The program's growing popularity with international students makes this issue even more pressing as students from countries such as Bangladesh often need full 20-hour graduate assistantships even to secure a visa in order to come to the university.

Efforts were successful this year in locating additional assistantship possibilities with the assistance of the Student Media Center and the Graduate School. However, the need for more financial assistance to be available to students increases as the program grows. This opportunity to develop top journalists in developing countries is consistent with the Meek School's Strategic Plan.

Part V: Student Media Center

Patricia Thompson
Assistant Dean/Student Media Center
Assistant Professor
pthomps@olemiss.edu

Overview

The SMC increased its focus on the digital world and expanded its public service mission. New positions were created to give students more experience in producing content and enhancing campus and community engagement.

About 150 students were on the SMC payroll each semester. They work for The Daily Mississippian, NewsWatch Ole Miss, The Ole Miss yearbook, Rebel Radio, websites and other media outlets. More than 100 students audition each semester for on-air positions for TV and radio.

Student managers for 2017-2018 were Lana Ferguson, DM editor-in-chief; Marisa Morrisette, yearbook editor-in-chief; Abbie McIntosh, NewsWatch manager, Austin Hille, radio manager; and Blake Hein, advertising sales manager.

Highlights

In Fall, The Daily Mississippian dropped one day of print publication (Tuesdays), mainly to give the staff of full-time students more time to devote to electronic and digital content, including creating videos and podcasts, and producing breaking news and enterprise content for websites and social media. Research showed dropping Tuesdays would have little negative impact on advertising revenue, and given that a key part of our mission is to help students gain skills they need to get jobs, increasing our digital footprint is of paramount importance.

The Daily Mississippian's website had about 1.9 million page views over the past year. DM twitter accounts have more than 23,000 followers. In spring semester, The Daily Mississippian launched The DM Morning Brief, a daily newsletter that sends to subscribers' email inboxes each morning a summary of the most important and interesting content from the newspaper and its website. The DM had a weekly e-newsletter in the past, but never a daily one. The daily newsletter quickly picked up an audience of hundreds of readers, who give feedback about content and design. The SMC plans to use the newsletter not only as a public service and for students' experience, but also to attract more advertisers.

Also in Fall, NewsWatch grew its audience by live streaming a complete newscast on Facebook and HottyToddy.com. NewsWatch also significantly increased live shots during newscasts, produced more content for digital outlets and aired more student correspondent packages.

Rebel Radio launched a Radio FX app, which allows users to download and listen to Rebel Radio anywhere, anytime on their mobile devices. The station used it for contests and interaction with listeners. Rebel Radio also created new opportunities for students to do play-by-play coverage of Ole Miss softball and soccer games. In 2017, the station hosted a RadioThon for Children's Miracle Network and Le Bonheur Hospital that helped raise more than \$1,000; Rebel Radio was the first college radio station to be involved.

The theme of the 2017 The Ole Miss yearbook was Building Mississippi. The yearbook staff also beefed up its digital presence, with content throughout the year to supplement the annual.

For the 50th anniversary of the assassination of Martin Luther King Jr., students from all our platforms collaborated to provide outstanding coverage of events in Memphis and Oxford, as well as enterprise and special sections with stunning design. They held their own in the midst of reporters from all over the world who were in our region that week. The Daily Mississippian staff produced, on

deadline, a 12-page special edition with excellent complementary, interactive online content on April 4, and they have received rave reviews for their work.

In addition to its special section on the King assassination anniversary in April, that same month DM students published a well-received 12-page special edition devoted solely to educating the campus and community about students' mental health problems.

PART VI. International Outreach

Zenebe Beyene
Instructional Assistant Professor
Director of International Programs
zbeyene@olemiss.edu

Over the six months since the appointment of a director of international programming, much has been done to establish an operational strategy as well as initiate and follow up on opportunities.

The Meek school added a Memorandum of Understanding with Ethiopian Airlines, the largest airline in Africa, as an important new venture. The airline also manages nine other airlines in the continent. The partnership is hoped to create the following benefits: financial, internships, cultural exchanges, joint research projects and branding. More specifically:

- Financial: the planned online program will generate revenue for the university.
- Internships for our students: The partnership will provide internship opportunities for our students.
- Cultural exchanges: This partnership will create platform for cultural exchanges.
- Joint research projects: The team will explore areas of joint research projects in the area of digital marketing and promotion and other related areas.
- Branding: Working with Ethiopian Airlines will greatly enhance our own brand, and the current visit contributes to that goal.

Another MOU with St. Mary's University in Ethiopia has been reviewed and approved. An MoU with Tampere University, Finland, has been reviewed and sent back to our partners for revision. A few others are in the pipeline. Communication is in progress with universities in Rwanda, Korea and China. These partnerships will create opportunities for our students, faculty and the whole community.

A short manual for a Study Abroad program was prepared and being reviewed. The manual includes some useful tips on how to keep students safe and to make their experiences more meaningful.

PART VII. Student Awards/Honors

Students won more than 100 awards in national, regional and state journalism and communications contests. A consolidated list:

National Awards

- Daily Mississippian cartoonist Jake Thrasher won the national Society of Professional Journalists Mark of Excellence competition for a selection of three editorial cartoons.
- Lauren Layton won an Award of Excellence in the national Broadcast Education Association Festival of Media Arts short form video or film documentary category for Feeling the Music, about a sixth-grade pianist who is blind.
- A multimedia reporting team of – Marlee Crawford, Lana Ferguson, Abbie McIntosh, Italiana Anderson and Mackenzie Ross – placed in the Top 20 in the national Hearst competition, for their project about Oxford church members who traveled to Texas to help rebuild a church and community after Hurricane Harvey. The Harvey project also won awards in several regional contests.
- In the Society for News Design national college competition, several Meek School journalism and IMC students won awards for magazines and multimedia for their work on two projects. Marisa Morrissette won second place for digital storytelling for An Emerging Jewel, which resulted from a student and faculty international reporting trip to Sri Lanka. Mackenzie Morris was awarded third place for The Struggle for the Soul of Sri Lanka magazine cover, and she won third place for digital storytelling for the website from the Hurricane Harvey project.

Regional Awards

- At the Southeastern Journalism Conference in February 2018, Meek School students were named Grand Champions for their performance in on-site competitions. Fifteen students produced content under tight deadline pressure. SEJC has more than 40 member universities in seven southeastern states.
- Public relations students won a top award from the Southern Public Relations Federation for the “It Starts With Me(ek)” campaign designed to foster appreciation of diversity. A week of speakers, programs and communications encouraged inclusion and respect while rejecting stereotypes. The campaign was created and implemented by a team of 31

- students. In the intercommunications category, the campaign won a Lantern award, the highest of three levels awarded.
- In SEJC's Best of the South competition, which honored work produced in 2017, UM students won 17 awards, including first places for Meek School journalism and IMC students Abbie McIntosh in the television news reporting category and Thomas DeMartini and Austin Hille in the broadcast commercial category.
 - The Daily Mississippian won first place for best all-around daily newspaper and best affiliated website for theDMonline.com in the Society of Professional Journalists Region 12 Mark of Excellence competition. The SPJ region includes universities in Mississippi, Arkansas, Tennessee and Louisiana.
 - In the Louisiana-Mississippi Associated Press Contest, NewsWatch Ole Miss took home first place for its live newscast aired on Dec. 1, which focused on coverage of the NCAA sanctions announced that day.
 - Matthew Hendley and Joseph Katool were awarded first place in The Associated Press contest for their radio coverage of NCAA sanctions.
 - Other students who won first places in the AP and SEJC competitions: Devna Bose, two first-place awards, for feature writing and for arts and entertainment writing; Marlee Crawford, two first-place awards, for sports photography and for breaking news photography; Lana Ferguson, feature writing; Lauren Layton, online-digital feature videography; Jules Marcantonio, TV general news reporting; Alana Mitius, radio feature; Ethel Mwedziwendira, current events; Ariyl Onstott, online news reporting.

State Awards

In the Public Relations Association of Mississippi Prism contest, Meek School students won every award in the student competition. Rachel Anderson was named PRAM's 2017 Student of the Year. Hannah Picket won a Prism, the top award for student work. Eight students won Excellence and Merit awards.

Student Honors

- Brittany Brown won a \$10,000 Ed Bradley Scholarship from the Radio Television Digital News Association and is representing the school in the Carnegie-Knight News21 Initiative, which seeks to foster innovative multimedia reporting with top students from across the country.
- A record-tying four Meek School students were Taylor Medalists in 2018, the university's highest honor.
- Three of the 10 students inducted into the 2017-2018 University of Mississippi Hall of Fame are Meek School students. Since 2011, slightly more than 15 percent of all UM Hall of Fame winners have been enrolled in the Meek School, which consists of about 5 percent of Oxford undergraduates.