



Your
storytelling
legacy
starts
here.

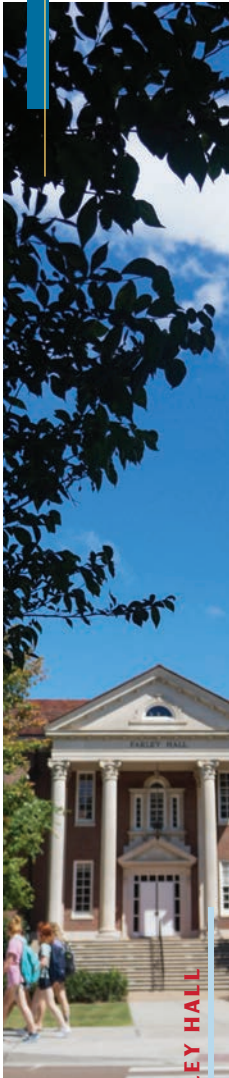


THE UNIVERSITY of
MISSISSIPPI

School of Journalism
and New Media

jnm.olemiss.edu     @umjourimc

School of Journalism and New Media



FARLEY HALL



STUDENTS INTERNING FOR SEC NETWORK

Experience real-world right now.

Hone your creativity inside and outside the classroom.

The Ole Miss School of Journalism and New Media offers students a superior education, plus hands-on experience in the field.

Pursuing a degree in journalism or integrated marketing communications (IMC) is the first step to creating your legacy.

Why Us?

What we teach in the classroom is applied in the real world — from international reporting trips, to working the sidelines of a big game, to live tweeting a concert — or conducting research for clients, implementing marketing communication strategies and developing promotional campaigns.

Over
\$151k
AWARDED IN
scholarships
last year



IMC CAPSTONE COURSE

8

SPECIALIZATIONS
to

choose from

Adding specializations to your journalism or IMC degree will give you a leg up in today's competitive job market.

**SPORTS
COMMUNICATION
& PROMOTIONS**

VISUAL DESIGN

**MEDIA SALES &
MANAGEMENT**

**MAGAZINE PUBLISHING
& MANAGEMENT**

**HEALTH
COMMUNICATIONS**

PUBLIC RELATIONS

SOCIAL MEDIA

**FASHION PROMOTION
& MEDIA**



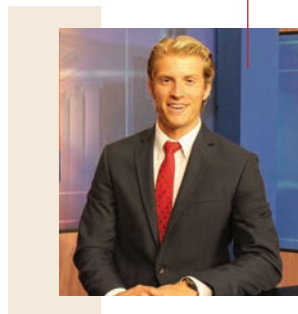
"I WAS ALREADY A STORYTELLER, BUT THE JOURNALISM SCHOOL HAS HELPED ME GROW THAT CRAFT."

MATTHEW HENDLEY
MADISON, MS

Award-winning students & nationally acclaimed faculty

CHOOSE FROM 4 TRACKS:

- » *Multimedia News Reporting*
- » *Political & Social Justice Reporting*
- » *TV & Video Storytelling*
- » *Visual Journalism*



Matthew Pursues Challenges



Matthew Hendley is always looking for new ways to tell stories – whether that means researching and reporting, being an activist or fronting his band, Happy Landing.

He credits the School of Journalism and New Media for helping him hone his passion for storytelling and new adventures into a skill he's able to use today.

"Matthew was one of those students who was incredibly bright and talented the day he walked in the door," said Interim Dean Debora Wenger. "I think that more than anything, we tried to give him opportunities and put opportunities in his path that let him grow into the extraordinarily talented journalist and scholar he is today."

Hendley spent the last four years jumping on every new opportunity the journalism school put in front of him. He provided play-by-play coverage for UM sports on Rebel Radio and reported for NewsWatch. The Madison native also amassed some impressive internships, including one with CBS News.

The summer before his senior year, Hendley covered the juvenile justice system as a News21 fellow at Arizona State University's Walter

Cronkite School of Journalism and Mass Communication. That reporting fellowship inspired him to explore the school-to-prison pipeline in his Sally McDonnell Barksdale Honors College thesis – specifically, solutions that keep students out of the criminal justice system.

"Matthew is one of those rare students who absolutely thrives when you push him beyond his boundaries and out of his comfort zone," said R.J. Morgan, instructional associate professor in the journalism school and director of the Mississippi Scholastic Press Association.

"That same work ethic and fearless pursuit of excellence has now led to him chasing stories all across the country, and I always love hearing from him about his latest adventures. He's truly an exceptional talent and an even better person."

Whether he's sharing stories from behind an anchor desk, from a nonprofit organization or from the stage, Hendley knows he'll be telling stories.

"I was already a storyteller, but the journalism school has helped me grow that craft," Hendley said. "And no matter what, I'll always do it through music, reporting and performance."



Journalism is storytelling that empowers people. Our students find their passion in breaking big stories, covering the community or simply profiling everyday heroes. They do good by doing work they love."



- INTERIM DEAN DEB WENGER

Integrated Marketing Communications



"THIS DEGREE OFFERED ME THE MOST COMFORTABLE, YET WIDE VARIETY OF CAREER PATHS"

EUMETRIA JONES
MEMPHIS, TN

IMC: The creative side of marketing

>> *Integrated*

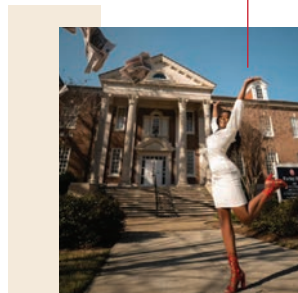
You'll learn how to bring together all of the pieces of a brand campaign.

>> *Marketing*

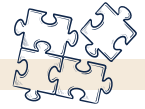
You'll discover the power of marketing channels — from digital, to social media, to PR and advertising.

>> *Communications*

You'll create messages that communicate powerful ideas that impact people, organizations and businesses.



Eumetria Puts the Pieces Together



Memphis native Eumetria Jones is an IMC major who has moved to Austin, Texas to work as the new social media coordinator for YETI Coolers with hopes of learning more about marketing from top branding companies so she can create her own consulting business.

Jones said she chose the University of Mississippi School of Journalism and New Media because she was offered a scholarship that paid for all of her studies.

"I've always wanted to help people," she said, "and this degree offered me the most comfortable, yet wide variety of career paths."

"I know how far you can go in life and also where you can be limited if you don't try to reach out beyond, which has motivated me to push past any limitations or standards that others have set for me."

UM also offered Jones distance from home, but not too far, so she could spread her wings and explore new avenues of school and life, but also go home for a Sunday dinner, she said.

"Teachers like Debbie Woodrick Hall introduced me to PR, and I have been

in love ever since..." she said. "Rachel West was an example of a teacher... who will never let you fail yourself. Chris Sparks has prepared me so well for an actual (marketing) campaign... Dean (Jennifer) Simmons has gone above and beyond to help me with my degree plan and after graduation transition."

Jones said the school has helped her build confidence and offered ways to express herself.

"I have stopped being scared of writing and have had the ability to strengthen and showcase these abilities," she said. "I have learned how to communicate effectively across different audiences."

Her advice: "Use your college professors, faculty and administration to get the experience you need for your next steps," she said. "College is only four years, and you have to use them wisely so make sure you make connections that you can rely on from people who want to support you and have your best interest at heart.

"Because in life, the saying is very true, 'It is not what you know, but who you know!' Truly, the staff and faculty at the school is who you need to know!"



At its very heart, IMC is about using communication across all forms of media to shape brands and influence behaviors. Our students learn it in a way that's very real-world, right now – they work on projects for actual companies and are taught by people who have significant industry experience."

- IMC PROFESSOR SCOTT FIENE

Student Organizations

PRAM, The Public Relations Association of Mississippi, consists of approximately 600 public relations professionals from advertising and public relations agencies, corporations, nonprofit organizations, government, education, industries and others. PRAM is a source of expertise and inspiration, and a forum for networking with public relations practitioners throughout the state and the region. PRAM also:

- Sponsors annual workshops and conferences
- Organizes the annual PRism Awards
- Fosters greater knowledge of the public relations field
- Supports the public relations code of ethics



The **Ambassadors** are a student organization composed of journalism and IMC students who represent the School of Journalism and New Media through recruitment, promotion, events and engagement. They are the school's front line for engagement and service. Ambassadors are dedicated to building a better, stronger student body, and it is held as a position of honor within our school.

VISIT JNM.OLEMISS.EDU/STUDENT-ORGANIZATIONS TO LEARN MORE

Square Magazine is the first student-run fashion magazine at The University of Mississippi. It was founded in 2019 by IMC student, Alexi Alonso. This publication has created an opportunity where students can get hands-on experience working in editorial, digital design, writing, and many other applications that go into a magazine. Students from any year and/or area of study work within The School of Journalism and New Media to create the magazine. This is a group of creative students who are passionate about journalism, fashion, design, and everything in between.

Hotty Toddy.com

is a next-generation news source covering Oxford, Ole Miss, and surrounding areas that gives students hands-on experience with online news production, social media, design and sales. Published student work gets a vast amount of exposure due to HottyToddy.com's broad reach and community engagement.

Ole Miss SND

is the student chapter of The Society for News Design (SND), an organization for news media professionals and visual communicators. Ole Miss SND meets monthly, usually featuring hands-on skills training or an in-person/video-conference Q&A with an industry leader. Scholarships and travel grants may be awarded for students to participate in SND's two most significant events. Connections made through both events have led to jobs for numerous Ole Miss SND alumni.



DR. HUSNI & STUDENTS AT THE ASSOCIATION OF MAGAZINE MEDIA

The **Magazine Innovation Center** offers a wide spectrum of perspectives inside and outside of print media. MIC also introduces future industry leaders (the students) to current industry leaders (the magazine and magazine media makers). MIC hosts the annual ACT Experience that aims to amplify, clarify and testify the future of magazines and magazine media industries. The Center is under the directorship of its founder Samir "Mr. Magazine™" Husni, Ph.D. and a board of directors that guides, navigates and oversees its work.

Ole Miss **AMA**, the student chapter of the National AMA (American Marketing Association) organization, provides marketing students the opportunity to get involved, network with peers, and learn from marketing professionals. It's more than just a great resume builder. From LinkedIn workshops to national competitions, this organization sponsors events that help launch careers.





More than 100 awards were taken home in 2018 by SMC students

Daily deadlines. Seeing your byline online. Broadcasting live on a news show. All this and more happens at the **S. Gale Denley Student Media Center.**

In a state-of-the-art, fast-paced, fun atmosphere, students learn to take what they have learned in the classroom and

use it in a hands-on environment. Students determine content and programming—working as reporters, editors, TV anchors, graphic designers, DJs, station managers, photographers, advertising account managers and more. Most of the positions are paid and have flexible schedules.



MAGGIE DAY BRITO
News Platform Editor, London

“Working at the SMC is the best way an Ole Miss student can prepare for a career in journalism or media. It offers opportunities to get hands-on experience with the guidance of world-class advisers, and it all happens within an inclusive space committed to a diversity of perspectives.”

>> **NewsWatch Ole Miss** is a live, daily student-produced newscast that is available on cable TV, websites and social media, and is the only local newscast serving Ole Miss, Oxford and Lafayette County. The 30-minute newscast provides students with extraordinary hands-on experience as anchors, producers, assignment editors, sports anchors, correspondents, camera operators, directors and more. Find out more about the newscast at newswatcholemiss.com.

>> **The Daily Mississippian and theDMonline.com** are student-led media that provide news, information, opinion and multimedia coverage of the University and Oxford. In recent years, it has twice been named one of the Top 3 daily student newspapers in the nation by the Society of Professional Journalists. The print newspaper is published weekly, with 5,000 copies distributed on campus and in Oxford. Original content is published daily on the website and social media, and a daily electronic newsletter has thousands of subscribers. The DMonline.com is especially popular with alumni, prospective students and their parents. Page views average up to 800,000 per year.



>> **The Ole Miss Yearbook** has been published by students, for students, since 1897. It strives to portray the culture and experiences of the University of Mississippi for modern Mississippians. Not who we were or where we're going, but who we are - right now. The stories, photos and design of the 368-page yearbook and its website are created entirely by a staff of students, and the yearbook is distributed in late April each year. Digitized editions of the yearbook are also available.

>> **WUMS-FM 92.1 Rebel Radio** is a commercially licensed college radio station featuring Top 40, alternative and college rock, and news, sports and talk shows. Established in 1989, it is one of only a handful of university-run commercial FM radio stations in the country. Rebel Radio broadcasts 24 hours a day, 7 days a week and boasts a signal stretching nearly 40 miles across North Mississippi. You can listen to Rebel Radio online at MyRebelRadio.com or you can download the Radio FX app via the Apple app store or Google Play, and stream on the go.

Learning Outside the Classroom

OLE MISS IN ETHIOPIA



FROM AFRICA TO SOUTH AMERICA, FROM EUROPE TO THE CARIBBEAN, OUR STUDENTS GET HANDS-ON LEARNING WHILE THEY LEARN ABOUT THE WORLD.



ARIEL COBBERT

Studying abroad is like a glimpse into a different reality. As a journalism student, study abroad helped build my communication skills and connected me with people in new ways."

Our students have been to:

- Argentina
- Belize
- Czech Republic
- Ethiopia
- Ireland
- Namibia
- Scotland
- Sri Lanka
- Togo
- Zimbabwe



GEORGIA CLARKE



I work in Birmingham, AL as an Editorial Assistant for Taste of South and Southern Cast Iron magazines. My major responsibilities include managing the magazines' social media accounts, conducting research, contacting and interviewing sources, and writing copy."



> Our grads get jobs at:

- | | |
|-------------------------------|---------------------------|
| SEC Network | PGA Tour |
| New York Times | WLBT-Jackson, MS |
| Fox News | International Paper |
| MTV | USA Today |
| Southern Living | Ole Miss Athletics |
| CBS News | CNN |
| Vogue | ESPN |
| WKRN-TV | Elle Decor |
| Nashville | Green Bay Packers |
| U.S. House of Representatives | U.S. Senator Roger Wicker |
| FedEx | Burson-Marsteller |
| TikTok | Apple News |
| Electronic Arts | Kansas City Chiefs |
| NBA on TNT | The Coca-Cola Co. |

Where will your legacy take you?

"TO UNDERSTAND THE WORLD, YOU MUST FIRST UNDERSTAND A PLACE LIKE MISSISSIPPI"
 - William Faulkner

**ARE YOU READY
 TO
 START YOUR
Storytelling
 LEGACY**

AT OXFORD & OLE MISS?

Ask Ole Miss students why they decided to travel miles out of state to attend college at the University of Mississippi, and you'll often hear two responses. They'll say that the moment they stepped foot on the Ole Miss campus, they felt no other place could give them a better college experience – their decision was made.

They also often report that the community and town of Oxford made them feel like they were special and welcome. Oxford citizens and Ole Miss students were friendly and inviting. They felt like they had found a place in the world to call home.



“They felt like they had found a place in the world to call home.”



Oxford is a lively small town with great food, music and the opportunity to get involved in what suits your interests. Whether it's participating in local community theatre at the Powerhouse, helping out with the Oxford Film Festival, listening to local and national music acts at The Lyric, dining on cuisine cooked by award-winning chefs, or meeting popular authors from all over the country at Square Books – Oxford offers many fun and cultural venues. And let's not forget about game days in the Grove when you'll be surrounded by thousands of your closest friends.

School of Journalism and New Media
by the numbers

Over
\$151k
 AWARDED IN
scholarships
this year



85+
 REGIONAL, STATE
 AND NATIONAL
student awards
in 2019 and 2020

OUR STUDENTS COME FROM
41
states
 NATIONWIDE



436
 GRADUATES
 in 2020



THE UNIVERSITY of
MISSISSIPPI

School of Journalism
and New Media

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University, MS 38677-1848
662-915-7146 | jnm.olemiss.edu

For More Information

Email: jour-imc@olemiss.edu

Prospective Students

jnm.olemiss.edu/join/

Faculty Directory

jnm.olemiss.edu/faculty-and-staff/

Scholarships

jnm.olemiss.edu/scholarships



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**Scan the code to
learn more about our
programs**