The Media School is the realization of a vision of convergence.

That vision was most comprehensively presented in a 2013 proposal from the College of Arts and Sciences, created at the recommendation of the New Academic Directions (NAD) Committee. The NAD sought to “reduce barriers and encourage innovative alignments among academic units.”

In the proposal, the merger of the School of Journalism and the departments of Communication and Culture and Telecommunications — which had been discussed since 2009 — was distilled into a simple concept reflected clearly in its name: The Media School.

The proposal envisioned a school that would reinvent media education for the digital age. It called for:

• Unparalleled learning opportunities for a diverse student body
• Innovative research and teaching in “all things media”
• Targeted support for pioneering research and programs
• A preeminent institution for the teaching and study of media
• World-class facilities for production and research
• The development of partnerships and collaborations
• A forward-looking school that will stand the test of time

This five-year report encompasses the entire lifetime of The Media School. During our short history, we have brought this vision to life.

**We are no longer three units merged.** The Media School has its own, distinct identity, based on both the vision laid out in the 2013 proposal and the passion and talents of our faculty, students, staff and alumni.

So what is The Media School? We’re journalists and marketing professionals, advertising executives and public relations experts, filmmakers and directors, scholars, game designers, researchers and more. **Together, we’re creating the media landscape of the future.**
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History
The Media School is rooted in the long heritage of three programs at Indiana University: journalism, telecommunications, and communication and culture. These three areas of study overlapped and dovetailed with one another throughout the last 100 years, reflecting the shifting communication theories and technologies of the times.

The Media School was established by a merger of the three units on July 1, 2014. In 2015, we appointed our founding dean, James Shanahan, and in 2016, we moved into the newly renovated Franklin Hall.

Unparalleled learning opportunities for a diverse student body

The 2013 Media School proposal called for an academic program with “flexibility to address a fluid environment.”

Undergraduate
We offer three undergraduate degrees and majors, and students can deepen their skills in a specific area through concentrations and specializations. With nine concentrations and 37 specializations, a Media School bachelor’s degree can be customized in 170 ways.

We also offer two certificates and seven minors for non-Media School majors.

Media (B.A.)
• Cinema and Media Arts — Studies and Production
• Interactive and Digital Media
• Media Advertising
• Media Management, Industry and Policy
• Media Science
• Media Technologies and Culture
• Sports Media

Journalism (B.A.J.)
• News Reporting and Editing
• Public Relations

Game Design (B.S.)

Graduate
The Media School offers an M.A., an M.S. (with four available concentrations) and a Ph.D.

Media Arts and Sciences (M.A.)

Media (M.S.)
• Design and Production
• Journalism
• Management
• Public Relations

Media Arts and Sciences (Ph.D.)
Specializations

• Advertising Creative
• Advertising Management
• Art, Aesthetics and Experimental Media
• Audio Journalism
• Black Cinema Studies: Aesthetics, History and Image
• Broadcast Journalism
• Creative Industry Management
• Digital Journalism
• Documentary
• Editing and Post Production
• Game Art
• Game Audio
• Game Production
• Global Media
• Graphic Communication
• Health Communication
• International Cinema
• Media and Creative Advertising Strategies

Minors

• Black Cinema and Media Studies
• Global Media
• Media and Creative Advertising
• Media and Diversity
• Media Law and Ethics
• Media Persuasion
• Media, Sex and Gender

Certificates

• Journalism
• New Media and Interactive Storytelling
Student profile

In its five years of existence, The Media School has averaged a total student population of 1,977 — 1,862 undergraduates and 115 graduate students.

During those years, journalism has seen a decline in undergraduate majors, while media and game design majors have increased. A decline in journalism enrollment is a national trend; however, our decline can be partially attributed to the fact that advertising courses, which were previously part of the journalism major, were moved into their own concentration within the media degree.

Advertising is by far our largest concentration, with more than double the number of students in the second-largest concentration, cinema and media arts — studies and production.

Concentration statistics are not available for years prior to 2018-19, as they were not coded as majors until that time.
Our three graduate programs’ enrollments show significant growth each year, in large part because with the creation of the new school, we phased out students in legacy programs as we brought in the new programs. There are still several dozen students in the legacy Ph.D. programs.

Like most communication programs nationwide, we have more women students than men. That ratio hasn’t seen much change from year to year.
Our largest growth among diverse populations has been with Hispanic students. We’ve also seen an increase in our number of African-American students. Increasing diversity is a top priority, and we have faculty committees dedicated to creating more programs and initiatives to ensure this trend continues. We also have active chapters of the National Association of Black Journalists and the National Association of Hispanic Journalists.

The Media School’s student body residency breakdown remained relatively consistent during its five years of existence and closely mirrors IU Bloomington’s breakdown.

Top three home countries of international students

1. **China**: 118 students per year
2. **South Korea**: 23 students per year
3. **India**: 8 students per year
Our undergraduate student quality numbers have remained consistent and are comparable to IUB’s.

Our incoming graduate students’ test scores have evolved to reflect more of a balance of quantitative and verbal skills.
Undergraduate retention has increased each year of The Media School's existence.

Our flexible degrees allow students to change majors and still graduate on time. The average undergraduate student graduates in 4.15 years.
Innovative research and teaching in “all things media”

With the creation of The Media School, three separate faculties combined to become one school, represented by four units:

- Cinema and Media Studies
- Communication Science
- Journalism
- Media Arts and Production

The faculty has grown each year, while our tenure track v. non-tenure track ratio has stayed relatively consistent. As we have grown to meet student demand, we’ve hired faculty at a rate faster than attrition. We have more and more junior faculty each year.
**Recent hires**

**2019**
- Kathleen Johnston, professor of practice, director of the Arnolt Center for Investigative Journalism
- Bill Schwab, professor of practice, advertising

**2018**
- John Velez, assistant professor, media technologies
- Melanie Sarge, assistant professor, strategic communication
- Rachel Plotnick, assistant professor, media technologies
- Mike Gruszcynski, assistant professor, political communication
- Nathan Geiger, assistant professor, environmental communication

**2017**
- Anne Ryder, senior lecturer, broadcast journalism
- Esi Thompson, assistant professor, strategic communication
- Marissa Moorman, associate professor, African history and media
- Jennifer Midberry, assistant professor, visual communication
- Danielle Kilgo, assistant professor, journalism
- David Groobert, lecturer, public relations
- Craig Erpelding, lecturer, cinema production
- Tim Bell, lecturer, film studies

**2016**
- Susanne Schwibs, senior lecturer, television production
- Richard Swope, lecturer, game design
- Lauren Smith, assistant professor, sports media
- Raiford Guins, professor, game studies
- Suzannah Evans Comfort, assistant professor, environmental communication
- Nic Aguirre, lecturer, web design
When The Media School was formed in 2014, our faculty consisted only of legacy faculty members from existing units. Our original faculty was 63 percent male. Our new faculty hires since then have been 52 percent female. We are making strategic progress toward gender parity among our faculty.

Staff

We saw significant staff increases in our early years as we formed as a school, grew in student population and moved into Franklin Hall.
Targeted support for pioneering research and programs

Our budget has grown steadily with our student population. Beginning in 2017-18, The Media School budget was separated from that of the College, affording the school a greater degree of budgetary independence.

External funding

Since the establishment of The Media School, annual external and internal funding for research has increased greatly, especially for initiatives related to international topics and technology issues.
Our Bicentennial fundraising campaign has been an overwhelming success. We strategically engaged alumni through the creation of a Dean’s Advisory Board, personal meetings with prospects and engagement events.

We established the **Michael I. Arnolt Center for Investigative Journalism**, funded through a $6 million blended gift that funds an endowed chair, graduate fellowship, undergraduate scholarship and endowed operating fund. The center conducts multimedia investigative reporting on issues of importance to Indiana residents, including matters that reach beyond the state’s borders. Master of Science and undergraduate students do the reporting, providing them with an opportunity to learn in a real-world setting. This is the largest gift in the history of The Media School and its legacy units.

We received gifts to name two spaces in Franklin Hall, including the **Ken and Audrey Beckley Studio** and **Ed Spray Control Room**.

We have established more than 15 new endowed scholarships, including traditional, study abroad and internship support.

We have received $120,000 to date for the **Barbara Restle Press Law Research Fund**, which supports research to protect journalists. Funds are used for research projects and events that will raise awareness of state and federal shield laws, whistleblower-protection laws, the Freedom of Information Act and other issues that threaten a free press.

We received an $82,000 grant from the Scripps Howard Foundation to digitize and promote the **Roy W. Howard Archive** and host a Roy W. Howard Symposium in October 2018.

We established the **IDS Legacy Fund** and have raised nearly $70,000 to support the Indiana Daily Student in the future as part of its 150th anniversary in October 2017.
A preeminent institution for the teaching and study of media

The proposal for The Media School predicted that the school “would launch as a flagship program for Indiana University with a strong national and international reputation.” Indeed, our programs are world-ranked, accredited and award-winning.

Accreditation
The journalism program has been accredited by the Association for Education in Journalism and Mass Communication since 1948. Our public relations program has been accredited by the Public Relations Society of America since 2008.

The rankings are based on the number and quality of research publications, as well as the number of faculty who have won major awards.

2019: 7th
2018: 6th
2017: 7th

The “Pulitzers” of college journalism
IU has placed first in the Hearst Journalism Awards Program’s Intercollegiate Writing Competition for six years in a row.

Hearst holds monthly competitions in writing, television, radio, multimedia and photojournalism for journalism undergraduates. Schools accumulate points when their students place in the various categories.

Recent awards
Our faculty and students are routinely honored for excellence in research, teaching and creative work.

Faculty/staff
• International Communication Association Fellow: Betsi Grabe, 2019
• Association for Education in Journalism and Mass Communication Emerging Scholar
  » Jason Peifer, 2019
  » Suzannah Evans Comfort, 2018
  » Danielle Kilgo, 2018
  » Jessica Gall Myrick, 2016
  » Gerry Lanosga, 2015
• National Emmy: Jay Kincaid, 2015
• Regional Emmy
  » Susanne Schwibs, 2019
  » Ron Osgood, 2018
  » Susanne Schwibs, 2017
  » Anne Ryder, 2016
  » Jay Kincaid, 2016
  » Susanne Schwibs/Steve Krahnke, 2016
• Fulbright: James Kelly, 2018-19
• AEJMC Birgit Wassmuth Excellence in Education Visual Teaching Communication Teaching Award: James Kelly, 2018
• Forum on Education Abroad Award for Excellence in Education Abroad Curriculum Design: James Kelly, 2017
Students


• **Hearst National Writing Championship, first place**
  » Jack Evans, 2018
  » Taylor Telford, 2017
  » Alden Woods, 2016
  » Samantha Schmidt, 2015

• **Roy W. Howard National Collegiate Reporting Competition**
  » Jack Evans, 2017
  » Leah Johnson, 2015

• **Chinese Government Award for Outstanding Self-Financed Students Abroad, Special Excellence Award**: Jingjing Han, 2018

• **Associated Collegiate Press Reporter of the Year**: Taylor Telford, 2017

• **Indiana Collegiate Press Association Student Journalist of the Year**
  » Laurel Demkovich, 2019
  » Carley Lanich, 2018
  » Megan Jula, 2016
  » Samantha Schmidt, 2015

• **Indiana Society of Professional Journalists Student Journalist of the Year**: Laurel Demkovich, 2018

• **Keating Feature Writing Competition, first place**
  » Jack Evans, 2017
  » Taylor Telford, 2016
  » Grace Palmieri, 2015
  » Samantha Schmidt, 2014

• **Indiana Collegiate Photographer of the Year**
  » Mark Felix, 2015
  » Caitlin O’Hara, 2014
Motion capture technology

In 2017, Franklin Hall acquired motion capture technology, which allows student filmmakers and game designers to create digital animations based on live human actions, allowing for more lifelike representations.

Each year since then, an ad hoc group of students and faculty has collaborated with other departments to produce an animated short film.

World-class facilities for production and research

The Media School is based in Franklin Hall, with offices, classrooms and studio space in the Radio-Television Building as well.

Franklin Hall

Built in 1907, Franklin Hall underwent a $21 million renovation in 2014. The redesigned building puts the most advanced technologies available to work for our community.

It features:
- Central commons, with a glass ceiling and interactive 24-foot-by-12-foot screen
- The Beckley TV studio, equipped with eight HD cameras and connections to the Radio-Television Building and the Mark Cuban Center for Sports Media and Technology
- Studios for student media and classroom production
- Game design labs
- Student media space for the Indiana Daily Student, Arbutus, IUSTV, WIUX and American Student Radio
- Screening room
- Research labs and analysis space for the Institute for Communication Research
- Audio and video production equipment for student checkout

Radio-TV Building

The Radio-TV Building is home to teaching studios, labs and production facilities used by our students. Its digital infrastructure was recently upgraded with new wiring, wireless networking and broadband cable.

It features:
- Studio 5, a 2,800-square-foot teaching studio that recently underwent a $1 million renovation
- A production lab with equipment checkout and Macintosh workstations
The development of partnerships and collaborations

Collaborations and partnerships were a central feature of the Media School described in the 2013 proposal: “By enabling and facilitating partnerships inside and outside the academy and by enhancing the strengths and visibility of IU, the MSchool will place the university at the forefront of media creation, production, and research in the 21st century.”

Indeed, The Media School is heavily engaged with collaboration across campus, the community, the country and the world.

Centers and institutes

Our centers and institutes provide resources and communities for research, education and interdisciplinary collaboration.

- Black Film Center/Archive
- Center for Documentary Research and Practice
- Center for International Media Law and Policy Studies
- Institute for Communication Research
- Michael I. Arnolt Center for Investigative Journalism
- National Sports Journalism Center
- Observatory on Social Media

Affiliates

- Indiana Journalism Hall of Fame
- IU Cinema
- IU Libraries Moving Image Archive
- Scripps National Spelling Bee

Indiana Environmental Reporter

As part of IU’s Prepared for Environmental Change Grand Challenge, The Media School and the Environmental Resilience Institute established the Indiana Environmental Reporter, an independent, multiplatform news outlet that reports on news related to environmental change’s impact on Hoosiers. The content is available for news outlets to republish for no charge.

Its two full-time reporters, plus several part-time associates, are based in The Media School, and their work is edited by The Media School’s director of communications, Anne Kibbler.

IER placed first and second in the 2018 Environmental Reporting (30,000 and below) category of the Indiana Society of Professional Journalists Best in Indiana Journalism Competition.

Read their work at www.indianaenvironmentalreporter.org.
External engagements and collaborations

External engagements and collaborations provide our students with real-world opportunities and allow us to be a meaningful partner in our community.

**Community/state**

- **Speaker Series**: Every fall and spring semester, The Media School hosts a slate of renowned media professionals to give a free and public lecture. During the last five years, our guests have included:
  - Anderson Cooper, host of CNN’s “Anderson Cooper 360”
  - Mike Kelley, TV writer/producer
  - Rafat Ali, CEO and founder of the business intelligence and travel marketing platform Skift
  - Maggie Haberman, New York Times White House correspondent
  - James Balog, photojournalist and documentary filmmaker
  - Mira Nair, film director
  - Dan Balz, Washington Post correspondent
  - Aman Sethi, Hindustan Times editor
  - Elena Volochine, international journalist and documentary filmmaker
  - Michael Schultz, film and TV director
  - James Neff, investigative reporter and editor
  - Margaret Sullivan, Washington Post columnist
  - Paula Apsell and Douglas Hamilton, “Nova” producers
  - Bruce Joel Rubin, screenwriter
  - Asma Khalid, NPR reporter
  - Peter Hessler, New Yorker staff writer
  - E. J. Dionne, Washington Post columnist
  - Matt Hunziker and Michael Gillis, The Onion staff writers
  - James Portnow, game designer
  - Fred de Sam Lazaro, “PBS NewsHour” correspondent
  - Gerould Kern, Chicago Tribune editor
  - Jad Abumrad, “Radiolab” host
  - Soraya Sarhaddi Nelson, NPR correspondent
  - Paula Kerger, PBS CEO and president
  - Ta-Nehisi Coates, The Atlantic journalist and author
  - Dave Eggers, author
  - Eric Deggans, NPR TV critic
  - Walt Bogdanich, New York Times investigative journalist
  - Margaret Warner, “PBS NewsHour” chief foreign correspondent
  - Carolyn Jones, photographer and filmmaker
  - Katherine Boo, author and journalist
  - Jose Antonio Vargas, journalist and documentary filmmaker
• **Service learning courses**: The Media School’s service learning courses combine academic theory with practical experience in a way that deepens understanding and fosters civic engagement, allowing students to fulfill a genuine need in the community. Coursework involves interacting with non-campus groups, such as civic organizations, nonprofits and volunteer groups. Recent examples include:
  » MSCH-R431 Public Relations for Nonprofits: Students work with a local or national nonprofit to provide PR support.
  » MSCH-P356 TV Studio Production: Students produce short public service announcements for nonprofit organizations.
  » MSCH-R351 Video Field & Post Production: Students produce longer, more in-depth service/informational videos.
  » MSCH-P354 Program Graphics & Animation: Students produce short, animated PSAs for client organizations.
  » *MSCH-R348 Public Relations Planning and Research: The class conducts research (interviews, focus groups, surveys) for a nonprofit organization or community initiative.
  » *MSCH-R429 Public Relations Campaigns: Students conduct a communications audit and develop a six-month strategic communication plan for a nonprofit client.
  » *MSCH-R349 Public Relations Writing: Students write public relations materials for a nonprofit client or community initiative.

*indicates a partnership with the Office of Rural Engagement’s Sustaining Hoosier Communities initiative

• **Stories of Peace**: Each year, teams of Media School students partner with community organizations to produce promotional videos about positive stories from the community. The Media School initiative is part of the City of Bloomington’s Dr. Martin Luther King Jr. Birthday Celebration Commission’s 40 Days of Peace. It was established in 2018. In its two years, students have partnered with:
  » Harmony School
  » My Sister’s Closet
  » Rogers Elementary School
  » Lotus Education & Arts Foundation
  » The Project School
  » Bloomington Refugee Support Network
  » College Internship Program
  » Girl Scout Troop 02497
• **Precollege programs**: The Media School’s summer programs allow middle and high school students to experience the IU campus and get an introduction to media production.
  » Cinema Academy: The Cinema Academy provides in-depth experiential learning opportunities for student filmmakers of all calibers and interests. Students spend the week on campus hearing from filmmakers, attending film screenings and creating their own short films.
  » Game Development Camp: Game Development Camp teaches the basics of game design through the very same tools professional companies and studios use to create their work. The camp teaches both 2D and 3D design, and students are encouraged to sign up for whichever they find more interesting, or try their hand at both.
  » High School Journalism Institute: HSJI, established in 1946, gives high school students and teachers an immersive learning experience through a variety of workshops and educational opportunities that span everything from documentary filmmaking to basic reporting techniques.

• **Indianapolis employer visits**: Since 2017, The Media School has partnered with the Walter Center for Career Achievement on an Indianapolis employer site visit trip, specifically focusing on public relations. Students spend the day visiting various PR employers, and they have a networking lunch with alumni. Eighty-five students have participated in the three years of the trip, and they’ve visited the following employers:
  » Hirons
  » Dittoe PR
  » NCAA
  » Indiana Statehouse
  » Borshoff
  » Bose Public Affairs
  » Bradley and Montgomery
  » Eiteljorg Museum
  » Indiana Pacers
  » TrendyMinds
  » Eli Lilly
  » Indiana Repertory Theatre
• **Regional spelling bee:** The Media School hosts the annual regional spelling bee. Local children in third through eighth grades who won their school bees compete annually for a chance to compete in the Scripps National Spelling Bee. The school sponsors the winner’s trip to the national competition.

• **Letting the Sunshine IN: An Open Data and Open Government Workshop:** In 2018, The Media School’s Center for International Law and Policy Studies partnered with the Indy Pro chapter of the Society of Professional Journalists and the Indiana Coalition for Open Government to hold a free, daylong workshop on access to information.

• **Making the News: A Community Conversation:** Funded by a $25,000 Public Humanities Project grant from IU’s Arts and Humanities Council, Making the News: A Community Conversation was a one-day event in Bedford that brought community members and newsmakers together to foster trust in the news media. Assistant professor Jason Peifer spearheaded the event, which he modeled after police department citizens’ academies. Several Media School faculty gave presentations and served on panels.

  About 30 community members attended. Peifer will assess the event’s effectiveness using pre-test/post-test surveys. If it’s deemed effective, he may implement similar programs in other Indiana communities in the future.

• **National Ernie Pyle Day:** The Ernie Pyle Legacy Foundation held its first National Ernie Pyle Day celebration on Aug. 3, 2018, in Franklin Hall. The Media School co-sponsored the event and provided staff support. The Media School will continue to partner with the foundation to honor Pyle every Aug. 3.
National

• **Semester in Los Angeles internship program**: Now in its third year, the Semester in L.A. program allows Media School students to live, work and learn in Los Angeles. Internship locations include well-known programs like “The Ellen DeGeneres Show,” FOX Sports and NBCUniversal.

The program is primarily for students interested in the entertainment industry and film production. During the semester, students take three courses taught by adjunct faculty in addition to their internships.

• **Chicago and New York employer visits**:
  » Every year, students in the Media Living Learning Center travel to New York City to network with alumni and visit media organizations.
  » Our Ernie Pyle Scholars, Media Scholars and student ambassadors travel to Chicago annually to network with alumni and visit media organizations.

• **National Park Service Learning Program**: Media School students travel to national parks during spring, summer and fall breaks to volunteer by creating promotional video content. The parks use the videos for video displays, websites and social media. The trips are an affordable, non-credit option for students to get hands-on experience.

In the program’s three years, students have traveled to Gulf Islands National Seashore, Lincoln Boyhood National Memorial, Congaree National Park, Fort Sumter National Monument and Reconstruction Era National Monument.

• **Game Developers Conference**: Every year, a cohort of faculty and students attend the Game Developers Conference, the world’s largest professional game industry event, in San Francisco. Students network with professionals and learn from expert-led breakout sessions, summits and roundtable discussions. The Media School awards scholarships for travel costs.

• **Poynter Institute**: Every year, sophomore Ernie Pyle Scholars travel to St. Petersburg, Florida, during spring break to take classes from the Poynter Institute for Media Studies, a nonprofit organization that specializes in providing continuing training to working journalists. The institute was founded by IU alumnus Nelson Poynter, BA’24.

Chicago visits

Site visits during the past five years have included:
- Greentarget
- rEvolution
- Edelman
- WGN-TV
- Chicago Tribune
- Mode Project
- Spark Performics
- Associated Press
- Optimus
- Chicago Symphony Orchestra
- Chicago Sun-Times
- Big Ten Network
- Res Publica
- Chicago magazine
- CBS Sports Radio
- Centro
- ABC7/WLS-TV
- CBS 2/WBBM-TV
- Weber Shandwick
- Comcast SportsNet
- Rivet Radio
- Leo Burnett
- Golin Harris

New York visits

Site visits during the past five years have included:
- The New York Times
- Google
- Dow Jones/The Wall Street Journal
- Bloomberg
- TIME magazine
- Sports Illustrated
- Warner Music Group
- “60 Minutes”
- BBC
- CNN
- People magazine
- Gawker
- MSNBC
International

• **Peking University**: The Media School offers a joint M.A. with Peking University’s School of New Media/School of Journalism and Communication.

• **National University of Kyiv-Mohyla Academy**: The Media School, the O’Neill School of Public and Environmental Affairs and the College of Arts and Sciences Office of International Affairs are working in partnership with the National University of Kyiv-Mohyla Academy in Ukraine to design and implement academic programs in government communications in Ukraine.

  The schools were awarded a U.S. Department of State grant of just under $1 million to support the initiative. The four-year project will result in the creation and implementation of three academic programs: a Master of Public Administration track, an in-service certificate for working professionals and an undergraduate-level certificate.

• **Beyond Borders: Punjab Film Workshop**: In partnership with the IU Office of International Development, The Media School hosted 30 aspiring filmmakers from the Punjab region of India and Pakistan.

  The three-week workshop was funded by the U.S. Department of State through the U.S. Embassy in New Delhi, India, Public Diplomacy Grants Program. Students worked in teams to create short documentaries.

• **International field experience courses**: Our faculty-led travel courses have taken 351 students to 10 countries during the last five years. Courses have included:
  » Short Film Production in Prague (Czech Republic)
  » Documenting Our Changing World (Ecuador)
  » Reporting War and Peace in Okinawa (Japan)
  » From London to Paris: In the Footsteps of Ernie Pyle (England and France)
  » International Game Design Practices (Japan)
  » Summer in London (England)
  » Media in Latin America (Chile)
  » Uncovering the Media City: Public Screen Cultures and Urban China (China and Hong Kong)
  » Covering Ireland and Northern Ireland (Ireland and Northern Ireland)
  » Reporting HIV/AIDS in Africa (Uganda)
  » Media and Culture in China (China)
  » Technology, Change and Media (South Korea)
  » International Reporting (Japan)
  » International Public Relations (Italy)
A forward-looking school that will stand the test of time

The Media School’s proposal noted that “the media landscape is changing so rapidly that the careers our entering freshmen will compete for when they graduate may not yet be known.” Six years later, this is still true, and likely always will be. And we’re prepared to continue to adapt.

Key Bicentennial Strategic Plan initiatives

Creation of The Media School and renovation of Franklin Hall
The Media School was established in 2014, and we moved into our remodeled, state-of-the-art home in Franklin Hall in 2016.

Evaluation and integration of the curriculum across three undergraduate degrees and the graduate program
In 2015, The Media School launched a streamlined, forward-thinking curriculum with three undergraduate degrees, two master’s degrees and one doctorate.

Strengthening of international ties through institutional partnerships and initiatives
Our recent international initiatives, such as Beyond Borders: Punjab Film Workshop, development of government communications programs with National University of Kyiv-Mohyla Academy and a joint M.A. with Peking University are detailed on page 25.

Creation of a development and alumni relations model in conjunction with the College
The model includes the establishment of a Dean’s Advisory Board and a Media School Career Day.

Redevelopment of the school’s website
In 2019, The Media School launched a new website, developed in partnership with IU Studios. It serves all our audiences (students, faculty, parents, alumni, etc.) but focuses first and foremost on the prospective undergraduate student. It is dynamic and showcases our programs and opportunities and the work of our students and faculty. It is ADA-accessible and within the WCMS framework. The cost of developing the website was covered by Bicentennial funding from the Office of the Provost.
Upcoming challenges

As a forward-thinking school, we strive to be resilient and innovative, addressing developments and challenges in the changing media world.

The rapidly changing landscape for journalism will continue to be a challenge. Programs need to adapt to accommodate changes in news delivery to continue to provide quality, up-to-date instruction. The Media School adopts a strategy of continuous revision in its journalism curriculum, keeping us at the forefront of industry needs and trends.

In the next five years, the school will have to make new investments in technology. Next-generation media technologies will have significant budgetary impacts, especially in quickly developing areas such as VR/AR and gaming.

The next five years should be a time when The Media School looks more at alternative forms for instruction delivery, especially online. More credits can be taken online, reaching greater numbers of students. The school should also be more involved in the university’s online activities, given its native expertise.

Upcoming initiatives

B.F.A.

This year, we are proposing a new B.F.A. in cinema production. This degree is being created to realize the vision that The Media School will have a significant “film school” component as part of its activities. While we have a strong history of teaching production, it has focused primarily on multi-camera TV studio production, rather than single-camera cinematic production.

Converged student media

IU has a rich history of student media, from the 152-year-old Indiana Daily Student newspaper to the Arbutus yearbook, WIUX Pure Student Radio and IU Student Television. They’ve survived mergers, moves and the invention of the internet, and have executed the dual role of giving students pre-professional opportunities while informing the campus of important news and events.

However, student media face the same financial challenges as professional media. The Media School is undertaking a restructuring of student media to help guarantee their financial future and preserve their editorial independence.

Observatory on Social Media

With the IU School of Informatics, Computing, and Engineering and the IU Network Science Institute, The Media School will use a $6 million grant from the John S. and James L. Knight Foundation to establish the Observatory on Social Media, a research center to study the role of media and technology in society. It will investigate how information and misinformation spread online and will provide students, journalists and citizens with resources, data and training to identify and counter attempts to intentionally manipulate public opinion.