

EXPANDING THE IMPACT OF PRIVATE PHILANTHROPY...

■ ENDOWED CHAIRS & PROFESSORSHIPS

The School of Journalism boasts a faculty of highly trained and talented professionals. But despite our growth in enrollment and an industry that demands change, state funds and faculty lines remain relatively static. To be competitive and to attract and retain the best faculty, private support has become crucial. No better way exists to ensure academic excellence than endowing an academic position. A named chair or professorship allows the School to compete for the best, brightest and most well-trained faculty in the country. Our faculty in turn will prepare our students to compete for the best jobs in journalism, advertising and public relations.

■ FACILITIES & CAPITAL IMPROVEMENTS

To continue to attract high-performing students, the School of Journalism must continue to upgrade and modernize its facilities. In addition, the School needs to maximize the space in Martin Hall to accommodate increasing enrollment and a growing faculty. Recent donor support has enabled the School to renovate the former TV studio into a cutting-edge multimedia and to create a multimedia classroom with the latest instructional technology. Current projects that could benefit from private funding and that offer naming opportunities include the following: a suite for the Integrated Marketing Communications master's degree program; an updated foyer with a new donor recognition wall; a state-of-the-art seminar and conference room; and multimedia computer labs.

■ SPECIAL PROJECTS FUND

The School of Journalism has created a niche of producing multimedia journalism projects with an emphasis on hands-on learning, collaboration and innovation. Students worked for nearly three years on the Emmy award-winning documentary and book, "Cancer Stories: Lessons In Love, Loss and Hope." Students also have chronicled the oral histories of more than 100 of the state's veterans as a part of West Virginia's Veterans History Project. Through the award-winning convergence media project, "Starting Over: Loss and Renewal in Katrina's Aftermath," students continue to document the plight of those who were

displaced by Hurricane Katrina through video, photography, written stories and multimedia. A Special Projects Fund would help offset the costs of these projects, including student travel, faculty stipends, equipment purchases and publication fees. Projects supported by the fund help the School and our students gain hands-on, real-world experience and national media exposure. Increased funding will help to ensure the School's continued development of new projects over the coming years.

■ AWARDS & ENDOWED SCHOLARSHIPS

Endowed student-centered gifts change lives, fund dreams and launch careers. There is no more personal way to build the future of journalism than through a named scholarship, fellowship, stipend or award. As the School's enrollment has grown, so has the need for scholarships and awards, especially an award that would help offset the cost of summer internships for students who receive unpaid, but high-profile, opportunities in major markets. Available funding could provide interns the financial ability to reside in metropolitan cities while gaining real-world experience.

■ MULTIMEDIA TECHNOLOGIES

In today's changing media world, keeping up with the demands of new technology is very expensive. In addition to technology updates, the School of Journalism is evolving our curriculum to better meet the demands of today's – and tomorrow's – media world. Over the next two to three years, the School will be developing advanced curricula to incorporate digital, interactive and multimedia technologies into every student's learning experience. Students will be prepared to work in a variety of media through an increasingly integrated approach. The School would like to develop a named, endowed fund for new media hardware and software updates, equipment purchases and repairs, and annual computer maintenance. Donor funding can not only help the School invest in the multimedia technologies of today but also assist in training the mass communications leaders of tomorrow.

PERLEY ISAAC REED SCHOOL OF JOURNALISM

A MESSAGE FROM THE DEAN

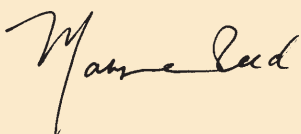
The WVU Perley Isaac Reed School of Journalism is a student-centered journalism school whose graduates are trained in critical thinking skills, educated in the liberal arts and skilled in teamwork and strategic planning.

Our program produces graduates who serve the state, nation and world through outstanding work, accomplished in an ethical manner and attuned to the demands and dynamics of 21st century mass communications. Community outreach and service learning are incorporated into our journalism, public relations, advertising and integrated marketing communications programs.

We embrace a coaching/mentoring philosophy that results in real products – stories, broadcasts, campaigns and projects – that are published and adopted by real clients. Our students learn by doing in an intimate, hands-on environment. And community partnerships and internships help our students achieve greatness wherever they go.

Our present success would not have been possible without the support of our alumni and friends. Private dollars allow us to upgrade our technology, develop a cutting-edge curriculum and offer scholarships, internships and other professional opportunities to our students. Private support also enables us to attract and retain the best and brightest faculty.

As we face new challenges in the coming years, we will continue to seek your friendship and support. Thanks to you, we are helping students launch their careers and dreams.



Maryanne Reed
Dean

ABOUT US...

Established in 1939, the Perley Isaac Reed School of Journalism is one of the oldest journalism schools in the country. While rooted in tradition, the School also offers innovative, student-centered curriculum and real-world experiences that prepare students for careers in 21st century mass communications.

The nationally accredited School of Journalism currently offers undergraduate programs in advertising, broadcast news, news-editorial and public relations. The School also offers a general master's degree program and the nation's only totally online master's degree program in integrated marketing communications. The School prepares its students to work as media professionals in newsrooms, firms, agencies, and government and non-profit media organizations.

A comprehensive curriculum gives students hands-on experience in print, visual, online, electronic and broadcast media. The School is equipped with state-of-the-art instructional technology, including Macintosh and Dell computer labs, digital broadcast equipment and a multimedia studio and editing suite. The School is dedicated to expanding its online course offerings and use of the web for interactive teaching and is thoroughly incorporating new media into the curriculum.

Students at the School of Journalism gain real-world experience through internships with newspapers, TV stations, public relations and advertising agencies, as well as community service projects throughout the state and region. Many work for WVU's independently run radio station, U-92, and student newspaper, *The Daily Athenaeum*. Students also produce their own TV news program, *WVU News*, for statewide broadcast on West Virginia Public Television and work as a news bureau, creating stories for Pittsburgh's KDKA-TV.

The School of Journalism's cutting-edge curriculum has been nationally recognized and adopted by several educational institutions, including The Poynter Institute, a prestigious school for journalists in St. Petersburg, Fla. Teaching in all program areas embraces a coaching/mentoring philosophy that results in real product – stories, broadcasts, campaigns and projects – that are published and used by real clients. Our students learn by *doing* in an intimate, hands-on environment. And community partnerships and internships help our students launch their careers and dreams wherever they go.