



Reynolds School of Journalism
University of Nevada, Reno

The Convening Power of JMC Programs to Help Revitalize Local News

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I. Reflecting on the news Industry + academy relationship



Many schools founded by newspaper associations/executives

In 1892 newspaper publisher [Joseph Pulitzer](#)[☐] offered Columbia University's president [Seth](#)

[Low](#)[☐] \$2 million to set up the world's first school of journalism. However, the

Walter Williams (July 2, 1864–July 29, 1935) was an American journalist and educator. He founded the world's first journalism school at the [University of Missouri](#), and later served as the university's president. An [internationalist](#), he promoted the ideals of journalism globally and is often referred to as "The Father of Journalism Education".^[4]

Joseph P. Medill was a leading newspaper editor, publisher and politician. He was co-owner and managing editor of the Chicago Tribune and served as mayor of Chicago. The Medill School of Journalism was dedicated on Northwestern University's Evanston campus on Feb. 8, 1921.



Many schools and programs funded by news foundations/executives

FEBRUARY 9, 2004

NEWS RELEASES

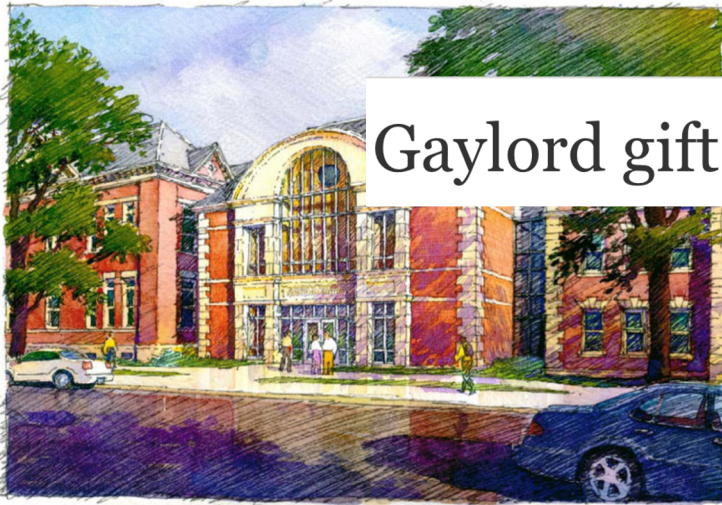
GRANTS

REYNOLDS JOURNALISM INSTITUTE

ALUMNI

Donald W. Reynolds Foundation Grant Largest Ever for University of Missouri

Media magnate makes \$25M gift to UNC School of Journalism and Media



Gaylord gift to fund OU journalism college

Freedom Forum, Vanderbilt University to Construct New Journalism Diversity Institute

cmaadmin (EDU)
Dec 6, 2000

\$31 Million Grant to Establish Journalism Institute

Plenty of tension as well as cooperation between the industry and academy

Is journalism school worth it? Three journalists weigh in

Woodstein U: Notes on the Mass Production and Questionable Education of Journalists

More than enough students are enrolled in journalism courses at this moment to replace every professional journalist now employed on an American newspaper. What explains this madcap scramble for jobs that don't exist, and how well are the students prepared? A veteran journalist reports on the state of America's schools of communications.

By Ben H. Bagdikian





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II. The present: End of an era



the

BAD NEWS

About

the NEWS

Robert G. Kaiser

AMERICA'S LOCAL NEWS has reached its death spiral phase.

THE LOCAL NEWS LANDSCAPE IN 2020: TRANSFORMED AND DIMINISHED

In only two decades, successive technological and economic assaults have destroyed the for-profit business model that sustained local journalism in this country for two centuries. Hundreds of news organizations – century-old

Consequences are unfolding in real time

MEDIA, POLITICS & GOVERNMENT

Civic engagement declines when local newspapers shut down

Studies show that areas with fewer local news outlets have lower levels of civic engagement, voter turnout and political accountability.

ARCHIVE

When No News Isn't Good News: What the Decline of Newspapers Means for Government

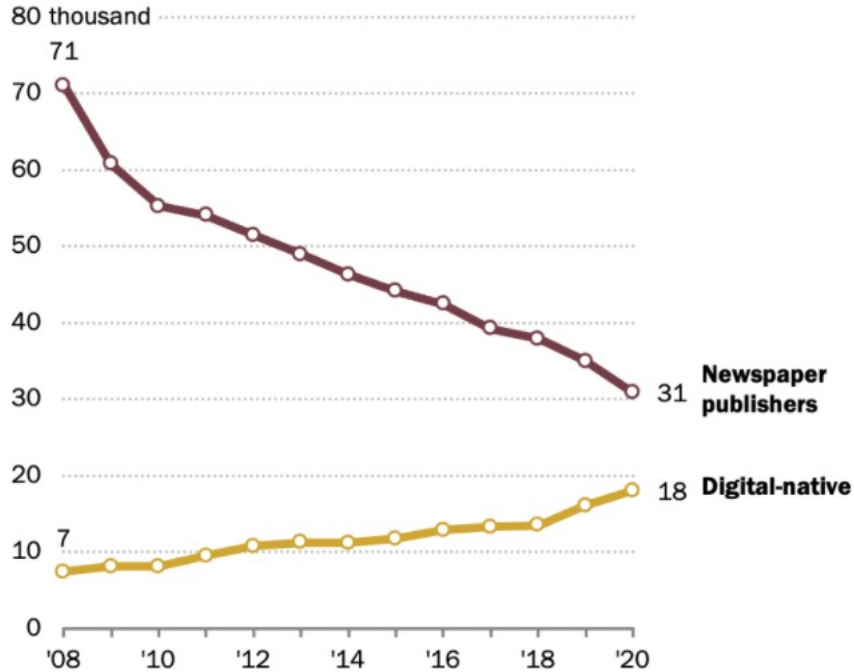
About one in five Americans now lack regular access to local media coverage. Studies show this is bad for politics, municipal debt -- and even the environment.

April 23, 2019 • Alan Greenblatt



Newsroom employment at U.S. newspapers has plummeted since 2008 but grown at digital publishers

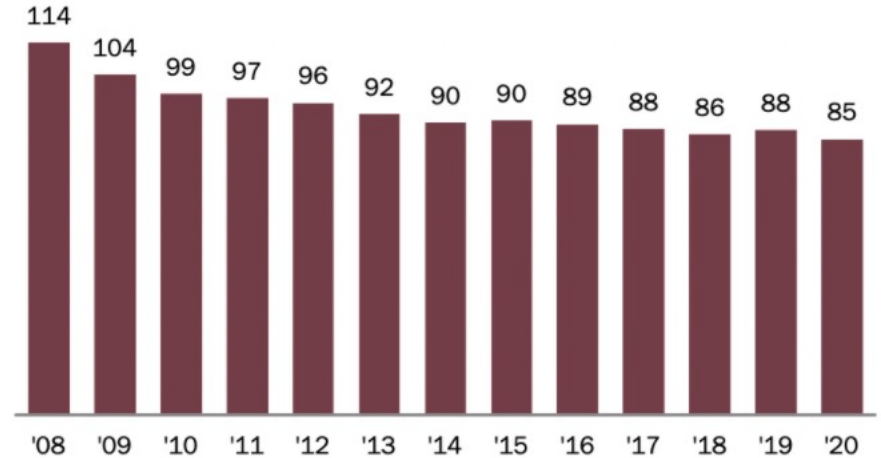
Number of U.S. newsroom employees by news industry, in thousands



Note: The OEWS survey is designed to produce estimates by combining data collected over a

Newsroom employment in the United States declined 26% between 2008 and 2020

Number of U.S. newsroom employees in news industries, in thousands



Note: The OEWS survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and journalists; editors; photographers; and television, video and film camera operators and editors. News industries include newspaper publishers; radio broadcasting; television broadcasting; cable and other subscription programming; and other information services, the best match for digital-native news publishers.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment and Wage Statistics data.

PEW RESEARCH CENTER



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Question:

What are the job prospects for journalists?

Answer:

Those seeking a career in journalism will find themselves entering a field with declining employment prospects. The number of jobs is expected to decline by 11 percent from 2019 to 2029, according to the U.S. Bureau of Labor Statistics (BLS). This compares unfavorably to the projected 4 percent increase in employment for all occupations,

CHIPS QUINN SCHOLARS PROGRAM FOR DIVERSITY IN JOURNALISM ON HIATUS



OPINION: The Media School should require a career prep class



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III. The future: A shift in the balance of power and responsibility

Journalism program assets

- Institutional stability and longevity
- Community reputation and respect
- Up to date multimedia equipment
- Space! Classrooms, studios and labs
- Knowledge of how to use social media, podcasting, videos, web, data, engagement
- Bilingual assets
- Student labor/innovation/enthusiasm
- Faculty with knowledge about management, business, production, content



Possible roles for j-programs

- Convener
- Facilitator
- Consultant
- Producer
- Content provider
- Collaborator
- Labor source
- Trainer/professional development
- Fundraiser
- Owner/Operator





At the Reynolds School



Nevada News Alliance

Support local news in Nevada

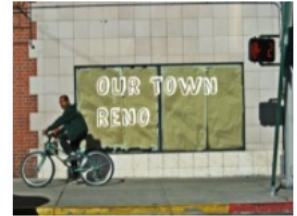


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Listen. Connect. Discover.



As Reno rebrands, what happens to our most vulnerable?



Many schools are addressing the local news crisis in a variety of ways

