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Annual Report, 2016-17

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

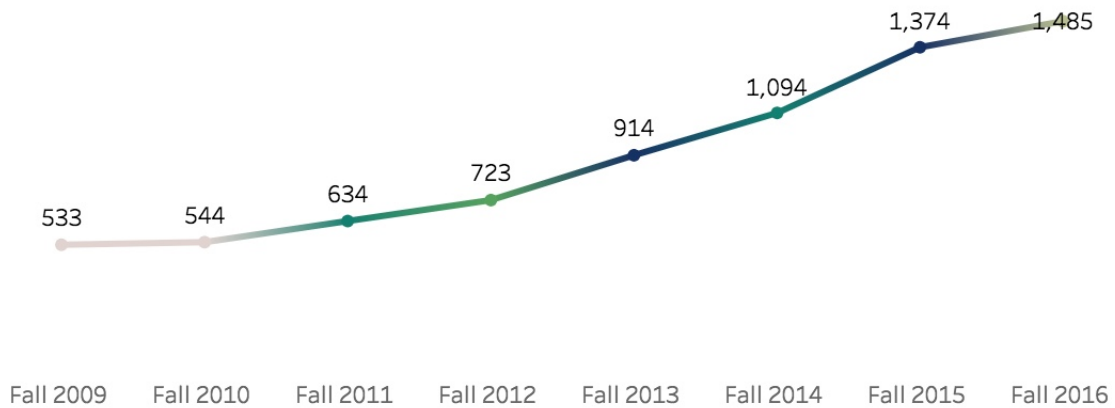
Annual Report Academic Year 2016-2017

Part 1: Operations Summary

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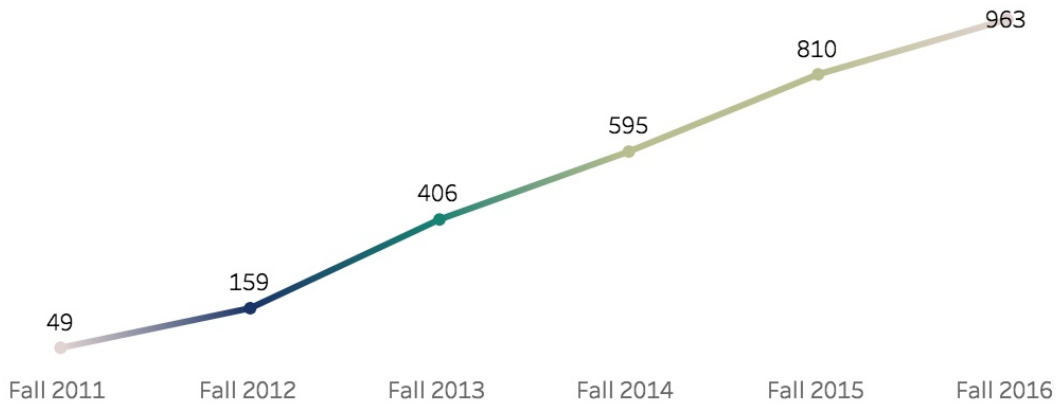
Meek School Overall

Overall Enrollment

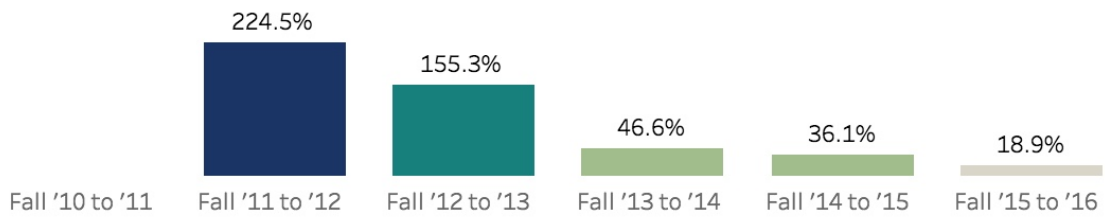


BSIMC

Overall Enrollment

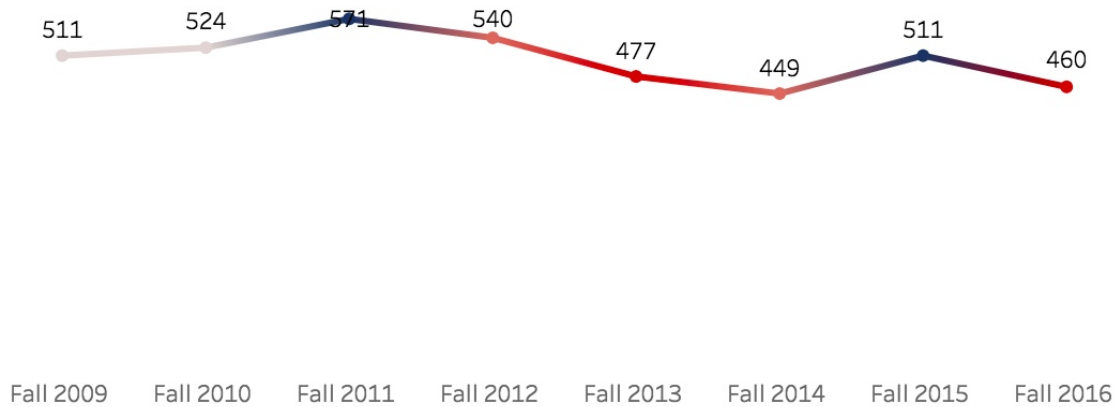


Difference from Previous Year



BAJ

Overall Enrollment



Difference from Previous Year



Administration, Faculty and Staff

Administration of the Meek School consists of a “cabinet.” Members are the dean and associate dean, the assistant dean for the Student Media Center, the heads of the undergraduate programs and the assistant dean for student services.

The Meek School has six (6) professors, five (5) associate professors, 10 tenure-track assistant professors, one (1) senior lecturer, eight (8) instructors and 30 support faculty. In addition to instructional duties, one professor serves as director of the Magazine Innovation Center and one instructor serves as director of the Mississippi Scholastic Press Association.

An assistant dean for student services, an operations supervisor, a videographer, a secretary/receptionist, a network administrator, an accountant (1/2 time) and a development officer form the staff for the school. The Student Media Center has a staff of an administrative assistant, an assistant director/advertising and radio; a broadcast engineer, a creative services manager and a temporary media technology manager.

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.

Courses Offered/Degrees Conferred

During the Fall term, the school offered 105 undergraduate course sections, an increase from 84 during Fall 2015.

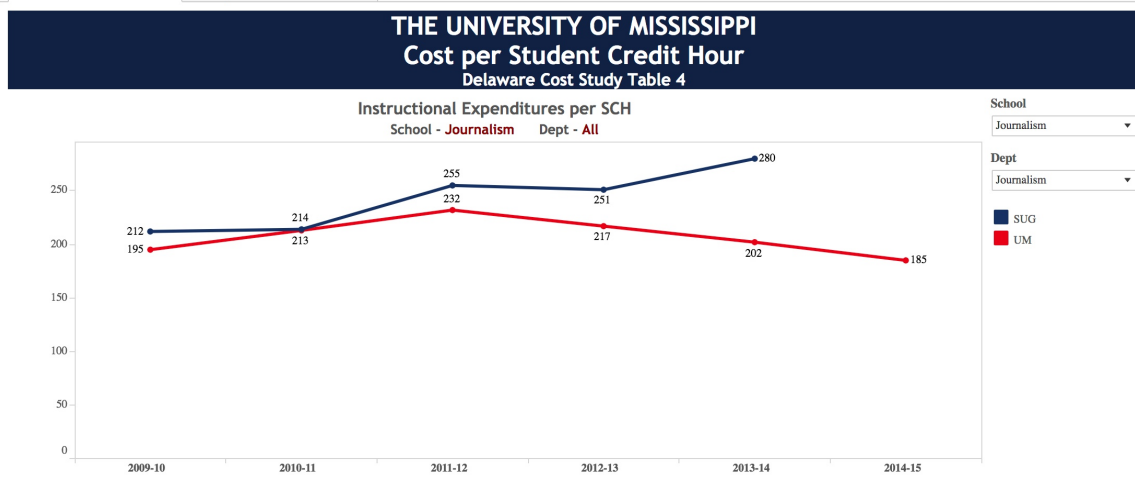
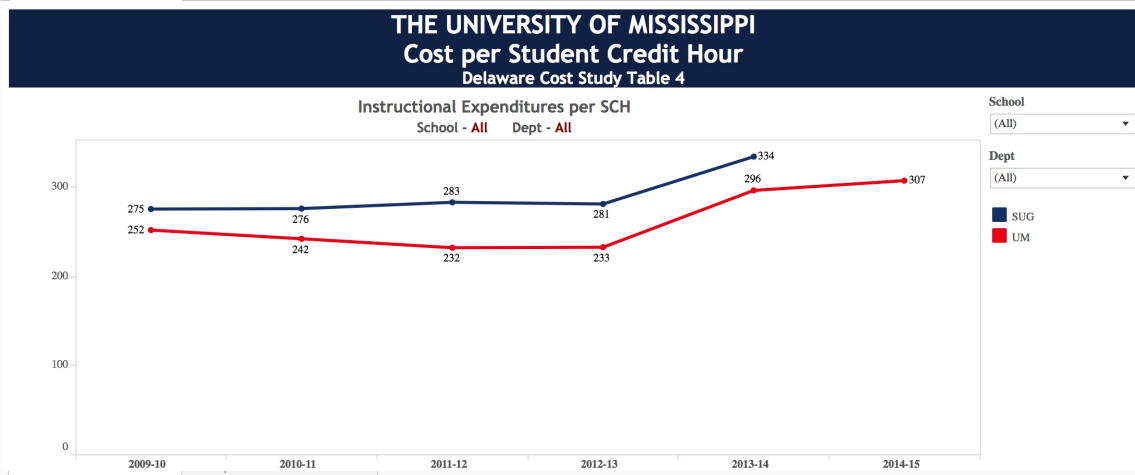
	2009-10	10-11	11-12	12-13	13-14	14-15	15-16
B.A./B.A.J. in Journalism	102	122	116	131	110	79	99
B.S. in Integrated Mark..				3	44	70	158
M.A. in Journalism	5	11	7	7	11	13	19
	107	133	123	141	165	162	276

At the Spring 2017 commencement, 307 students “walked.” A tally of 2016-17 degrees conferred is pending, but is estimated at 360.

Budget

The Meek School, not including the S. Gale Denley Student Media Center, operated on a budget of \$4,441,404.00. Faculty positions in the school has increased to 30 FTEs since 2009.

Salaries for Professor, Associate Professor and Instructor ranks remain below Southern University Group averages. Salaries for Assistant Professor, including new hires, are competitive.



The top chart illustrates the differential between the Southern University Group Cost Per Student Credit Hour metric and the University of Mississippi trend line. The bottom chart illustrates the growing differential in this measurement in the Meek School. Almost all other academic units and programs and the University overall lag but track SUG. The Meek differential is widening, illustrating enrollment has been increasing more rapidly than funding or expenses. Said more directly, the school has provided more bang for the buck every year since 2011. This is an important metric to monitor because the accrediting body measures adequate financial support as a factor during each review.

Recruiting/Diversity

The Meek School recruits nationally and (for graduate school) internationally. On the Oxford campus, 40 percent of undergraduates are nonresidents. The trend is toward more residents as a proportion of total enrollment.

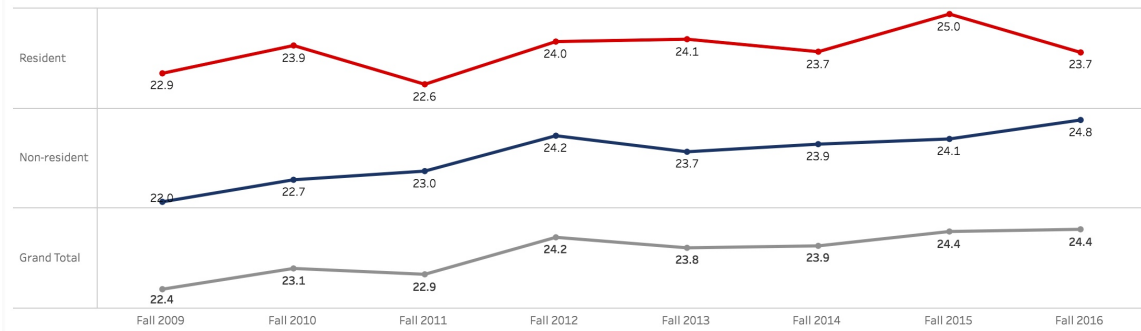
The school participates in about 20 on-campus and regional recruiting events each semester and has three on-campus Mississippi Scholastic Press Association clinics for high school yearbook, newspaper, magazine and broadcast staffs each year. Average attendance fall and spring is between 400 and 500 students. The school also recruits at two or three national scholastic press events each year. Meek faculty members also teach in Summer College, a program for rising high school seniors to earn six hours of college credit in Journalism or Integrated Marketing Communications.

ACT trends for entering freshmen*

The university has experienced an uptrend of American College Test scores for entering freshmen, from 22.4 in 2009 to 23.9 in 2016. The ACT scores for residents and nonresidents has fluctuated more, with the widest differential being 1.4 points in 2015.

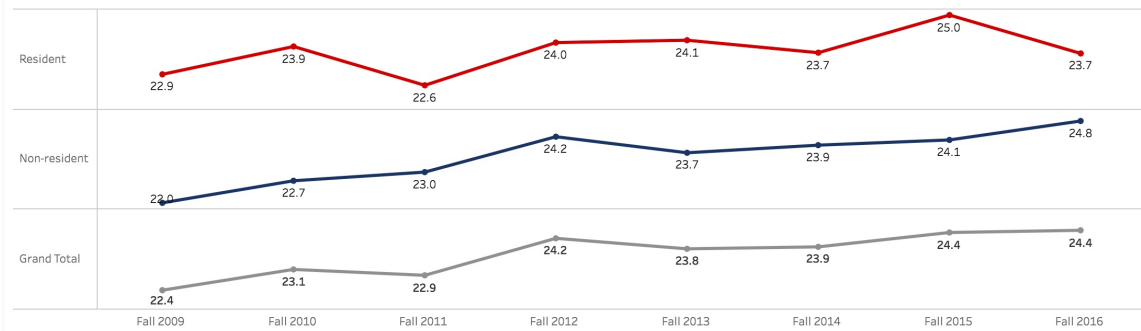
Meek School Overall

ACT Avg Trends by Residency



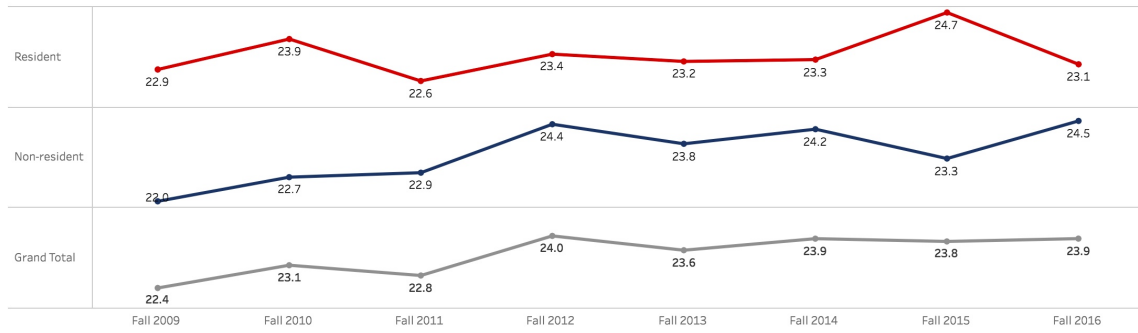
BSIMC

ACT Avg Trends by Residency



BAJ

ACT Avg Trends by Residency



Demographic summary:

Residency: The tables show both the BSIMC and BAJ programs significantly higher in the percentage of nonresidents (62.3 percent) to residents (45.8 percent) on the Oxford campus with the highest percentage of nonresidents being in the BSIMC program (65.9 percent).

Gender: The percentage of female students in the Meek School is higher (72.1 percent) than on the Oxford campus overall (54.7 percent). The percentage of female students in BSIMC (74.4 percent female) and in BAJ (71.5 percent female) is dramatic.

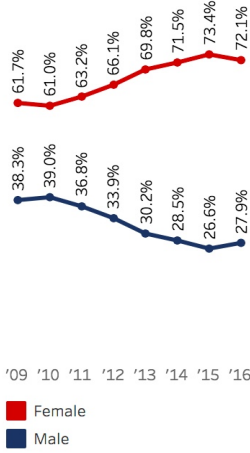
Diversity: Minority enrollment in BSIMC (12.4 percent) is well below the Oxford campus (22.9 percent). Minority enrollment in BAJ (25.9 percent) is slightly higher than the campus average.

Oxford Campus Demographics (all students)

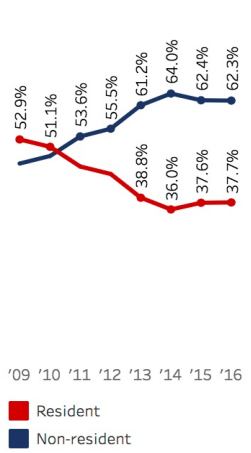


Meek School Demographics

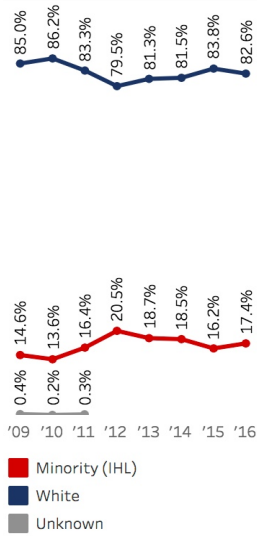
By Gender



By Residency

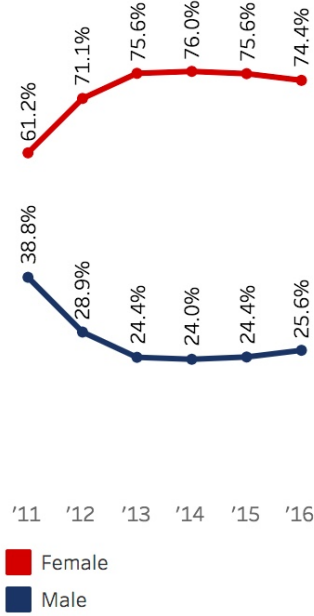


By Minority

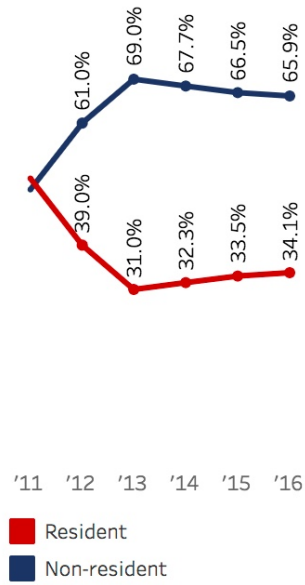


BSIMC Demographics

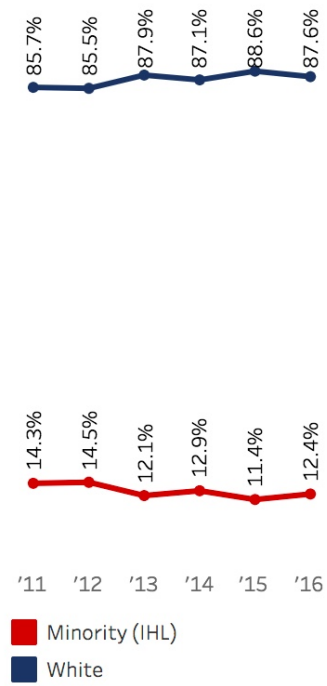
By Gender



By Residency



By Minority



BAJ Demographics



Enrollment Services (Admissions) provides postal addresses of students nationwide who have contacted the university about the undergraduate program. Personal, handwritten letters are written to every student with a 25 ACT who is admitted and to students who are recruited at national high school conferences.

Addition to Farley/Overby

In response to enrollment growth, the Board of Trustees of Institutions of Higher Learning (IHL) allocated preliminary 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 open meetings and conversations through the year have been vital toward the goal of a preliminary plan. Cabinet members also traveled to new facilities at the University of Southern California, Arizona State University and the University of Nebraska-Lincoln for ideas. Funds will be solicited for the project, and \$1million has been designated.

Endowments/Scholarships

The founding quasi-endowment for the Meek School has matured sufficiently to provide stable annual enrichment funds in addition to 36 endowment funds that provide annual scholarships for Journalism and IMC majors. Three new funds

have been created during the last two years. Scholarship distributions were \$126,082 in 2015.

Additional accounts at the UM Foundation: Two endowed lectureships for faculty (Talbert and Hederman), Service Journalism and one equipment fund. Also, supporting excellence initiatives is a \$100,000 Knight Foundation grant for students with financial need to participate in depth reporting trips they otherwise would not be able to afford.

Plans are for a student worker to make five calls each day to alumni and take notes, asking the same basic questions of each graduate of the program so that we could possibly begin to have more records on alumni. By following such a procedure, we would have 25 alumni updated each week and almost 300 in a year. The student worker also would be asked to assist in donor stewardship (letters, holiday cards, etc), with alumni events and mailings and Ole Miss ignite campaigns

Internship Types/Locations Summer 2017 (samples from list 51)*

- Digital marketing intern at the Georgia Aquarium in Atlanta.
- Marketing intern for SPANX, Inc. in Atlanta.
- Social media intern for St. Louis Cardinals in St. Louis.
- Marketing intern for Major League Baseball headquarters in New York.
- Public relations for the American Junior Golf Association in Braselton, Ga.
- Media relations intern for the New Orleans Saints in New Orleans.
- Interview editor and social media account manager for KTRS in Saint Louis.
- Eight general assignment interns in local television from Tupelo to Fort Worth.
- General assignment intern for Fox 4 KDFW in Dallas-Fort Worth.
- Video production intern for the Bellingham Bells in Bellingham, Wash.
- Marketing intern for SPANX in Atlanta.
- Communications intern for Entergy, Inc. in Jackson.
- Social media intern for The Lipman Group of Sotheby's in Nashville.
- Marketing intern for Cotton Colors in Tallahassee, Fla.
- Chronicle of Higher Education reporter.
- Project Runway production assistant.
- Intern with the Mid-Atlantic Sports Network, the primary television broadcaster for the Baltimore Orioles.

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

NewsLab

The Meek School entered an agreement with the existing media idea online marketplace known as NewsLab to purchase and operate the site as a

conversation pit, of sorts, for innovation. The school will take control of the site and its archives during the Fall semester.

Part II: IMC Undergraduate

Scott Fiene
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The Integrated Marketing Communications (IMC) program, approved by IHL in 2010 and launched in 2011, continues to grow although the rate of growth has slowed to more manageable levels compared to previous years. At the end of spring semester 2017, there were 1,088 IMC undergraduate students, an increase of about 19 percent from the previous year.

A big challenge continues to be faculty resources, although the situation improved with the hiring of two instructional assistant professors in January. One Instructional Assistant Professor recently was promoted to assistant professor, and it is anticipated someone will be hired to refill his former position. Additionally, a temporary two-year (non-tenure track) visiting professor was hired to start in August 2017.

About 60 percent of the required core IMC courses are taught by full-time faculty, with very experienced and qualified part-time support faculty teaching other core and elective courses.

As enrollment in the IMC program at the flagship campus in Oxford continues to increase, enhanced recruitment at satellite campuses also has attracted new students. Marketing through social media, special events, well-targeted support materials and the use of student ambassadors in both DeSoto and Tupelo has resulted in new momentum and programmatic changes better adapted to the needs of regional campus students. Growth at the satellite campuses is expected to increase rapidly during the next three years.

Teaching and Curriculum

A significant accomplishment this year was refinement of both the required IMC writing courses (IMC 205, IMC 390) to better clarify the objectives and learning outcomes of each. This was important because about 30 sections of these courses are offered each semester, taught by about a dozen different instructors, and student feedback indicated some overlap in what was being taught. One change, for example, is that IMC 205 – the first writing course – focuses more on fundamentals and journalistic style writing, whereas IMC 390 – the advanced course – focuses more on promotional writing for clients.

Direct work with outside clients continues to be a hallmark of the IMC program. This work ranges from small projects to entire campaigns and includes writing, social media, public relations, research, account planning and campaigns courses. During the last year clients have included other University of Mississippi schools and departments (Athletics, Foundation, Communications, Law, Education, Pharmacy, the University Museum and others); Oxford organizations (the police department, school district, parks commission, United Way, etc.); other state and community groups (e.g., Yoknapatawpha Arts Council, various main street associations); and national companies and organizations such as the New York Times, Coca-Cola Company Global Licensing Group and St. Jude Children's Hospital.

A new optional 9-credit-hour specialization in Visual Design was approved in April. Along with existing specializations in Public Relations, Sports Promotion, Magazine Management and Media Sales/Management, students have more ways to customize their degree based on interests and career goals. Work is under way to develop a specialization in Fashion Promotion.

New elective courses last year include Social Media Content Creation, Music Promotion, Crisis Communications, and a "career readiness" course that helps seniors to discover their specific job passions, networking and interview skills. The first IMC Study USA course was offered in June. Students traveled to Silicon Valley for meetings at Google, Facebook and other tech companies to learn more about digital marketing and entrepreneurship.

Scholarship/Creative Activity

Research initiated by faculty includes studying the significance of sponsorship on nonprofit organizations; analysis of nonprofit courses offered in IMC programs at other institutions; television news brand engagement with Millennial audiences; studies of the IMC job market; transitions into teaching from the IMC profession; the influence of cover designs on magazine sales; the role of social identity in political campaigns and other topics.

Last year, IMC faculty published articles in *Marketing News*; presented at conferences in Oxford and Jackson (MS), Salt Lake City, New Orleans and Santa Cruz, Bolivia; and edited or reviewed articles for the *Journal of Personality and Individual Differences*, *Journal of Social Psychology* and *Journal of Mass Communications and Society*.

Service/Awards

Senior Lecturer Robin Street was the recipient of the university's Paragon Award for Excellence in Distance Teaching. The judges commented that in a very close competition, this class in public relations case studies was an outstanding

example of online instruction. Street is the second Meek School faculty member to have received this award.

Work began on a pilot project with Belhaven University in Jackson, Miss. This initiative calls for IMC faculty to help clergy and other church leaders discover new ways to engage congregations with social media. The first session is planned for this fall in Houston and, if successful, may be tailored and presented to other groups/industries that need better social media skills – for example, school boards, public officials, police departments, etc.

In January, graduating seniors attended a career seminar. This event brought 10 successful alumni to the Meek School to meet with students, network, discuss career experiences and offer advice/tips on landing a first job. More than 100 students participated in the event.

The third 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 Google, Pew Research and the White House.

IMC faculty made AECJMC accreditation visits to University of Southern Illinois and the University of North Florida.

The results of surveys each semester indicate that IMC students continue to rate the program highly. In spring 2017, 94 percent of the students said they were satisfied or very satisfied with the program, 89 percent said they would choose the degree again if they had a do-over, and 94 percent said they would recommend the program to others. This high degree of satisfaction and positive word of mouth with other students is one of the reasons the program’s enrollment has increased so quickly.

Key areas of focus in the next year include increasing student and faculty diversity, creating an online option for the IMC Master’s program and ensuring that a planned expansion of Farley Hall be a model for IMC instruction for the next generation of students, especially as it relates to immersion in specific areas of the marketing communications discipline.

Part III: Journalism Undergraduate

Dr. Debora Wenger
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The biggest challenge the Meek School faces is keeping up with the evolution of journalism practice without forgoing the critical thinking and theoretical foundation necessary within an academic program.

Teaching

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

- Faculty members Cynthia Joyce, Alysia Steele and Ji Hoo Heo developed new courses on media criticism, podcasting, social media content creation and drone journalism. Five students now are certified by the FAA for flying drones in a journalistic capacity.
- Professor Joe Atkins developed Honors 399/Feature Film and Social Issues with a focus on classic and modern feature films and their significance on social issues.
- Associate Professor Mark Dolan developed and taught a hybrid 102/205 Honors course to help the school decide whether a common core writing course is feasible for our journalism and IMC degrees.
- Assistant Professor Cynthia Joyce redeveloped our JOUR 377 Advanced Reporting class – modeling it after JOUR 480 Advanced TV Reporting. Both are taught at the Student Media Center and provide content to The Daily Mississippian and Newswatch respectively.

Several special learning opportunities are planned, including intensive photojournalism workshops and a sports journalism workshop. These will feature award-winning TV producer Terry Ewert.

The school is searching for a visual journalism instructor to replace Assistant Professor Mikki Harris, who resigned in January 2017.

Scholarship/Creativity Activity

Faculty were responsible for producing four new books and a wide variety of articles in both the popular and scholarly press and a documentary.

- Associate Professor Curtis Wilkie and Thomas Oliphant co-authored *The Road to Camelot: Inside JFK's Five-Year Campaign*, which has received highly favorable reviews.
- Professor Joe Atkins edited and wrote for, *The Strangers Among Us: Tales from a Global Migrant Worker Movement*, published by LabourStart, London, England.
- Professor Kathleen Wickham wrote, *We Believed We Were Immortal: 12 Reporters Who Covered the 1962 Integration Crisis at Ole Miss*. Oxford, Miss.: Yoknapatawpha Press.
- Professor Brad Schultz co-authored *Multimedia Sports Journalism: A practical guide for the digital age*. New York: Oxford University Press.
- Assistant Professor Vanessa Gregory published three significant stories – two in *Southern Living* and another in *Garden and Gun*.

- Dr. Nancy Dupont produced a 30-minute documentary concerning Cedar Oaks, an historic house in Oxford.

Service/Outreach

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

- Senior Lecturer Robin Street developed a week-long celebration of diversity, which addressed topics including religious diversity, mental health, GLBTQ and race/ethnicity. “It Starts w/MEek” brought together dozens of speakers and many hundreds of students to probe the challenges and opportunities created by a diverse society.
- Assistant Professor Alysia Steele coordinated an intense multimedia workshop that included collaboration from students and professors from Ole Miss and eight university/colleges, including Delta State, Jackson State, West Virginia University, Ohio University, Guilford College (NC), Allegheny College (PA) and American University.
- Professor Samir Husni’s ACT Experience hosted 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, with 45 speakers/panelists and another 55 attendees plus students. The conference raised more than \$70,000 in cash and in-kind gifts for the MIC.
- The Overby Center focused the bulk of its spring programming on politics and the 200th anniversary of Mississippi statehood. One of the more popular programs brought together NBC News President Andrew Lack and journalist Jon Meacham. The Overby Center’s programming often is incorporated into classes and always open to the public.

Honors/Grants

Several of our journalism faculty received recognition:

- Associate Professor Kristie Swain received a research grant for just under \$10,000 from the National Center for Intermodal Transportation for Economic Competitiveness, a U.S. Department of Transportation center.
- Associate Professor Deb Wenger was awarded her Ph.D. from Kingston University and named as one of “10 Journalism Educators Who Made the Grade” by Crain’s NewsPro magazine. She also received a \$44,000 grant from the Knight Foundation to study innovation and social media use in local TV news.
- The school secured a \$100,000 Knight Foundation grant to assist students with financial need, making them able to participate in international and regional depth reporting.
- Associate Dean Charlie Mitchell secured a grant from the Mississippi Press Association Education Foundation that allows Overby Fellow Bill Rose to take students on reporting trips to Mississippi newspapers, preparing copy for their regular or special editions.

Student Honors/Awards

In its brief history, Meek School students have:

- Received the Robert F. Kennedy Prize for College Journalism three times since 2009, a record not met by any university.
- Received Grand Champion Honors at the Southeast Journalism Conference for most years the school has existed. (Host this year and not allowed to compete in onsite events.
- Won 22 awards in the Society of Professional Journalists Mark of Excellence competition, including 12 first place honors in 2016.
- Won 20 awards from the Mississippi Associated Press Broadcasting Annual contest in 2015-2016.
- Won 12 of 13 awards at the Public Relations Association of Mississippi.
- One Ole Miss student was named outstanding PR student by the same organization.
- A student produced documentary won three awards at the Crossroads Film Festival.
- A record four Meek School students were Taylor Medalists in 2017, the university's highest honor.
- A Meek School student was Miss University and competes for Miss Mississippi.

Part IV: Masters in Journalism

Joe Atkins
Professor/Head of Journalism Tracks
jbatkings@olemiss.edu
Dr. Robert Magee
Assistant Professor/Head of IMC Track

The Meek School Graduate Program is a three-track program for students pursuing a traditional academic track, a professional master's in journalism and Integrated Marketing Communications. All three tracks of the graduate program are intended to prepare students for their career choices so they are able to make the most of their opportunities to be successful.

The professional track in journalism provides opportunities for students to enhance existing journalistic skills and develop new skills for students to excel in their rapidly changing professions. The academic and IMC tracks continue their emphasis on applied strategy based on a strong foundation of theory, coupled with creativity and hands-on research skills.

At the close of the Spring 2017 semester, the program of the Meek School had 43 active students enrolled. These included four students in the traditional academic track, three students in the professional master's track, and 37 in the IMC track. Two journalism students (both in the professional master's track) and 20 IMC students graduated in May. In addition, five IMC students withdrew from the program. One student in the professional master's track who graduated in May 2017 will complete her thesis project defense in July 2017. The other

graduating student in the professional master's track finished her work at the end of 2016 but received her degree in May 2017.

Thirty-five new students were accepted into the graduate program for the Fall 2017 semester. This figure included 13 students in the academic and professional master's tracks and 22 students in the IMC track. Of these, eight journalism students — one in the academic track and seven in the professional master's track—and 17 IMC students have indicated their intention to enroll.

Because of continued growth, the graduate program instituted a priority deadline of February 15 for fall admissions, which is in line with its peer programs. This allows the program directors to use a cohort model to schedule courses more efficiently. However, applications are still reviewed periodically after this date, so the number of new students could increase slightly.

Total expected enrollment for fall: Academic track 5; Professional track, 9; and IMC track, 29.

Teaching

In addition to faculty, the IMC track has continued to use qualified adjunct instructors. Kevin Seddon, an Ole Miss journalism alumnus, taught IMC 507 – Direct and Database Marketing. Mark Burson, Managing Director of Corporate and Public Affairs at Burson-Marsteller, taught IMC 555 IMC Campaigns. Maury Lane, president of Burson Campaigns, taught IMC: 580 Political Campaigns. Debbie Hall, then-Director of Community Relations at North Mississippi Community Hospital, taught IMC 580 Crisis Public Relations.

Faculty who regularly teach in the journalism program include Assistant Professor Cynthia Joyce, Professor Samir Husni, Associate Dean Charlie Mitchell, Assistant Professor Darren Sanefski, Associate Professor Kristen Swain, Associate Professor Curtis Wilkie and Instructional Assistant Professor Charles Overby.

Two faculty hires will enable the graduate program to reinforce its core faculty.

- Dr. Jason Cain, assistant professor of IMC, will bring much-needed expertise in teaching advanced social media, applied data analytics and quantitative research methods. His research seeks to advance IMC practitioners' understanding of how firms can use targeted messages to influence behavior.
- Dr. Graham Bodie, a visiting professor, will teach in IMC theory and in research methods. His research focuses on understanding audiences and methods of persuasion and social influence.

Guest speakers in graduate IMC courses include Leslie Westbrook, consumer research and branding consultant, and Andrew Anglin, a graduate of the Meek

School's IMC master's program and a doctoral candidate at the University of Tennessee.

Curriculum

As discussed below, documents have been prepared and submitted for approval to the university and IHL to modify the IMC track so that it will be a separate master's degree program. An online extension of the degree also is part of the plan.

In consultation with the university's assessment office, improvements have been made to the IMC program's assessment outcomes and the methods of assessment.

An additional elective for journalism graduate students will be offered in the Fall 2017 semester: Journalism 580/Documentary and Social Issues. Professor Joe Atkins will teach this course, and he hopes to develop it as a self-standing course for seniors and graduate students.

Accomplishments

Students gained regional and national recognition for their work.

Two journalism graduate students who shifted to the academic track wrote research papers that were accepted for presentation at the AEJMC Conference in Chicago this year. One paper deals with media freedom in Bangladesh. The other is an analysis of soap advertisement in Bangladesh. These students also wrote articles that were published in a major newspaper in Bangladesh. The articles were written as part of their course work in a major newspaper in Bangladesh. Both were born in Bangladesh.

Graduates who were part of the professional master's track's first two cohorts have been successful in their professional endeavors. One is a video editor with Wall Street Talks in New York City. This media outlet covers investment news for Chinese companies and families. Another is working as an intern reporter with Telemundo in Salt Lake City, Utah. Two others are teaching undergraduate students at the Meek School at the University of Mississippi.

Two IMC graduate students presented research on the University of Mississippi's brand equity at a national conference in March. As part of a course in brand strategy, the students examined the role of race in the University of Mississippi's efforts to improve brand equity. Their peer-reviewed research was presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication, hosted by the Gaylord College of Journalism and Mass Communication of the University of Oklahoma. Both students have been admitted to doctoral programs, one at the University of Florida and the other at the University of Southern Mississippi.

Summary

One of the striking features of the new professional master's track has been its diversity. The seven students in the track's first cohort of Fall 2015 included six women and one male. Among these were an African-American student, a Mexican-American student, a Chinese student, a South Korean student and a Nigerian student. The second cohort included students from Bangladesh, Saudi Arabia, and Dubai. The next cohort is expected to include another Bangladeshi student and at least one African American student. The program continues to be very attractive for international students, but, unfortunately, promising students can receive a U.S. student visa only if they are fully funded. Admitting international students is an important opportunity for the Meek School to have a profound impact throughout the world as it trains international students who return to their homelands to practice journalism.

The journalism tracks of the graduate program plan to sponsor more writing workshops and seminars, such as the one author Ace Atkins gave on April 19, 2016.

Guidelines for development and presentation of the thesis are being updated and revised. This revision will add greater clarity both for students and faculty as students progress toward the thesis proposal stage.

Part V: Student Media Center and Student Awards

Patricia Thompson
Assistant Dean/Student Media Center
Assistant Professor
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Overview

At the S. Gale Denley Student Media Center, advertising revenue remained stable, with its main source continuing to be Daily Mississippian print publications.

The SMC has increased its efforts to develop online/digital advertising sources by partnering with national agencies and trying to launch new products.

Students

Students leveraged their SMC practical experience with their classroom training to land internships and jobs. To name a few: TV sports correspondent/anchor in Memphis; TV reporter and anchor in Columbus, Ga.; TV correspondent and TV producer in Tupelo; TV news producer in Harlingen, Texas; internship at the Chronicle of Higher Education in Washington, D.C.; internship at the Arkansas Democrat-Gazette in Little Rock; Dow Jones News Fund-sponsored internship in

New York City; internship at the Jackson Free Press; internship at the South Florida Sun Sentinel.

Student Awards

Meek School students won major awards in 2016-2017 for their newspaper, television, radio, online media and public relations work.

- The Daily Mississippian was named best daily newspaper in the Society of Professional Journalists Region 12 Mark of Excellence annual contest, competing against college newspapers at the largest universities in Mississippi, Arkansas, Tennessee and Louisiana.
- NewsWatch Ole Miss won first place for best newscast in the SPJ contest.
- The Daily Mississippian won first place for public service in the Southeast Journalism Conference “Best of the South” contest for its Red Zone special section focused on sexual assaults. SEJC includes more than 40 universities in seven Southeastern states.
- The DM won several first-place awards in the Mississippi-Louisiana Associated Press contest, including general excellence and breaking/spot news, and for its website Judges in the AP contest said this about the DM’s three newspapers entered in the general excellence category: "This defines general excellence. Great content, strong design throughout. Excellent investigative piece, as well as a fun festival guide. Great job!"
- NewsWatch won a first place award in the sportscast category of APME.
- Many students earned individual awards. Clara Turnage, Daily Mississippian Editor-in-Chief, was honored with eight awards, including first place for feature writing, general news reporting and enterprise-investigative reporting. She won a newspaper “Best of Show” award from the Associated Press and finished second in SEJC’s prestigious College Journalist of the Year competition.
- Other students who won first-place awards in the Associated Press, SEJC and Society of Professional Journalists contests were: Italiana Anderson, radio documentary, AP; Cameron Brooks, sports photos, AP; Ariel Cobbert, breaking news photos, SPJ; Lana Ferguson, magazine writing, SEJC; Payton Green and Lauren Layton, TV breaking news, SPJ; Sara McAlister, radio sports, AP; Zoe McDonald, feature writing, SEJC; Billy Rainey, radio news and radio Best of Show, AP; Brian Scott Rippee, sports enterprise/feature, AP; Jake Thrasher, personal column writing, AP.
- The Meek School of Journalism and New Media advanced reporting and television documentary classes were honored with a first-place award from the AP for Best Student Documentary. Led by journalism professors Brad Schultz and Kathleen Wickham, the half-hour documentary titled “*Mississippi Votes: Looking Back, Moving Forward*” focused on the role of Mississippi in the 2016 general election, specifically in regards to voter identification, immigration and young voters.
- In the Public Relations Association of Mississippi contest, Rachel Anderson was named PRAM’s 2017 Student of the Year, competing against students from five other colleges in the state. Hannah Picket won a Prism, the top PRAM award.

Summary

Student Media experienced two major highlights in 2016-2017: the awards won by students, publications, broadcasts and websites; and the successful hosting of a regional journalism conference.

The student staffs were led by an excellent management team: Clara Turnage, Daily Mississippian editor-in-chief; Cady Herring, The Ole Miss yearbook editor-in-chief; Leah Gibson, Rebel Radio manager; Ben Napoletan, sales manager; Payton Green, NewsWatch Ole Miss manager during fall semester. After he graduated in December 2016, Madison Heil took over for spring semester. As noted in the awards section of this report, student managers led their staffs to produce award-winning content throughout the year.

Other major accomplishments: The DM and yearbook staffs made significant improvements to their online operations, hiring social media coordinators, creating podcasts, using Facebook Live and Periscope and other tools to cover breaking news, among other initiatives. The 2017 yearbook was interactive using augmented reality technology.

More than 350 students and advisers from 32 universities attended the Southeast Journalism Conference at Ole Miss in February 2017. SMC Assistant Dean Patricia Thompson was president of SEJC for the year.

The SEJC conference includes workshops, panels, and on-site competitions where students produce content under deadline pressure for immediate judging. There were more than a dozen workshops, led by speakers and panelists from the New York Times, ESPN's The Undeclared, the Associated Press Washington bureau, E.W. Scripps, Mississippi Public Broadcasting, the Clarion-Ledger, Mississippi Today, the Miami Herald, the Student Press Law Center and Meek School faculty Deb Wenger, Mikki Harris and Bill Rose.

Meek School faculty Nancy Dupont, Roy Frostenson, Vanessa Gregory, Mikki Harris, Cynthia Joyce, Ellen Kellum, Charlie Mitchell, Darren Sanefski, Robin Street, Deb Wenger and Kathleen Wickham helped create and judge 15 on-site competitions. As hosts of the conference, University of Mississippi students were not allowed to compete in the on-site contests.