

Events:

Objective: To foster engagement, professional development, and community within the Journalism and Media Production Department by hosting annual and semesterly events to enhance connections among students, faculty, alumni, and industry professionals.

Strategy 1: By May 2025, organize a semesterly commencement ceremony for graduating JMP students to highlight their work and accomplishments in a department-wide presentation. Students should be encouraged to invite their friends and families to attend to foster community and connection among students, faculty, family, and alumni.

General Tactics:

- Rent a suitable space on campus, such as the Cavea, JMP Lounge, or Tivoli, accommodating attendees and multimedia needs
- Ensure the venue is ADA-compliant, with accessible seating
- Combine the commencement ceremony with the award ceremony to create a cohesive event
- Begin with a formal graduation segment followed by the presentation of awards
- Invite graduating students, their family and friends, and department faculty and staff
- Include alumni and industry partners to expand networking opportunities
- Department faculty and staff deliver inspirational speeches highlighting student growth and achievements
- Showcase the work students have completed, such as PR campaigns, news stories, and short films, using a slideshow

Award Tactics:

- Present each award with a description of the achievement and slides highlighting the student's work
- Involve faculty or industry professionals to present awards and share anecdotes about the winners
- Provide personalized certificates

Market Research:

MSU Denver JMP Department

[Department of Journalism and Media Production - MSU Denver](#)

Main Page (in order of appearance):

- “Declare Major” link

- General questions contact
- Why MSU JMP
- NBC Partnership Info
- Donation Link
- Contact and Socials
- Programs and Degrees separately listed
- A paragraph per degree, a separate hyperlink for further info

Colorado State University Journalism and Media Communications

[Journalism & Media Communication](#)

Main Page:

- What we do- brief paragraph overviews
- Get to know us- people, research and engagement, opportunities, social media
- Programs (undergrad and graduate)
- News and events

Majors Page:

- Written overview, video student testimony, offered major courses per program (majors and minors)
- Link to declare

University of Denver Media, Film, and Journalism

[Media, Film and Journalism Studies | Arts, Humanities & Social Sciences](#)

Main Page:

- Why studying media matters
- Written overview
- Undergrad and graduate programs
- Global Awareness
- Make a difference
- Student Testimony
- Student Resources
- News

Majors Page:

- Written overview
- Degree requirements
- Featured Courses
- Contact info
- Application info

University of Northern Colorado

<https://www.unco.edu/programs/journalism/journalism-ba/>

Main Page:

- Explore Our Programs of Study → Journalism B.A. → Journalism homepage

- A detailed description of the program
- Required Classes
- Minor Options
- Testimonials from recent students and their recent internships
- What kinds of jobs a Journalism degree can get you
- A link to apply now

University of Colorado Boulder

<https://www.colorado.edu/academics/ba-journalism>

Main Page:

- Info Sessions
- How to Apply
- Overview of the program
- Alumni Network, Median Income Info, and Job Opportunities
- Academic Requirements
- Community Information
- College of Media, Communication, and Information earned media pieces

Colorado State University at Pueblo

<https://www.csupueblo.edu/media-and-entertainment-bs/index.html>

Media and Entertainment Page:

- Program Overview
- Quote from the Department chair
- Links to special concentrations within the department
- A link to apply

Overview:

The Department of Journalism and Media Production at MSU Denver is dedicated to helping students prepare for successful careers in journalism and media. With a focus on hands-on learning, the department teaches writing, video production, and media ethics skills. Through its partnership with NBCUniversal Academy, the department offers students unique opportunities to gain real-world experience and connect with industry professionals. The goal is to help students think critically, create original content, and work effectively in a fast-changing media environment.

Featured Faculty IG post (Jake Account Associate)



Teaches:

- PR in Crises
- PR Lab
- PR Research and Measurement
- Fundamentals of PR

Featured Faculty:

Deanna Hirsch

Public Relations



METROPOLITAN
STATE UNIVERSITY
of DENVER

Professor Hirsch began teaching at MSU Denver in 2023. She received her bachelor's degree at MSU Denver and her Master's Degree at Columbia University. Before she began teaching, she worked for the ACLU. #MSUDenver #PublicRelations #JMP