

OVERVIEW



The School of Journalism & Graphic Communication (SJGC) at Florida A&M University is one of the leading HBCU journalism and mass communications programs in the country. Founded in 1982, it is the first program of its kind at a historically black university to receive national accreditation. With a focus on academic excellence and experiential learning, SJGC is preparing students to be confident communicators and leaders who can meet the demands of a competitive and evolving media marketplace.

SJGC students have received numerous journalism, public relations, and graphic design awards and recognitions for over two decades from organization recognitions for over two decades from organizations such as the Associated

Press, the National Association of Black Journalists, the Southeast Journalism Conference, the Society of Professional Journalists, Florida Associated Press Broadcasters, Academy of Television Arts and Sciences College Awards, William Randolph Hearst Medallion and the American Advertising Federation, to name a few.

On the strength of their success at SJGC, hundreds of students have landed premium. internships and jobs at renowned media organizations throughout the country, including, Disney, Edelman Communication and Marketing, Hill and Knowlton, CBS News, CNN News, NBC Universal, ABC News, BET, The New York Times, Politico, McClatchy, TEGNA, Wall Street Journal, Glamour, 3M and a plethora of local companies, agencies, and municipal governments.

CORE COMPETENCIES



**Copywriting | AP Style | Social Media Analytics | Social Listening
News Organization Operations | Electronic News Gathering | Media Law and Ethics
Storytelling | Motion Graphics | Aerial Photography and Videography | Prototyping Design
Mobile App Ideation | UX Research | Non-Linear Video Editing**

SJGC prepare students for an evolving media and digital marketplace with a pedagogical emphasis on active learning and a focus on experiential experiences with our 4 media properties and initiatives listed below.



- 24/7 PEG Channel on Comcast (FAMU TV-20)
- 24/7 FM Non-Commercial Radio Station (WANM-FM 90.5)
- Journey Magazine
- The FAMUAN Student Newspaper
- Venom PR Agency
- Writing Lab
- Immersive Journaling Living Learning Community (LLC)

DIFFERENTIATORS

- The FAMU SJGC is home to the only HBCU journalism program with a statehouse reporting bureau.
- The FAMU SJGC is home to the First HBCU graphic communication program to pilot Google's Shape Co-Lab focused on UX Design
- The FAMU SJGC division of journalism is the First HBCU journalism program to receive national accreditation from the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC)
- The FAMU SJGC is the first program at a public HBCU to become an NBCU Academy Partner
- The FAMU SJGC division of journalism is the First HBCU Journalism program to receive a Knight Foundation Endowed Chair in Journalism
- SJGC is housed in a 100,000 square foot state-of-the-art facility.
- FAMU SJGC is a leader in driving innovation and creativity with FAMU's designation as an Adobe Creative Campus
- The FAMU SJGC is the first program at a public HBCU to partner with Snapchat Spectacles to-do immersive journaling.
- FAMU SJGC partnered with META to host a first of its kind VR boot camp with some of the leading black pioneers in the VR and AR space.

STRIKE with US!

PAST PERFORMANCES

SJGC journalism students won the \$40,000 Coca-Cola HBCU Sports Production Grant in partnership with the National Academy of Television Arts and Sciences.

The Walt Disney Company gave the SJGC a \$1 million grant to establish the Disney Storytellers Fund at FAMU in 2022.

SJGC received a \$30,000 grant from the Dow Jones News Fund to host the first Dow Jones News Fund HBCU Digital Media Institute in 2020.

SJGC graphic communication students won a National Student Silver American Advertising Award (ADDY) in the "Mobile or Web Based" category for a Temperature Check App.

SJGC Graphic Communication Division Director was named a 2022-2023 Fulbright Scholar.

The Princeton Review ranked WANM (FM) 90.5 among the nation's best and rated the station second nationally as a Great College Radio Station.

SJGC faculty have been appointed as officers on national boards in our field such as Vice-President of the International Division of the Broadcast Education Association (BEA).

Multiple SJGC faculty served as reviewers and presenters for named journals in our field and conferences such as the Journalism in Mass Communication Educator (JMCE), the Journal of Radio and Audio Media (JRAM), BEA and the Association for Education in Journalism and Mass Communication (AEJMC).