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## Annual Report, 2019-20

University of Mississippi. School of Journalism and New Media.

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*Ole Miss.*

School of  
**Journalism  
and New Media**

2019-2020

# ANNUAL REPORT



114 FARLEY HALL P.O. BOX 1848  
UNIVERSITY, MS 38677

- **Goals**
- **Key Highlights**
- **Accomplishments**
- **Personnel Changes**
- **Student Awards**

# INTRODUCTION

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Founded as a department in 1947, the School of Journalism and New Media was established July 1, 2009. Originally offering a Bachelor of Arts in Journalism only, the school added a Bachelor of Science in Integrated Marketing Communication in 2011. This innovative and unique program has helped the school nearly triple in size to approximately 1500 majors in the 2019-2020 academic year.

## Vision, Mission and Goals

*The mission of the School of Journalism and New Media is to lead and excel in the education of a diverse body of students in journalism and integrated marketing communications. Grounded in truth, freedom of expression, responsibility and integrity, the faculty and staff will:*

- 1. Prepare students to succeed in an ever-changing, integrated and global media landscape.*
- 2. Encourage research and creative work to add to the body of knowledge and to serve the journalism and communication professions.*



SCHOOL OF JOURNALISM AND NEW MEDIA

1947

# GOALS

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## 1 IMPROVE Recruitment and Retention *of Students*

The school has recently expanded its recruitment team to leverage the expertise of our IMC faculty and apply a more strategic and data-driven focus to our efforts. In addition, we've hired an assistant dean for graduate programs, Dr. Marquita Smith, who will focus on growing our graduate programs and who will offer her insights on best practices in recruiting and retaining diverse students at the undergraduate and graduate levels.

## 2 DEVELOP *more* Experiential Learning Opportunities *for Our Students*

The Student Media Center has long helped students hone their media skills and HottyToddy.com provides a second learning lab. For next year, we have implemented new initiatives for HottyToddy.com that should expand the role of students and increase revenue. In addition, we will welcome the first cohort of Talbert Fellows, a group of students who are expected to become top media practitioners, and we will continue our very successful Study Abroad and field reporting programs.

## *Key Highlights*

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### THE SCHOOL MADE STRIDES IN A NUMBER OF KEY AREAS THIS YEAR:

- Developed an updated and more flexible journalism curriculum;
- Enrolled the first cohort of 25 Ethiopian Airlines employees into the M.S. in IMC and recruited a record-breaking number of graduate students overall;
- Created Talbert Fellows, a new program designed to attract top student talent;
- Hired a new assistant dean for graduate programs to expand recruitment efforts;
- Attracted and/or realized more than \$550,000 in donations;
- Earned more than 75 student awards in national, regional and state journalism and communications contests; and
- Supported diverse programming including the Lens Collective, the ACT magazine conference and the Mississippi Scholastic Press Association annual conference among other events.

# IMPORTANT ACCOMPLISHMENTS

*Some of the School's most important accomplishments for 2019-2020 include:*



OLE MISS IN ETHIOPIA

## **NEW JOURNALISM CURRICULUM**

The School's faculty approved a new curriculum for the undergraduate journalism program. Launching in Fall 2020, students will choose from one of four new emphases: TV & video storytelling, multimedia news reporting, visual journalism or political and social justice reporting. Additionally, a new optional specialization was created in Fashion Promotion and Media – now one of seven other specializations which cater to student interests.

## **ETHIOPIAN AIRLINES PARTNERSHIP**

After nearly two years of developing a partnership with Ethiopian Airlines, the first cohort of airline employees began taking courses in the online IMC Master's program in January. These employees are leaders in the airline's global operation, and this new venture allows us to extend our program internationally. Twenty-five students began the 12-course sequence, and we hope to admit another cohort in January 2021. In addition, the School created a new graduate certificate in media leadership and graduate enrollment in the School overall is up approximately 90% for the coming year.



## DONATIONS AND SCHOLARSHIPS

Thanks to a gift from the estate of the late W.C. “Dub” Shoemaker, students in the School will continue to benefit from an in-depth reporting, capstone experience. In addition to his gift, new scholarship funds and other donations exceeded \$550,000 this academic year.

## NATIONAL AWARDS

Students in the School were recognized with a series of national awards, including several in the Society of Professional Journalist’s Mark of Excellence competition. Devna Bose won in online multimedia reporting for her project about the impact of Hurricane Maria on Puerto Ricans’ mental and emotional health, the Daily Mississippian’s website was a finalist for Best Affiliated Website and Will Stribling was a finalist for radio news reporting. In the national Hearst Journalism Awards competition, UM took eighth place in the Team Multimedia Competition/Digital News/Enterprise for their Hurricane Maria project and Madison Scarpino placed 12th in the TV news category. Samantha Henderson won the Mosaic Scholarship at the National Student Advertising Competition; the first time UM students have competed.



DEVNA BOSE REPORTING IN PUERTO RICO

## WEBSITE CHANGES

The School of Journalism and New Media’s website underwent revisions led by Graphic Designer Hannah Vines. Changes include additional pages for recruiting, a homepage re-design, and changes to website organization. HottyToddy.com’s website also got a new look.

## *Key Personnel Changes*

This was a year of personnel changes in the school – the most significant was that Will Norton, Jr., the School’s founding dean and tenured professor, resigned to join the faculty full-time and Assistant Dean Deb Wenger took on the interim role. Marquita Smith was hired as asst. dean for graduate programs and associate professor; Robin Street, senior lecturer, retired; Atish Baidya was hired as an associate director in the Student Media Center; Sarah Griffith was promoted to operations manager; Hannah Vines was promoted to Graphic Designer I; and Catherine Robinson was hired as the School’s accountant.

# FACULTY ACCOMPLISHMENTS

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## *Selected Accomplishments, Publications and Research by our faculty in 2019-2020*

### **BOOK/SCHOLARSHIP/CREATIVE WORK**

Joe Atkins, professor of journalism, has written the book “Harry Dean Stanton: Hollywood’s Zen Rebel” that will be published by the University Press of Kentucky on Nov. 1. It is the culmination of four years of research that took Atkins from Oxford to Hollywood to the foothills of Kentucky, as well as New York City and New Orleans.

Professor Graham Bodie, Ph.D, put the finishing touches on the “Handbook of Listening,” published by Wiley. Bodie said this resource is the first integrated account of the growing interdisciplinary field of listening. He said its publication marks an important turn in sustained academic focus on a skill we all need more of in our personal and professional lives.

Jason Cain, Ph.D., assistant professor of integrated marketing communications, said his manuscript “I’m the One: Social Media, Social Identity, and Elections” has been accepted for publication in the Online Journal of Communication and Media Technologies.

Nancy Dupont, Ph.D, professor of journalism, presented a paper in the Netherlands called “The Influence of the French Revolution on the First African American Press in the South,” presented at the Transnational Journalism History Conference, University of Groningen, the Netherlands.

Stephanie Goodwiller, adjunct instructor of media design, published “Effective Graphic Design” by Oxford University Press. Her co-authors are Darren Sanefski, associate professor and associate director of the Magazine Innovation Center, and Robert Magee, assistant professor and director of the graduate program in integrated marketing communications.

R.J. Morgan, Ph.D., instructional associate professor of journalism and director of the Mississippi Scholastic Press Association, successfully defended his dissertation, “The



Charger: A Case Study of Leadership Decisions and the Oxford High School Student Newspaper,” and earned a Ph.D.

As part of a Big Data Flagship Constellation seed grant, Kristen Alley Swain, Ph.D., associate professor of journalism, conducted a content analysis study about social media framing of misinformation about COVID-19 prevention and treatment. She collaborated with co-investigator Naeemul Hassan at the University of Maryland and students in her IMC 585 Health Communication class, graduate students in a JOUR 575 Media Ethics class, and two McNair Scholars.

Kathleen Wickham, Ph.D, professor of journalism, completed “Thinking of Home: Falkner House and Rowan Oak,” a 25-minute documentary that aired on Mississippi Public Broadcasting and WKNO, the PBS affiliate in New Orleans.

Curtis Wilkie, Overby Fellow and associate professor of journalism, completed his sixth book about the White Knights of the Mississippi Ku Klux Klan, a terrorist group that carried out the infamous murders of civil rights workers in Neshoba County in 1964, murdered civil rights leader Vernon Dahmer near Hattiesburg in 1966 and conducted a bombing campaign on synagogues and Jewish leaders in the state in the late 1960s. The book “When Evil Lived in Laurel” will be published next year by W.W. Norton.

## AWARDS AND HONORS

Zenebe Beyene, Ph.D., assistant professor and director of international programs, was invited to the Nobel Peace Prize Award Ceremony in Oslo, Norway. Dr. Beyene was asked to participate on a panel that discussed: “Ethiopia -- A Regional Peace Maker.”

Iveta Imre, Ph.D., assistant professor of journalism, helped students win a Silver Telly award in the Non-Broadcast Category of an international video and television festival in New York. The award recognized student work produced in Croatia in December 2019. The project was co-led by Interim Dean Deb Wenger, PhD. The students created an experimental newscast and a multimedia website, Zagreb Newslab.

Two projects by LaReeca Rucker, adjunct professor of journalism, received recognition. Her submission was selected as one of the Great Ideas in Teaching entries by the Association for Education in Journalism and Mass Communication Southeastern Colloquium. “Using Black Mirror in the Classroom” is about using a popular Netflix series about near future technology to discuss the ethics of social media and technology. Her case study about an experiential learning experiment with her Oxford Stories classes was selected for presentation at the Association for the Advancement of Computing in Education EdMedia + Innovate Learning 2020 online conference.

Chris Sparks, instructional assistant professor of integrated marketing communications, led a student team in the 2019 National Advertising Student Competition. One student won the District 7 American Advertising Federation scholarship for her essay on “First Amendment and Advertising.”

## TEACHING ACHIEVEMENTS

Brad Conaway, visiting professor of journalism instruction, created a new course, Jour 310: Social Media in Society, which is the foundation for the School’s social media specialization, which launched in Fall 2019.

Debbie Hall, instructional assistant professor of integrated marketing communications, was selected for the University’s Resilient Teaching

program, which helped prepare the School’s faculty for new course delivery methods made essential during the COVID-19 crisis.

Scott Fiene, assistant dean for curriculum and assessment and associate professor of integrated marketing communications, shepherded through the launch of the School’s fashion promotion specialization, which is starting with the Fall 2020 semester.



## Support Faculty SPOTLIGHT



**Claire Hick**

As CEO of Lingleaf Hospital, Claire Hick oversaw the hospital’s expansion this year adding 40% more beds. The publicity for the expansion was published in a national magazine, and the story was picked up on the AP wire as well as by TV stations across the state. The expanded units will treat military patients with PTSD and substance use disorders. Claire has been an adjunct for four years and received her undergraduate and graduate degrees from Ole Miss.



# STUDENT AWARDS

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DURING THE PAST YEAR, UNIVERSITY OF MISSISSIPPI STUDENTS RECEIVED MORE THAN 75 AWARDS IN NATIONAL, REGIONAL AND STATE JOURNALISM AND COMMUNICATIONS CONTESTS.

## NATIONAL AWARDS

- Devna Bose was named the first-place national winner of the Society of Professional Journalist's Mark of Excellence award for online multimedia reporting for her project about the impact of Hurricane Maria on Puerto Ricans' mental and emotional health.
- The Daily Mississippian's website – theDMonline.com - was a finalist for Best Affiliated Website in the national Society of Professional Journalists competition. SPJ picks one winner and two finalists in each category, so this means The Daily Mississippian website was selected as one of the Top 3 college media websites in the nation.
- Will Stribling was a finalist for radio news reporting, for "Emmett Till Memorial Rededicated" in the national Society of Professional Journalists competition.
- The Daily Mississippian won honorable mention in the national College Media Pinnacle Awards competition. The Daily Mississippian was recognized as one of the Top 4 daily student newspapers in the nation.
- In the national Hearst Journalism Awards competition, Devna Bose, Brittany Brown, Christian Johnson and Hayden Bengé won eighth place in the Team Multimedia Competition/Digital News/Enterprise for their project about the impact of Hurricane Maria on Puerto Rico. The project was produced by students in a multimedia reporting class.
- Madison Scarpino placed 12th in the national Hearst journalism contest in the TV news category for her entry of two packages from NewsWatch Ole Miss.
- Kerrigan Herret received an award of excellence from the Broadcast Education Association for student audio/specialty program/podcasts, for a podcast on serial killers and their victims that was produced in a class and broadcast on Rebel Radio.
- Samantha Henderson won the Mosaic Scholarship at the National Student Advertising Competition. This was the first time UM students competed (a team of 14).
- Billy Schuerman was a winner in the FUJIFILM Create Forever Students of Storytelling Contest.

## University Honors

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- The Taylor Medal is the university's highest academic honor. Five School of Journalism and New Media students received the Taylor Medal: Payten Coale, Caty Crawford, Ellie Greenberger, Elliott Klass, Daniel Payne.
- Seven students were honored with excellence awards at the University Honors ceremony: Lauren Conley, Savannah Day, Samantha Henderson, Andrew Newman, Daniel Payne (Lambda Sigma Award), Loidha Bautista and Sima Bwhomik.
- IMC major Jeffery Patton II was one of 10 students inducted into the UM Hall of Fame.

## REGIONAL AWARDS

- The Student Media Center placed first in best use of multimedia in the Society of Professional Journalists Region 12 Mark of Excellence competition for coverage of the hiring of the chancellor. The entry included content from several SMC platforms.
- The Daily Mississippian staff won first-place honors for best all-around non-daily student newspaper and best website in the SPJ Region 12 Mark of Excellence competition. The newspaper category is for papers published fewer than 4 days a week. The entry included three print newspapers published in 2019.
- NewsWatch Ole Miss was a finalist for best all-around newscast in the Society of Professional Journalists Region 12 Mark of Excellence competition.
- Students who won first places in the SPJ regional competitions were: Billy Schuerman, sports photography; Daniel Payne, Eliza Noe and Kenneth Niemeyer, general news reporting; Will Stribling, radio news reporting; Devna Bose, online news reporting.
- Seven other students were finalists in various categories in the Society of Professional Journalists Region 12 Mark of Excellence competition.
- UM students were named Grand Champions for their performance in onsite competitions at the Southeast Regional Journalism Conference, held in Hattiesburg in February 2020. UM students won a total of seven awards in the onsite competition, including first-place awards for Kenneth Niemeyer (news writing) and Madison Scarpino (TV anchoring); second-place awards for Griffin Neal (feature writing) and the public relations team of Sarah Biedermann, Karsyn King and Hannah Williamson; and third-place awards for Daniel Payne (design/page layout), Will Stribling (radio news reporting) and the TV reporting team of Matthew Hendley and Lydazja Turner.

- In the SEJC's Best of the South contest, which is for content published/aired from mid-November 2018 through mid-November 2019, first-place winners were Griffin Neal, Best Feature Writer; Will Stribling, Best Radio Journalist; Georgia Huddleston, Best Advertising Staff Member (advertising design); and Devna Bose, Best Multimedia Journalist, for her project on Puerto Rico emotional health after Hurricane Maria. Students also won 13 other Best of the South awards.
- The Daily Mississippian and Rebel Radio received first place in the Louisiana-Mississippi Associated Press contest for general excellence for newspapers and general excellence for radio stations.
- The Daily Mississippian also placed first in the Louisiana-Mississippi Associated Press Contest for best website, and best newspaper breaking news for its chancellor coverage.
- Other first-place AP awards: Billy Schuerman, spot news photos; Matthew Hendley, TV reporter; DeAndria Turner, radio news story and radio use of sound; and Hayden Wiggs, radio feature story. Hendley, Turner and The Daily Mississippian website also won Best of Show awards and cash prizes.

## STATE AWARDS

- Karsyn King was named Outstanding PR Student in the state by the Public Relations Association of Mississippi.



*Ole Miss.*

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MISSION**

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