

6-1-2019

## Annual Report, 2018-19

University of Mississippi. School of Journalism and New Media

Will Norton Jr.  
*University of Mississippi*

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2018-2019

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# Annual Report

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SCHOOL OF JOURNALISM AND NEW MEDIA



Enrollment  
Trends

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Undergraduate  
Programs

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# EXECUTIVE SUMMARY

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In September 2018, at the request of our faculty and the school's founding donor and namesake, the donor name was removed from the school. Since that time, we have simply been the University of Mississippi School of Journalism and New Media. This transition presented many challenges throughout the year but it has not slowed our progress.

After several years of record growth, undergraduate enrollment continued to increase during the year but at a slower pace. Still, the 2018/19 academic year ended with more undergraduate students than ever. Enrollment held steady at the Master's level.

A major curriculum revision is in the works for the Bachelor of Arts in Journalism degree. This also affects the Bachelor of Science in Integrated Marketing Communications degree. Changes are expected to be implemented in fall of the 2020 academic year. They will offer a more experiential education. Additionally, more than 15 new courses and a specialization in Social Media were created in the past year.

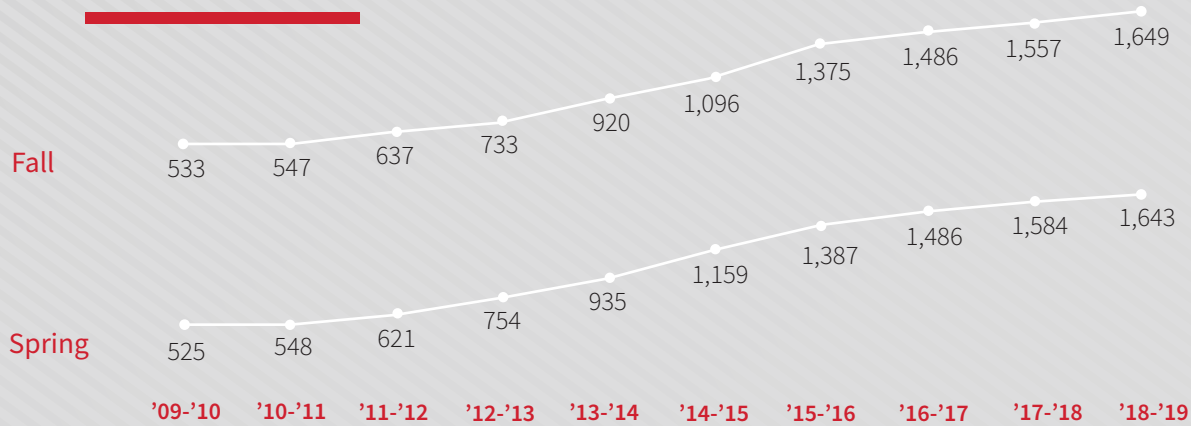
New areas of focus during the year: The debut of a new, completely online Master's degree in Integrated Marketing Communications (which complements the existing residential IMC Master's degree); efforts to offer this online Master's to employees of Ethiopian Airlines; and the operation and management of Hottytoddy.com, a news/entertainment web and social media learning laboratory for students.

Surveys of students consistently show more than 85 percent are satisfied or very satisfied with the programs. Students also continue to win prestigious national, regional and local awards for their work in journalism and integrated marketing communications.

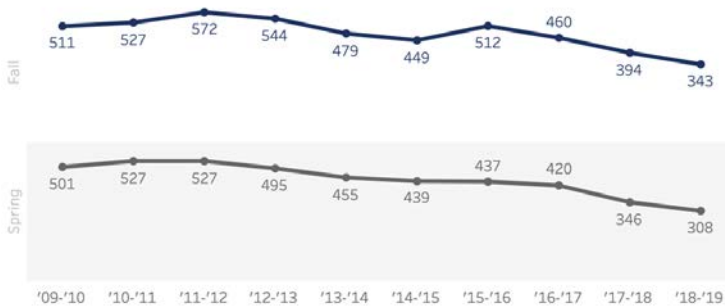
*Complete details and other highlights can be found in the following reports.*

# operations summary

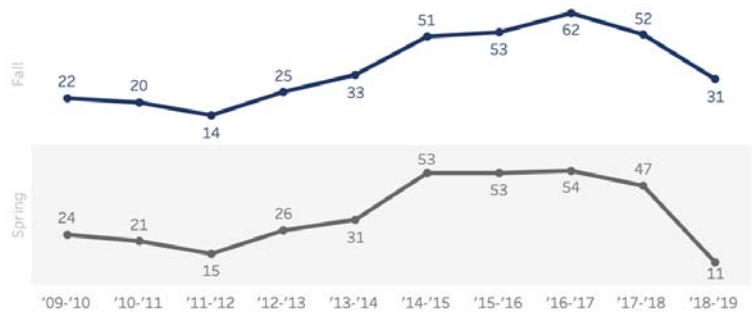
## OVERALL ENROLLMENT



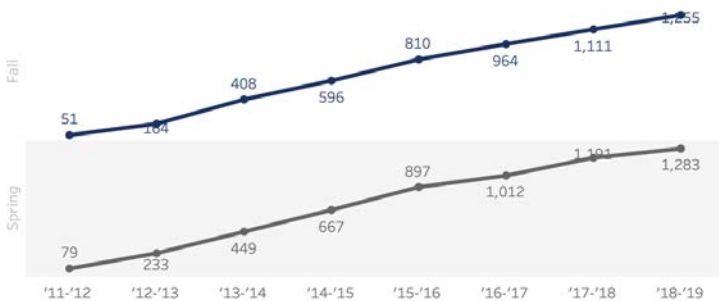
## BAJ Enrollment



## Master's in Journalism Enrollment



## BSIMC Enrollment



## Master's in IMC Enrollment



\*In 2018, IMC initiated its own graduate degree program instead of being a track within the journalism M.A. program.

\*Promotions at the end of the 18-19 academic year

The school continued to rely on adjunct faculty to lead both full semester courses and special topics courses within their areas of special expertise--37 were contracted to teach.

In September 2018, the school was offered the rights to operate Oxford-based news and entertainment website and social media platform Hottytoddy.com.

# ADMINISTRATION, FACULTY AND STAFF

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Administration of the School of Journalism and New Media comprises a cabinet. Members are the dean (Will Norton Jr.), an assistant dean for Student Media (Patricia Thompson), an assistant dean for partnerships and innovation (Deborah Wenger), an assistant dean for curriculum and assessment (Scott Fiene), and an assistant dean for student services (Jennifer Simmons).

## Faculty ranks include:

### Professor (7)

Will Norton Jr., Ph.D  
Samir Husni, Ph.D (also Hederman Lecturer,  
director of the Magazine Innovation Center)  
Joseph Atkins  
Nancy Dupont, Ph.D  
Deborah Wenger, Ph.D\*  
Kathleen Wickham, Ph.D  
Dr. Graham Bodie

### Associate Professor (8)

Scott Fiene  
Darren Sanefski  
Vanessa Gregory\*  
Charles Mitchell  
Cynthia Joyce  
Kristen Swain, Ph.D  
Mark Dolan, Ph.D  
Curtis Wilkie

### Assistant Professor (11)

Patricia Thompson  
Jason Cain, Ph.D  
Michael Fagans  
Iveta Imre, Ph.D  
Evangeline Ivy  
Robert Magee, Ph.D  
Darren Sanefski  
Chris Sparks  
Alysia Steele  
Chip Wade, Ph.D  
Zenebe Beyene, Ph.D (also director of  
international programs)

### Senior Lecturer (1)

Robin Street

### Instructional Associate Professors (1)

R.J. Morgan (also director of the Mississippi  
Scholastic Press Association)

### Instructional Assistant Professors (6)

John A. Baker  
Debbie Woodrick Hall  
Emily Bowen-Moore  
Ji Hoon Heo (Resignation proffered - end of the  
18-19 academic year)  
Patricia Overstreet-Miller  
John Michael Tonos

### \*Promotions at the end of the 18-19 academic year

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 37 people were contracted to teach per-course.

Staff positions in the school included an assistant dean for student services (Jennifer Simmons), an operations supervisor (Shannon Dixon), a videographer and AV inventory manager (Mykki Newton), administrative assistant (Sarah Griffith), a technology manager (Jack Lawton), academic advisor Rivers Myres and a ½ time designer (Hannah Vines). Accountant Judy Lynn Nesbit left the school at the end of the 18-19 academic year and the search is on for her replacement.

The Student Media Center staff included an assistant director/advertising and radio (Roy Frostenson), a broadcast engineer (Steven Miller), a media technology manager (Jared Senseman), an administrative assistant (Becky Walls), and an advertising designer (Hannah Vines).

In September 2018, the school acquired the rights to operate Oxford-based news and entertainment website and social media platform HottyToddy.com. Staff includes a program manager (Rachel West), publications editor (Anna Grace Usery), and reporters (Adam Brown, Talbert Toole, Alyssa Schnugg).

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## Accreditation

The School of Journalism and New Media undergraduate programs were reaccredited in May 2017 by the Accrediting Council on Education in Journalism and Mass Communications. The school is scheduled for a reaccreditation review in 2022-23.



### DEGREES CONFERRED

At the Spring 2019 commencement, **442 students were degree-eligible, up from approximately 360 the previous year.**

The total broke out as:

**343** *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.



### BUDGET

School of Journalism and New Media operations, excluding the S. Gale Denley Student Media Center, totaled \$5 million this year, an increase of 8.7% from \$4.6 million last year.

*The increase can be attributed to pay increases, new hires, technology costs, and enrollment increases.*

## Recruiting

The School continues to attract more nonresidents than residents, but is increasing its in-state efforts with a goal of achieving a more diverse student body.

### *Ongoing strategies 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 focus on recruiting among other duties.
- 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.

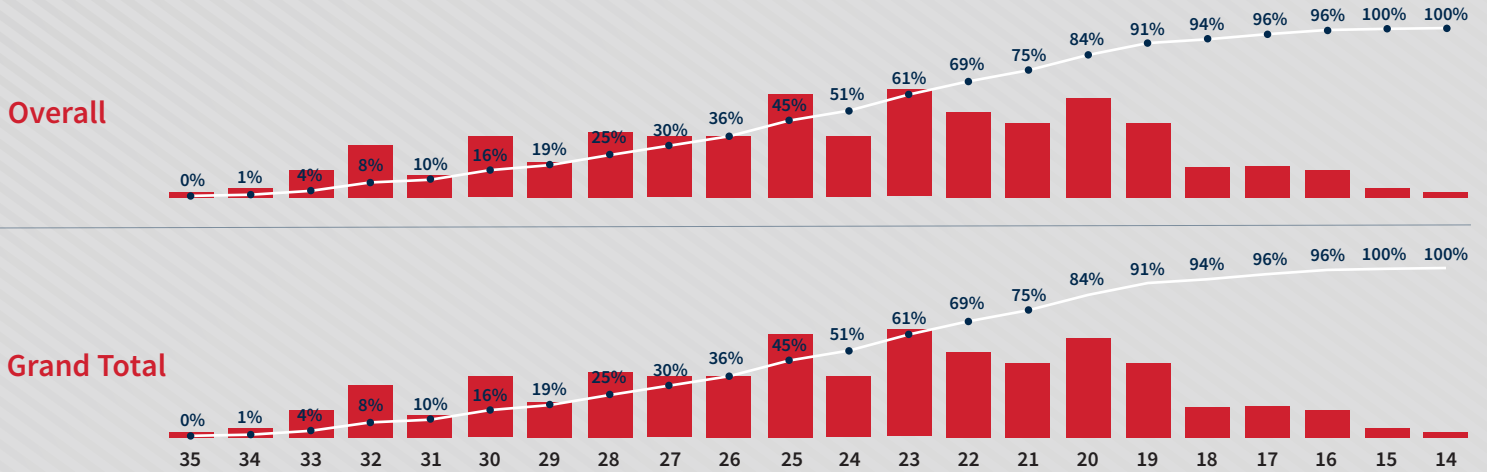
- Staffing two or three national scholastic press events each year.
- An innovation has been to partner with Grenada High and Oxford High Schools during the year to offer a university-level (and credit) Integrated Marketing Communications class.
- Employment of a director of international programs to 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\*

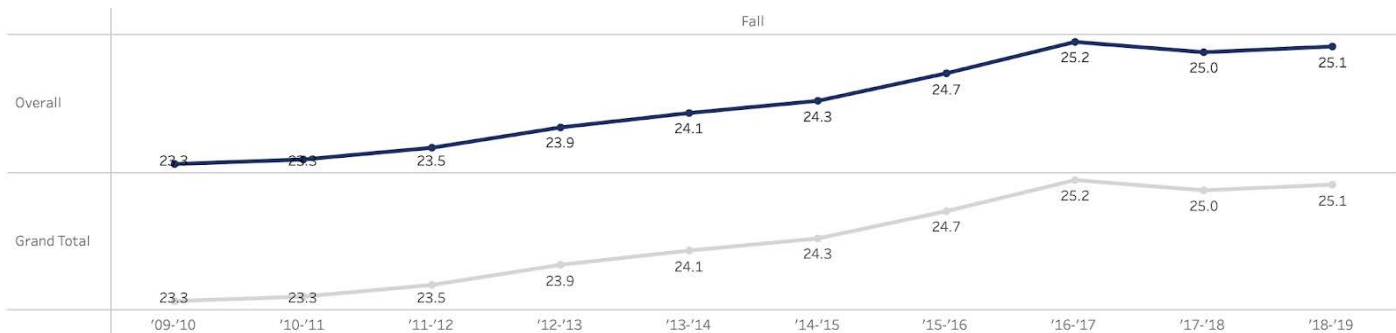
The university experienced a statistically insignificant uptick in freshman average ACT scores (25.1), while the School of Journalism and New Media experienced a slight decrease from 24.4 to 24.1. Nonresident freshmen were insignificantly higher (24.2) and resident freshmen trended lower (23.8) than nonresidents, but higher than last year's average (23.6). **The one-year changes were statistically insignificant.**

## Fall 2018

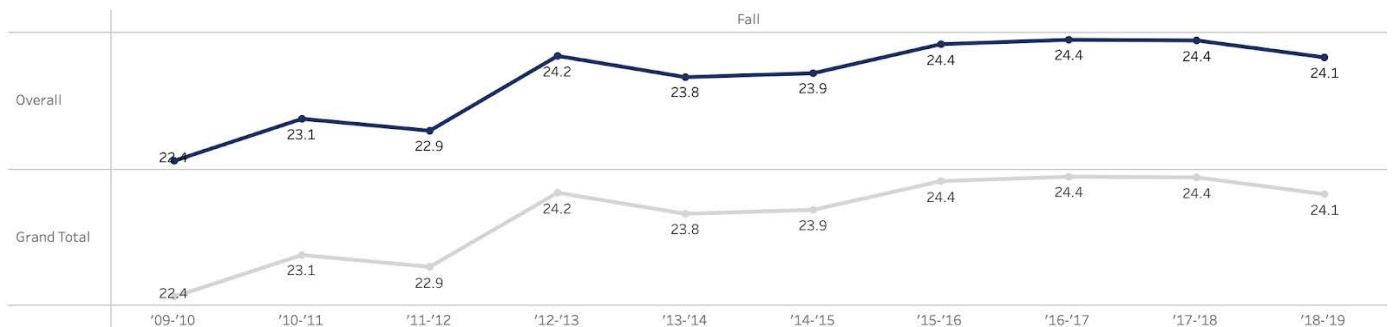
### ACT Distribution for School of Journalism and New Media



### UM Freshman Average ACT Scores

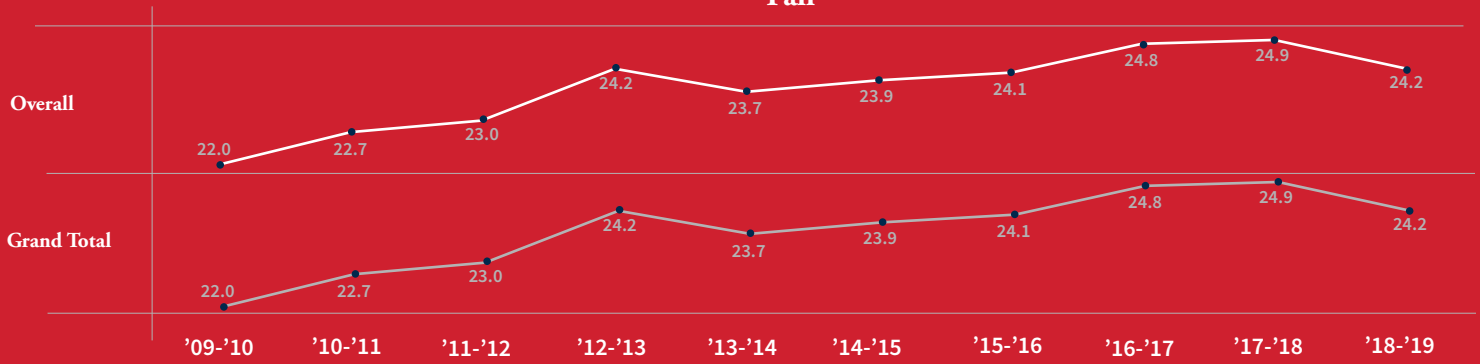


### School of Journalism and New Media Freshman Average ACT Scores (All)



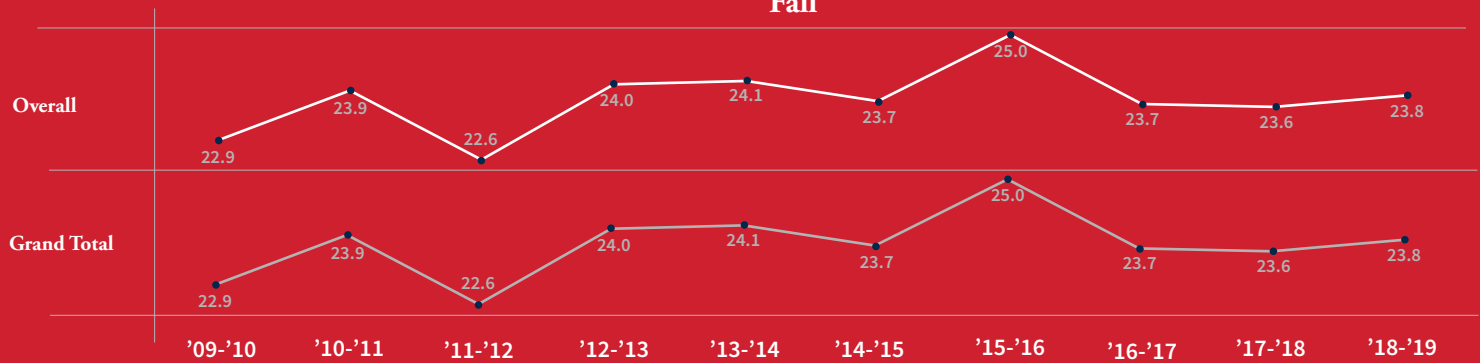
## School of Journalism and New Media Freshman Average ACT Scores (Nonresident)

Fall



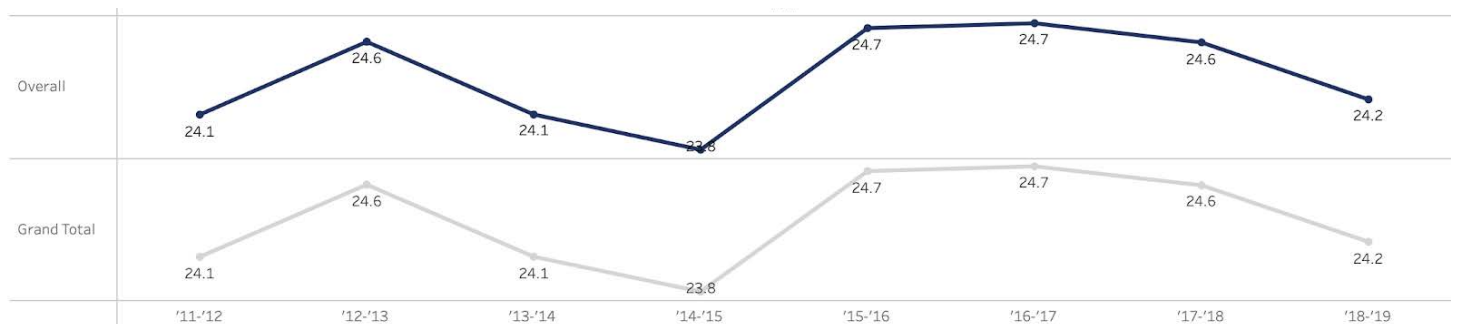
## School of Journalism and New Media Freshman Average ACT Scores (Resident)

Fall



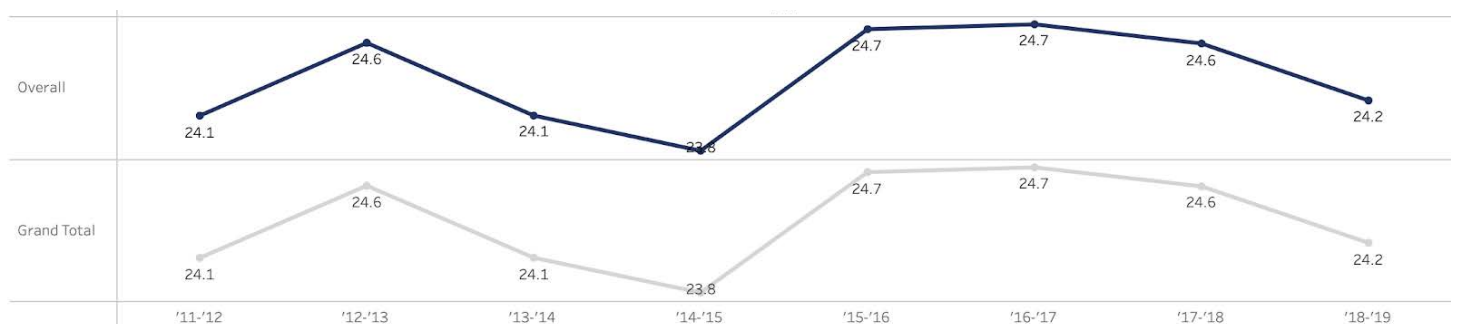
## BSIMC Freshman Average ACT

Fall



## BAJ Freshman Average ACT

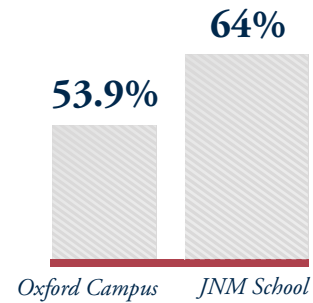
Fall



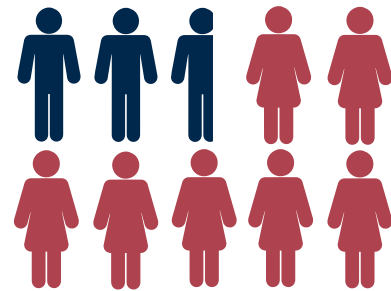


# DEMOGRAPHIC SUMMARY

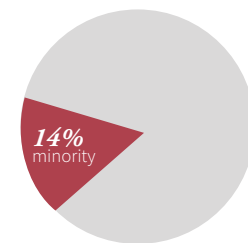
**RESIDENCY:** The School of Journalism and New Media is significantly higher in nonresidents (64 percent) than the Oxford campus (53.9 percent) with the highest percentage of nonresidents in the BSIMC program (66.1 percent).



**GENDER:** The percentage of female students in the School of Journalism and New Media is higher (72.7) percent than on the Oxford campus overall (55.1 percent). The percentage of female students in BSIMC (75.1 percent) and in BAJ (66.2 percent) are both well above campus averages although both are trending toward gender balance.



**DIVERSITY:** While minority enrollment moved insignificantly higher on the Oxford campus (23.6 percent) it trended lower in the BSIMC (11 percent) and BAJ (23.9 percent). Two factors bear on this: (1) The School of Journalism and New Media 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.



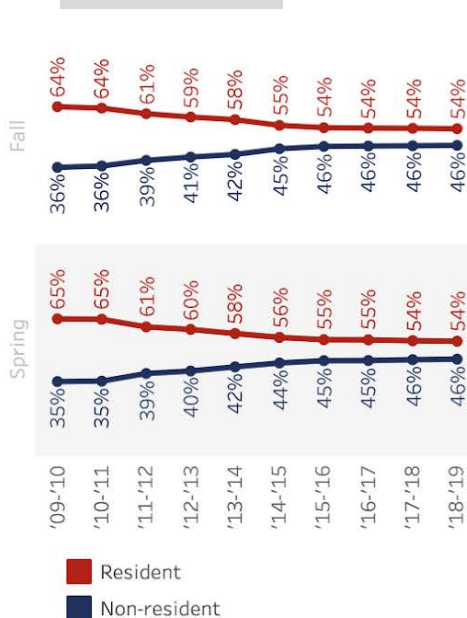
School of Journalism and New Media

## Oxford Campus Demographics (all students)

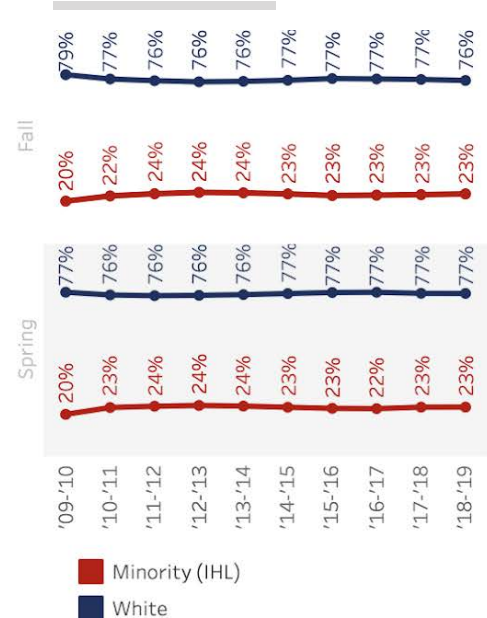
### BY GENDER



### BY RESIDENCY

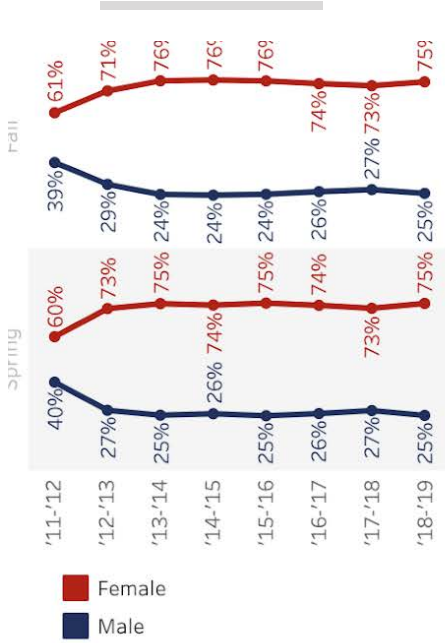


### BY MINORITY

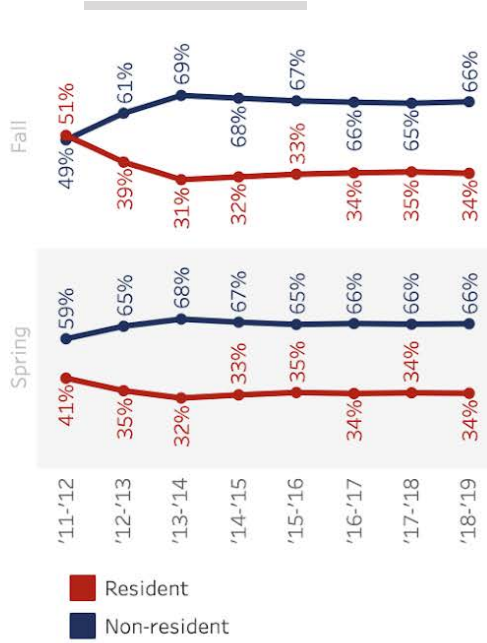


## BSIMC Demographics

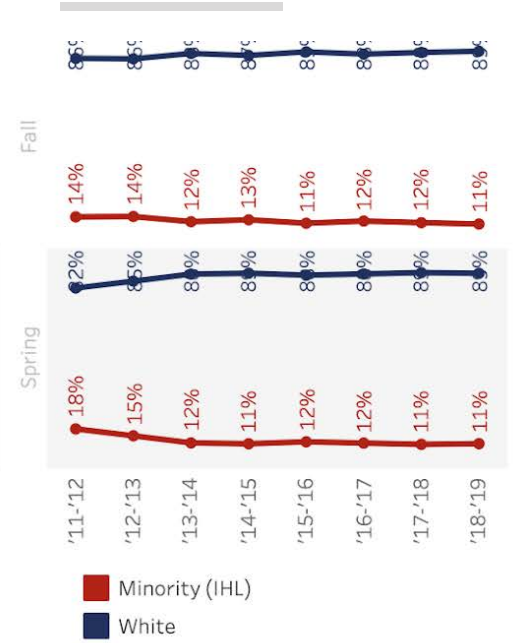
### BY GENDER



### BY RESIDENCY

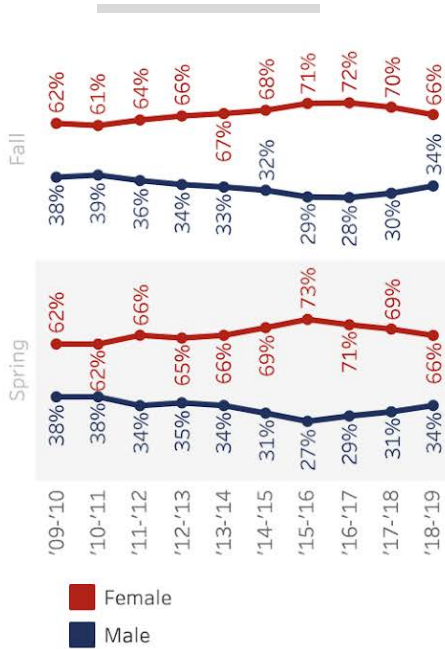


### BY MINORITY

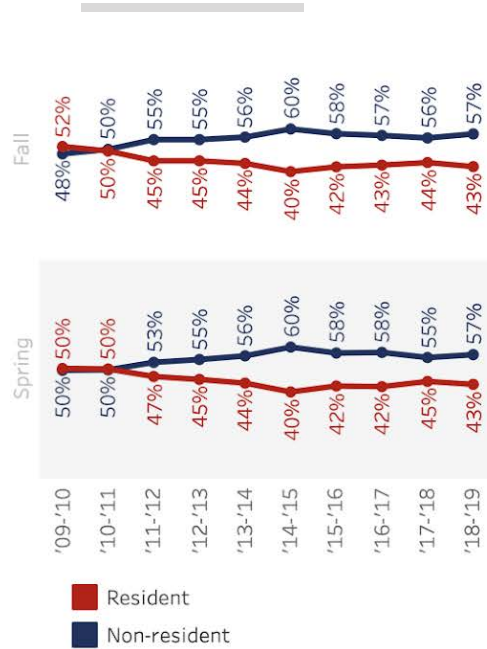


## BAJ Demographics

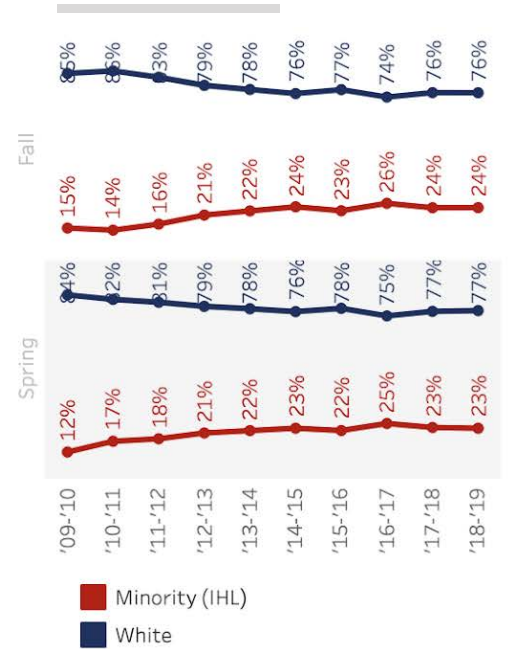
### BY GENDER



### BY RESIDENCY



### BY MINORITY



## ADDITION TO FARLEY/OVERBY

In a 2016 response to School enrollment growth, the Board of Trustees of Institutions of Higher Learning (IHL) allocated design funds for an additional building for 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 to create the design. A capital campaign committee is working on a fundraising initiative.

### Endowments/Scholarships

The founding quasi-endowment for the School of Journalism and New Media has matured sufficiently to provide stable annual enrichment funds in addition to 38 endowment funds that provide annual scholarships for students majoring in journalism and IMC. Tuition scholarship distributions were \$111,000 in 2017 and \$119,859.75 in 2018. The School of Journalism grants and endowments also are used to supplement Study USA, Study Abroad and internship opportunities for students. The Talbert Honors program will launch in Fall 2020 to provide intensive in-class and out-of-class opportunities for a select group of accomplished and highly motivated undergraduates.

over **\$119K**  
awarded in scholarships for 2018

### PLACEMENT: *Recent employment/internship/graduate school samples:*

#### INTERNSHIPS:

Chicken Salad Chick	Red Window Communication LLC
Delta Jewels Support Foundation	The Council of Insurance Agents and Brokers
Delta Magazine	The Mane Choice
Deynoodt Marketing	The National Journalism Center
ESPN	Total Production Services
IMG College	University of Mississippi School of Law
Lafayette County Literacy Council	Vaughn Designs
Lala letter LLC	Victory Academics
Mississippi Magazine	WISH LLC
Money Mouth Marketing	Wonderlust
NBC Dateline	
New York University	
Ole Miss Football	
One Fine Day Events	
Over the Mountain Journal	
Oxford Park Commission	



#### SAMPLING OF POST GRADUATION EMPLOYMENT

Atlanta Hawks Baseball  
Baltimore Sun  
Chalkbeat  
Daily Journal (Tupelo)  
FleishmanHillard Public Relations  
GEICO  
Jackson (TN) Sun  
New York Daily News  
Saxum Public Relations  
The Focus Group Agency  
The Hartford Courant  
The Thomas Collective

# IMC UNDERGRADUATE

## *Faculty*

In addition to 12 full-time IMC faculty members, several faculty from the Journalism program taught IMC courses. During the last academic year, 22 part-time adjunct instructors also taught. Four had not taught in the program previously.

## *Regional Campus Growth*

During the 2018-2019 school year, the IMC program at the regional campuses grew by almost 50 percent, from 26 students to 38. A Tupelo student became grade-eligible for a Truman Award. Progress continues in improving and enhancing the learning experience for regional students, and at least one more in-person class will be offered in fall 2019 for Southaven and Tupelo students.

## *Scholarship/Creative Activity*

IMC faculty published more than a dozen journal articles during the year in a wide variety of publications -- ranging from Journalism & Mass Communication Editor, Corporate Communications: An International Journal, and Journal of Language and Social Science to the International Journal of Listening, International Journal of Industrial Ergonomics and others. Additionally, 19 journal articles were written and are in various stages of review. Also, several books are under contract.

Faculty wrote papers and presented at 18 academic and industry conferences, from the Marketing Management Association, the National Communication Association, the International Communication Association, the International Listening Association and others.

Among the faculty awards were: The Southern States Communication Association awarded the Outstanding Scholar in Communication Theory Award to Graham Bodie, and the university awarded the Ally of the Year Award to Robin Street for contributing to the understanding of LGBT issues.

**The results of surveys each semester indicate that IMC students continue to rate the program highly. In spring 2019, 90 percent of the students said they were satisfied or very satisfied with the program, 86 percent said they would choose the degree again if they had a do-over, and 91 percent said they would recommend the program to others.**

## *Teaching and Curriculum*

The school's Curriculum Committee approved the following new courses: Introduction to Video Storytelling, Fashion Merchandising, Event Planning, Data Literacy, Global Brands, Commercial Photography and Collegiate Sports Promotion. The Agency Class is another new course that was taught as a pilot. In the course, students create and implement integrated marketing communications solutions for real clients in the community: The Algernon Sydney Sullivan Foundation, Blue Delta Jeans Company, Pizza TV, the Overby Center for Southern Journalism and Politics and others. A special topics course also was taught on real estate promotion, and it is hoped this will become a regular course offering in the future.

Hands-on, real-world experience is an important part of the IMC program. Some of the clients students worked with as part of the required IMC 455 Campaigns course last year were Create Foundation, Desoto Grace, BLDG Memphis, NewsMS, Tupelo United Way, Southaven Park District, Southaven Chamber of Commerce, University Communications, Mississippi Main Street Association, Mississippi Methodist Senior Services, University of Mississippi Law School and Ethiopian Airlines.

The results of surveys each semester indicate that IMC students continue to rate the program highly. In spring 2019, 90 percent of the students said they were satisfied or very satisfied with the program, 86 percent said they would choose the degree again, and 91 percent said they would recommend the program to others.

For the first time, the introductory IMC course (IMC 104) was taught as dual credit at the high school level. It will count as college credit if those students are later admitted to Ole Miss. The Grenada and Gulfport high schools were the first in Mississippi to follow this process.

Last summer, IMC faculty led a Study Abroad program to Dublin, Ireland. More than 40 students took IMC classes and connected with companies there. This coming summer, IMC and Journalism faculty are leading a Study Abroad trip with 49 students to Prague, Czech Republic. An IMC capstone campaigns course traveled to Addis Ababa, Ethiopia in February -- students met with executives at Ethiopian Airlines and learned about the nation and its culture.

Since its inception, the undergraduate IMC program has required students to minor in Business Administration. Last fall, the School of Business modified its minor to be a General Business minor.



*Students and Professors in Addis Ababa, Ethiopia in February*

# JOURNALISM UNDERGRADUATE

The journalism program made significant progress this year on curriculum development. An ad hoc committee met multiple times in the fall semester, building on discussions from January 2018, which involved the full faculty. In January 2019, the committee shared its proposal with the full journalism faculty at a pre-semester workshop. After that discussion, journalism faculty met four more times as a group to discuss the proposal and once with the IMC faculty. Dozens of more informal one-on-one and small group discussions added to faculty perspectives. Thus, faculty will have a framework to build new courses and new emphases with a goal of getting curriculum committee and university approval in time for the fall 2020 catalog.

*With the new curriculum, journalism faculty believe the school can attract more top students to the program and offer them a more experiential education.*

## Teaching and Curriculum

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

- Students traveled with faculty on reporting trips to Atlantic City to cover two Ole Miss participants in the Miss America Pageant; they documented the aftermath of Hurricane Michael in Panama City, Florida; they traveled to Puerto Rico to look at hurricane recovery efforts; and they focused on Marks, Mississippi, to document rural life in America. Faculty involved included Pat Thompson, Iveta Imre, Ji Hoon Heo, Mark Dolan, John Baker and Tim Ivy.
- Lens Collective, an intense multimedia workshop organized by Alysia Steele, included 38 students and 15 faculty from eight universities. Students produced 12 projects to highlight Mississippi civil rights stories. One project placed in the Oxford Film Festival, and with that award came a PBS nationwide contract for distribution of the video. Also, nine projects were accepted in the Clarksdale Film Festival. A 48-Hour Documentary Festival, organized by alumnus Terry Ewert, resulted in the production of seven mini-docs, one of which won a statewide journalism competition.
- Mark K. Dolan's honors college class produced a series of profiles written from oral histories the students gathered from residents of the Mississippi State Veterans Home. The series became the magazine cover story for the spring edition of Circle & Square, published in conjunction with Samir Husni's Magazine Innovation Center.
- Iveta Imre led a team of students to produce the Broadcast Education Association Festival of Media Arts in Las Vegas. The event is the highlight of the annual BEA conference, honoring the best of video storytelling.
- Although our students' many state, regional and national awards are listed elsewhere in this document, Joe Atkins and Curtis Wilkie are especially proud of student Jaz Brisack who is minoring in journalism and who is the recipient of a Rhodes scholarship. She has taken more than a half-dozen journalism courses and Atkins was the chair of her Honors thesis.



Several special learning opportunities are planned for the coming year, including a special topics course on media coverage of the White House with conservative columnist Peter Boyer and a course on editorial cartooning taught by Pulitzer-nominated cartoonist Marshall Ramsey.

New Journalism courses that were approved by the school's Curriculum Committee include Social Media and Society, Sports Announcing, Podcasting, Writing with Voice, Cultural Reporting and Criticism and Documentary and Social Issues.

## Scholarship/Creativity Activity

### Faculty production included:

Several books in progress or completed: Deb Wenger completed the 4th edition of her book, *Advancing the Story: Quality Journalism in a Digital World*. Alysia Steele completed a book proposal and secured an agent for *COTTON: Voices in the Field*, and Joe Atkins is under contract with the University Press of Kentucky for *Harry Dean Stanton: Hollywood's Lone Drifter*, with plans to publish as early as Spring 2020. Mark K. Dolan began a 10,000-mile southern odyssey collecting oral histories for a book entitled, *Being in Place*. The book combines narratives and photographs of 50 people who show a deep and abiding commitment to living in the places where they reside.

Zenebe Beyene published *From an Emperor to the Derg and Beyond: Examining the Intersection of Music and Politics in Ethiopia*, In Uche Onyebadi's (ed.) "Music and Messaging in the African Political Arena." IGI Global. (2019)

Kathleen Wickham notes that her article, *Eyes on the Prize I: Henry Hampton's pre-production school sessions and the role of the media in the civil rights movement*, was accepted for publication by *American Journalism*.

Kristen Swain received grants from UM's new Flagship Constellations to support three research projects: "Safe Sex Learning through Reflection and Storytelling," "Communicating about Carbon Capture, Utilization and Storage innovations to Policymakers and the Public," and "Combatting Health-Oriented Disinformation (CHORD)."

Jie Hoon Heo served as technical editor and director of photography for a documentary that ran on MPB called "Griot Grit".

## Service/Faculty Leadership

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

Kathleen Wickham served as Chair of the Americas/ Chair of Humanities and Social Sciences at the University of Rennes 2, Rennes, Brittany, during a Spring 2019 sabbatical.

Nancy Dupont was elected to be Interest Division Representative to the Board of the Broadcast Education Association.

Under the leadership of R.J. Morgan, the Mississippi Scholastic Press Association grew to an all-time high of 110 member publications after setting a record at 99 last year.

Pat Thompson was honored as Educator of the Year by the Southeast Journalism Conference, whose members include more than 40 universities in 7 southeastern U.S. states.



*Professor Alysia Steele (left) receiving the Vicki Mahan Ally of the Year Award*

## Looking Ahead

In the coming year, we will focus on:

- Emphasizing recruitment of top students through our newly created Talbert Fellows program and other initiatives.
- Developing the course descriptions and materials necessary to implement our revised curriculum.
- Providing new experiential learning opportunities for our students.

# MASTERS PROGRAMS

## *Teaching and Curriculum*

The graduate program has offered a single degree, the M.A. in Journalism, that comprised three tracks: a traditional academic track, a professional journalism track, and the integrated marketing communication (IMC) track.

### **M.S. IN INTEGRATED MARKETING COMMUNICATION**

During the 2017-2018 year, the IMC track became a fully operational and separate graduate degree program: the M.S. in Integrated Marketing Communications.

This professional master's degree began Fall 2018 and is offered in two formats, as a residential program and as a fully online program, becoming the first fully online degree program of the School of Journalism and New Media.

Also significant is that the university has designated the M.S. in IMC a STEM degree. The M.S. in IMC focuses on applied behavioral science, coupled with creativity and hands-on research skills.

In Fall 2018, 10 students began the online program, and 18 students began the residential program. The residential program accepts approximately 16-18 students each, but enrollment in the online program is expected to increase.

Two core courses, IMC 504 and IMC 505, were dropped from the list of required graduate courses. 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.

The IMC graduate course curriculum was revised to bring order to course names, designators, and/or descriptions so that prospective students could more easily understand the curriculum. The new system of course names and numbers will be implemented in the academic year that begins Fall 2019.

### **M.A. IN JOURNALISM**

In the Spring 2019 semester, 11 students enrolled in the journalism graduate tracks, including six in the Professional Master's track and five in the Academic track. One student in the Professional Master's track graduated in May 2019, and another student is expected to graduate in the summer of 2019. The other nine students will continue their studies in the Fall 2019 semester. In 2018, the program reported eight students in the Professional Master's track and five in the Academic track.

Several recent graduates of the School's graduate journalism program will continue their studies. One is entering law school at the University of Florida, and two are seeking a Ph.D. (one at the University of Maryland, one at Wayne State University).

Eight students have been accepted into the program for Fall 2019, at least five of whom will be in the Professional Master's track. One incoming graduate student is a visiting scholar-graduate student from Germany. One of the accepted students is a Fulbright Scholar, and two of the new students are from Bangladesh.



### ***Student Awards/Recognition:***

*Several recent graduates of the School's graduate journalism program will continue their studies, including:*

- Jacqueline Schlick (Professional Master's track, 2019), entering law school, University of Florida
- Mahfuzul Haque (Academic track, 2018), seeking Ph.D., University of Maryland
- Khadimul Islam (Academic track, 2018), seeking Ph.D., Wayne State University

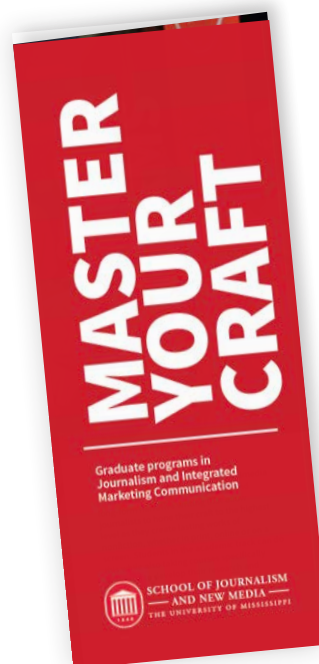
Current Professional Master's track student Madelyn Johnson's article on college student mental health appeared in the Sunday Opinion-Editorial Page of the June 3, 2019, edition of the Jackson, Mississippi, Clarion Ledger. This article was a product of her work in her Journalism 668/ Narrative Journalism course in the Spring 2019 semester.

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## Looking Ahead

Recruitment efforts continue to expand both the Professional Master's and Academic tracks. Recent recruitment efforts include the following:

- On Feb. 7, 2019, a meeting with undergraduate seniors who may be interested in graduate school. At least two students expressed strong interest in journalism graduate studies.
  - On Feb. 8, 2019, the university hosted a Graduate Expo, with four students, all African American, expressing interest in journalism graduate studies.
  - A new and updated brochure on the school's Professional Master's and Academic tracks was published this year, and a new and updated description of the graduate program was added to the school's web site.
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### GRADUATE STUDENT SATISFACTION

Graduating students rated their experience in the graduate programs (i.e., academic journalism, professional journalism, and IMC) favorably relative to the university average. The data are from the 2017-1018 year.

*Students indicated (on a five-point scale) that they:*

- acquired technical and research skills in my discipline necessary for success:

**4.7** (vs. 4.5 university average)

- obtained the knowledge base necessary for success in my field:

**4.6** (vs. 4.5)

- developed the ability to communicate effectively:

**4.6** (vs. 4.5)

- felt that my advisor was available and helpful to me:

**4.9** (vs. 4.2)

Responses on other items were similarly favorable.



# STUDENT MEDIA CENTER

The Daily Mississippian, NewsWatch Ole Miss, The Ole Miss yearbook, Rebel Radio - devoted more of their resources in 2018-2019 to their websites and social media, creating new job titles and duties.

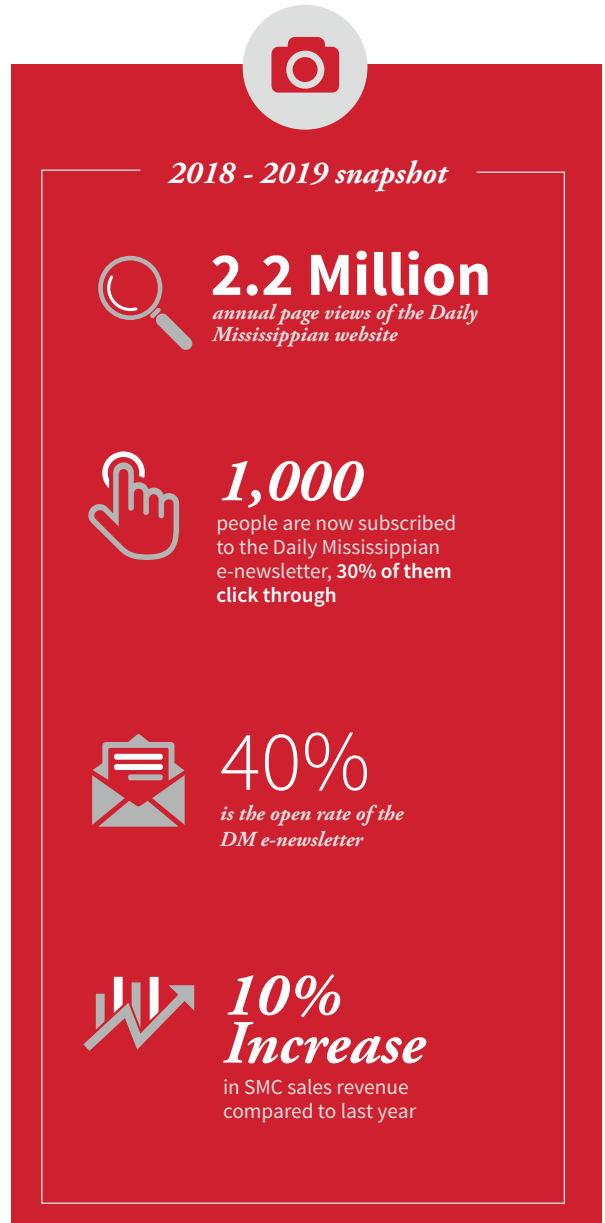
The website of The Daily Mississippian drew 2.2 million page views – an increase of 200,000 compared to the same period last year. The Daily Mississippian electronic newsletter, launched in 2018, grew to 1,000 subscribers and picked up an advertiser. The newsletter open rate is more than 40 percent, and the click-through rate is almost 30 percent – percentages that are more than twice the industry standards. The Daily Mississippian is successfully transitioning to a “digital first” mentality, and for the first time, was staffed during May and early June to provide daily website and social media content after the academic year ended.

A key mission of the SMC is to help its more than 150 students learn and practice skills they need to get jobs. NewsWatch produced more live shots and correspondent packages. A major HD equipment upgrade for NewsWatch is taking place in summer 2019. In addition to its cable TV broadcast, the newscast is livestreamed on Hottytoddy.com, and the NewsWatch student staff is active on social media. Radio offered students more play-by-play sports broadcasting opportunities for soccer and softball games. More podcasts were aired and posted.

SMC sales revenue increased more than 10 percent compared to last year. Several special advertising sections were particularly successful, and the sales team launched a partnership with a company that provides national advertising.

Student managers collaborated on a multi-platform project in spring 2019: They organized, hosted and moderated a debate for students vying to lead the Associated Student Body (ASB). It was a campus engagement project that led to increased voting in the election and built on the SMC’s public service and community forum missions. Also in keeping with that mission, The Daily Mississippian staff produced several special reports about issues of race and inclusion on campus. All platforms did an admirable job documenting an unusually busy year for local news, including a chancellor resignation, protests and counter-protests, statue relocation recommendations and a controversial proposed city ordinance for downtown Oxford. As noted in the awards section of this report, The Daily Mississippian, NewsWatch Ole Miss and Rebel Radio all were honored with first-place awards for best newspaper, best television newscast and best radio newscast in contests.

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# HOTTYTODDY.COM

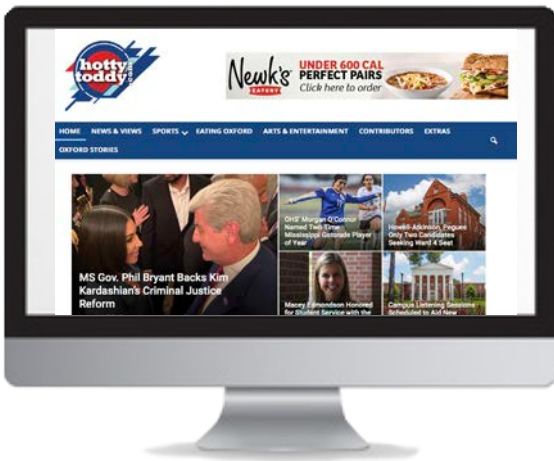
In September 2018, the school was provided the rights to operate HottyToddy.com, a news and entertainment digital platform providing content of interest to the Oxford, Lafayette and University communities. It serves as a learning laboratory for both IMC and Journalism students and is a place where students, faculty and the community have an opportunity to publish.

Since September, Hottytoddy.com has published more than 400 student stories. Content is derived from classes and includes personality profiles, feature articles and business news. In addition, students have created a variety of other digital content including blog posts, videos, podcasts and more. In the spring semester, HottyToddy.com offered nine internships, with each intern focused on either news reporting, feature writing, photography, social media, sports or sales while earning 2-3 hours of academic credit and working 100-150 hours during the term.

A team of three staff reporters and an editor also report and provide content for the site.

HottyToddy.com averages about 250,000 page views a month. Social media accounts include Facebook (with 83,600 followers), Twitter (13,400 followers) and Instagram (19,300 followers). Additionally, a daily email blast is sent to more than 10,000 subscribers. Since arriving on campus, Hottytoddy.com readership has increased among 18-24-year-old readers by more than six percent and the Instagram page has doubled in followers.

Starting in fall 2019, plans call for 22 interns and more than 10 courses to be involved in providing content for Hottytoddy.com.



## 2018 - 2019 snapshot



over  
**400**  
student stories  
published since  
September



**250K**  
average page  
views per month



**6%**  
growth in 18  
-to-24-year-old  
readership



**116K**  
combined social  
media followers

# INTERNATIONAL OUTREACH

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*Since last year's report, a lot has been done in the International Programs office. Below are the highlights of the activities:*

First, the launching of the planned online graduate degree in IMC has experienced a major challenge. Ole Miss requested an approval from the Ethiopian Government side to offer the program in Ethiopia, and after 4-6 months of delay, coupled with a lot of shuttle diplomacy, the school is on the verge of securing approval. We are working on an operational agreement. It includes cost, duration of the collaboration, copyrights, etc. We are hoping to launch the program in August 2019.

The pending UM-Tampere University partnership agreement has been approved and signed.

Partnership agreements with Daily Chatter and The Media Line have been approved and signed. While the former gives our students access to daily news briefing around the world, the latter provides students with internships. Daily Chatter, an international daily email newsletter focusing exclusively on important global issues, offers free subscriptions to our students.



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The office also organized a global communication day on Sept. 20, 2018 to raise awareness among our students of the benefits of international travel and study abroad. The office also hosted several international guests. The office prepared a manual for administering Study Abroad programs.

The School's Journalism Graduate Program continues to be attractive to international students. Two of the eight students accepted for the Fall 2019 semester are from Bangladesh, one is from Egypt, and one is a visiting graduate student from Germany. Three of the current graduate students are from Bangladesh. Two recently graduated students in the program, also from Bangladesh, are now pursuing their doctorates at other universities in the United States.

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# STUDENT AWARDS

*University of Mississippi students were honored for their work in national, regional and state journalism and communications contests. Here are the highlights:*

## *National Awards*

- Junior Madison Scarpino won first place in the national Society of Professional Journalists competition in the television breaking news category for her package for NewsWatch Ole Miss about reaction to a controversial Facebook post.
- Senior Ariel Cobbert was named a finalist in the national Society of Professional Journalists competition in the breaking news photography category for a photo published in The Daily Mississippian from the march in Memphis commemorating the 50th anniversary of the assassination of Martin Luther King Jr. SPJ picks only one winner and up to two finalists in each category.
- Senior Brittany Brown was one of the students selected for the “Hate in America” Carnegie-Knight News21 multimedia reporting initiative at Arizona State University. The documentary she and other students produced won several national awards: The Robert F. Kennedy Journalism Award for best college project; first place in the long-form video or film documentary category of the Broadcast Education Association Festival of Media Arts; and the Editor & Publisher EPPY Award for best university or documentary feature.
- Senior Abbie McIntosh received an Award of Excellence in the national Broadcast Education Association television hard news category for a package about UM alumni Ole in Florida dealing with the aftermath of Hurricane Michael.
- Several students placed in the national Hearst Journalism Awards competition. Senior Victoria Hosey placed in the Top 20 in the radio news/feature category for packages that aired on Rebel Radio. Abbie McIntosh placed in the Top 20 in the television features category, and Ariel Cobbert won 21st place in the photojournalism news and features category.
- Graduate student Mahfuzul Haque was a finalist in the Planet Forward Storyfest competition for his feature on innovative water crisis solutions in Bangladesh.
- In the national Associated Collegiate Press contest, a team of students - Italiana Anderson, Lana Ferguson, Victoria Hosey, Abbie McIntosh, McKenzie Ross - were honored with first place in the multimedia feature category for their project about Oxford church members helping a Texas church and community rebuild after Hurricane Harvey.
- School of Journalism and New Media freshman Grace Marion received the Hefner First Amendment Award for her work in high school fighting against school censorship as editor of her student newspaper as it investigated the school’s handling of sexual harassment and assault complaints records.



*Senior Brittany Brown with her first place award at the BEA Festival*

## *Regional Awards*

Students won first-place awards in two competitions sponsored by the Southeast Journalism Conference, which has more than 40 member universities in seven southeastern states. A team of public relations students - seniors Hayden Benge, Davis Roberts and Hailey McKee - won first place in the public relations on-site competition. at the Southeast Journalism Conference. Sophomore Matthew Hendley won first place in the onsite television anchoring competition, and junior Madison Scarpino was named best TV hard news reporter in the Best of the South contest.

The Daily Mississippian and NewsWatch Ole Miss received first place in the Society of Professional Journalists Region 12 Mark of Excellence contest for best all-around daily newspaper and best television newscast. SPJ Region 12 SPJ includes universities in Mississippi, Arkansas, Tennessee and Louisiana.

The team of students who won first place in the national ACP contest for their Hurricane Harvey project also won first place in the Society of Professional Journalists Region 12 Mark of Excellence contest best use of multimedia category.

The Daily Mississippian and Rebel Radio received first place in the Louisiana-Mississippi Associated Press Contest in general excellence for newspapers and general excellence for radio stations. NewsWatch Ole Miss received first place for best newscast.

Billy Schuerman received two first-place awards for spot news photo and sports photo for his photographs published in The Daily Mississippian and won the prestigious Best of Show award.

Other students who won first places in the AP and SPJ regional competitions include: Victoria Hosey, two first-place awards for radio reporting and radio continuing coverage; Tyler Hayes, radio sports story; Andranita Williams, radio feature story; DeAndria Turner, radio news story; Abbie McIntosh, TV reporting; Alec Keyzer-Andre, Sam Gray and Gracie Snyder, TV documentary; Ariel Cobbert, breaking news photography; Madison Scarpino, television breaking news; Lasherica Thornton, breaking news reporting.

## *State Awards*

Public relations students swept the awards in the Public Relations Association of Mississippi (PRAM) student competition. They won 16 of the 19 awards presented for public relations projects in the state. Four students received Excellence awards and 12 received Merit awards. In addition, IMC senior Davis Roberts was named Outstanding PR Student in Mississippi.

*School of Journalism and New Media students won numerous other awards, including for a student magazine, newspaper editorials, online reporting and graphic design.*