Mission Statement
”The Walter J. Lemke Department of Journalism at the University of Arkansas prepares students to be innovative and ethical media professionals and scholars in the digital world. The faculty is engaged in scholarly and professional pursuits, bringing fresh approaches to challenges faced by media. Our students gain conceptual knowledge and practical skills from a curriculum that emphasizes critical thinking and mastery of state-of-the-art technology.”
Adopted May 1, 2015

Majors: 730
Graduate Students: 19

Faculty
Professors: 4
Associate Professors: 5
Assistant Professors: 2
Clinical Assistant Professors: 3
Instructors: 8
Adjunct: 6
Graduate Assistants: 6

Budget
Maintenance: $25,000
Telefunds: $85,000
Ethics Center: $15,000

Creative and Traditional Scholarship
Creative Scholarship: Our documentary professors produce major documentaries, winning juried national competitions such as the Broadcast Education Association and Emmy awards from the Mid America Chapter of the National Academy of Television Arts and Sciences. These documentaries air on national venues like the MLB Network and PBS and are presented at national conferences like the upcoming Cooperstown Symposium on Baseball and American Culture at the National Baseball Hall of Fame. These faculty members have consistently obtained grants from a variety of sources to produce their documentaries.
Our print professors publish news and feature stories in major national publications including The New York Times, National Geographic and U.S. News & World Report. One is working on a book about Boys Town. Another has a book contract on Arkansas photographs from the depression era for the University of Arkansas Press. Another is a TV columnist and provides commentary and book reviews for several websites.

**Traditional Scholarship:** The faculty publishes in national journals, and publishes books and textbooks. One professor won a regional top paper award and is publishing a book and article on anonymous sources as well as on foreign policy issues. The Ethics Center director won an honorable mention for a national top paper award and a regional top paper award, examining the hero mythology of journalistic practice and ethical issues in his research.

Ad/PR faculty conducts policy research including advertising to children, political consumerism and crisis communication. Ad/PR faculty has won outstanding research paper and journal awards at several national and international conferences. In conclusion, we need to build the breadth and depth of our traditional research to add experts in a variety of methodological and theoretical areas in all branches of journalism and in ethics.

**Sequences**

The Ad/PR sequence stresses strategic advertising and public relations planning in all courses. Students are trained in how to develop strategic AD/PR campaigns, with strong emphasis on research-based strategies and tactics. Graduates work in advertising and PR agencies, corporations and non-profit agencies.

The Broadcast Journalism program is designed to prepare students for careers in radio and television news and production. In all of our courses, students get real world experience producing stories for KXUA radio and UATV campus television. Our graduates work at stations in NWA, Little Rock, Tulsa, OKC, Memphis, Nashville, KC, Orlando, ESPN, NPR and other outlets across the country. Our graduates serve as reporters, anchors, videographer, editors and news producers.

The News/Editorial sequence is undertaking a dual mission:

1) The faculty reviewed results of an assessment and concluded that our introductory courses need strengthening in the areas of grammar and sentence structure. Those changes have been discussed, designed and are being implemented.

2) The News/Ed faculty also agrees that mining data, particularly by using Microsoft Excel to organize information, is a skill that our students must have. We’re working of identifying and recruiting faculty to teach that skill across sequences.
**MA Graduate Program**

The Journalism Master’s program offers advanced study in three areas: News, Documentary Film and Strategic Communication. Our program includes a 5-year MA plan designed for high-achieving undergraduates who can take a limited amount of graduate coursework in their senior year and complete the master’s in a fifth year after receiving their BA degree. Currently, we have 19 active graduate students, and we typically admit three to four students each year.

**KUAF, National Public Radio**

KUAF is the university's NPR station--100,000 watts providing outreach and service to around 50,000 people a week from Ft. Smith to Bella Vista. The 10-person full time staff are all U of A graduates and the 5 person news department all have journalism degrees from the U of A and produce a daily hour-long news magazine "Ozarks at Large."

The Lemke Journalism Project is our department’s main minority outreach activity. Tyson sponsors this 15-year-old high school multicultural reporting program and UA colleagues volunteer six Saturdays to work with students who are bused to campus from across the region. This year, we’ve expanded our digital and broadcast component, and had CNN Worldwide executive Ramon Escobar on campus to train students. He also provided a live workshop on network news production after the death of Justice Scalia. Many of the university students who took part had met Justice Scalia in Washington during our Covering the Courts class last May. The Lemke high school students are showing strong interest in difficult topics like the suicides of young Hispanic girls. We have 30 students this year, and five have told us they want to enroll in our department in the fall.

**Scholarships for Students**

The journalism department is fortunate to have enough endowed scholarships to guarantee financial aid to our most deserving students. This year, seventy-six journalism students applied for departmental scholarships. Sixty-six of those applicants will receive journalism scholarships next year, for a total of over $150,000. The scholarships will be presented at the department's annual scholarship reception, Wednesday, April 6, at 3 p.m.

**Nationally Competitive Students**

The Lemke Journalism Department received the University of Arkansas Office of Nationally Competitive Gold Medal Award for its work with students who achieve success at national and international competitions. Broadcast students received a regional Mid-America Emmy for their newscast about the Vilonia Tornado, The Arkansas Traveler was named best non-daily newspaper by the Society of Professional Journalists and a team of students from the Advertising Campaigns class received a second place Silver Medal at the Collegiate Echo Challenge. These are three of 55 awards presented to our students last year.
Center for Ethics in Journalism
Founded in 2013 and located in Kimpel 202, the Center for Ethics in Journalism works to improve the study and practice of journalistic principles under the belief that the best journalism starts with an emphasis on the ethical gathering and distributing of information. Each fall, the center features a visiting professor to assist with study in the classroom, improve professional standards and public awareness through outreach events like the media workshop or public lecture.

Online Education
The online minor, begun in Fall 2015, has attracted 19 students. Development of courses will be completed this summer. The department has a total of seven online courses and will add three more by Spring 2017.

Student Media
Arkansas Traveler newspaper, UATV campus television, KXUA radio, Razorback Yearbook, The Hill magazine. Student media is funded by Student Affairs, but most students are journalism majors. A new student media center will soon break ground on second floor of Kimpel Hall, with lead funding by a U of A Journalism alum.

Student Organizations
PRSSA, Ad Club, Society of Professional Journalists

School of Journalism and Strategic Media
The Walter J. Lemke Department of Journalism is proposing a name change, and is requesting endorsement for a plan to change its status from “department” to “school” within the Fulbright College of Arts and Sciences. On September 16, 2015, journalism faculty, by unanimous vote, approved a proposed name change to School of Journalism and Strategic Media, University of Arkansas. No requests for additional funding are included at this time.

We believe this new name accurately reflects our mission, current status and future direction. We have grown to become the largest accredited journalism “department” in the country. The other 49 largest accredited Journalism programs, by enrollment, are either “schools” or “colleges.”