

# The Missouri School of Journalism



A presentation to Waseda University Students  
March 28, 2016

# Walter Williams

- Founder of the Missouri School of Journalism
- Piloted what we now call the “Missouri Method”
- Experiential learning from the first day



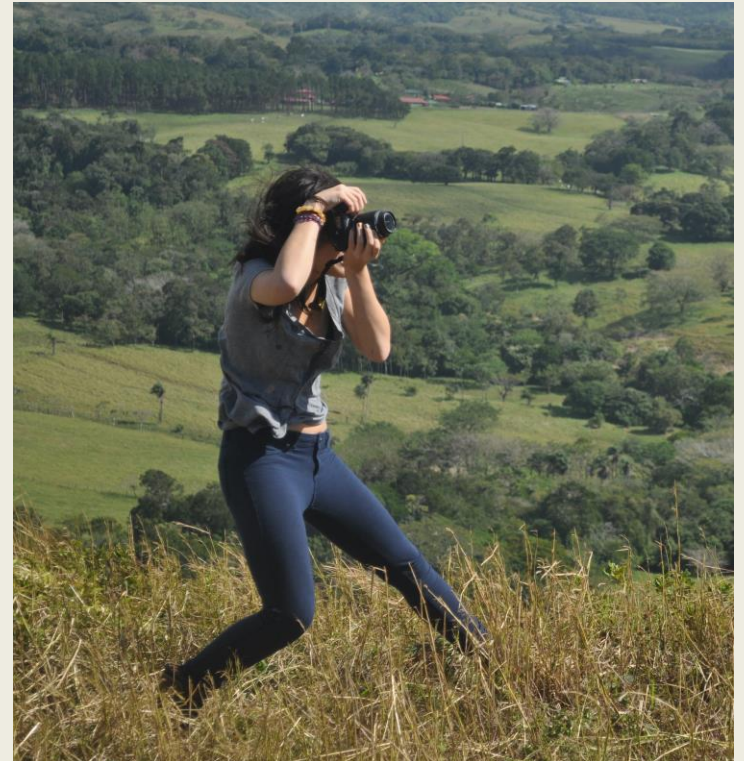
# Experiential Learning

- Technology has been our friend
- Radio, Television, Internet, Convergence



# Missouri Method

- All of our students will have the opportunity to work in a newsroom before they graduate



# Numbers about the school

- 2000 Undergrads      225 Master's students
- About 30 Ph.D. students      85 Full-time faculty



# Our Majors

- Print and Digital News
- Photojournalism
- Magazine
- Radio-Television
- Convergence
- Strategic Communication
- Documentary Journalism (Fall 2015)



# Mid-Career Professional Programs



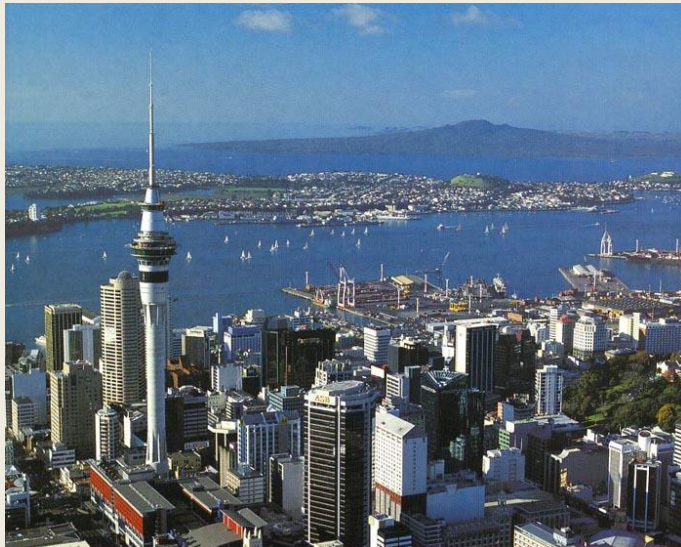
**INVESTIGATIVE  
REPORTERS & EDITORS**

# RJI



# Global Outreach

- Attract students from around the world
- Full-time faculty or staff managing programs in Brussels, China, Barcelona, Washington, D.C., New York



# McCann-Erickson Tokyo Program

A joint Program involving  
Missouri and Waseda University

# McCann-Erickson



- One of the largest marketing and advertising agencies in the world
- Works with major brands in countries across the globe

# Brands McCann works with



Microsoft

*Coca-Cola*

GM



ZURICH



CHEVROLET



CATHAY PACIFIC

# Our history with McCann

- 10 years in Prague
- Partner with Charles University
- Clients include Nestlè and SAB



# Our History with McCann

- The Tokyo program is a professional partnership between McCann-Erickson, the School of Journalism, and Waseda University, led by Sandy Kornberg



# McCann in Tokyo

- 4 years in Tokyo
- Real working conditions between the client and students
  - Major market research involved
  - Challenging brief from client
  - Real-world effects have been implemented by the client in previous iterations



# Outline of the Program

- Students meet with the client and receive their brief
- Students divide into two teams, paired with American students.
- After two weeks, each team presents their plan book to the client and top McCann personnel



# Student Expectations

- Real-world experience with a major international advertising and marketing agency
- Collaborative experience working with students from the Missouri School of Journalism
- Contacts and networking opportunities with McCann and the client



# Questions/Comments

