

UNIVERSITY of NEBRASKA-LINCOLN



College of Journalism and Mass Communications

FIVE YEAR REVIEW

Shari R. Veil, MBA, Ph.D.
Jane T. Olson Dean and Professor



INTRODUCTION

When I became dean on July 1, 2020, I stepped into a college that had seen six leaders in 10 years at a time of profound uncertainty. A global pandemic had upended the world, enrollment was declining, budgets were tightening, and the media industry was experiencing seismic shifts. Yet in the uncertainty, I saw opportunity. I believed this college was poised for greatness.

By August, we convened faculty and staff to reimagine our future, and over the next six months, we engaged 78 stakeholders—faculty, staff, students, alumni and industry leaders—in an ambitious strategic planning process. Together, we created a shared vision to propel us forward with purpose and established eight strategic aims, rooted in our core values, to guide our mission.

Our vision: To be a national leader in experiential journalism and mass communications education.

Our mission: We nurture curious and creative minds to thrive in the ever-changing media and communication professions.

The plan was unanimously approved in May 2021. In 2022, we passed new bylaws, policies and procedures to empower faculty and staff through shared governance. A 2023 climate survey confirmed a community that feels informed, engaged and valued.

In 2023, our reaccreditation self-study showcased our momentum. The site team praised our “do from day one” philosophy, research expansion, curricular innovation and the energy of a faculty united in purpose. In 2024, we celebrated full reaccreditation, continuing an unbroken legacy dating to 1954, and I was honored to be named the first Jane T. Olson Endowed Dean, thanks to a transformative \$2 million gift advancing experiential learning.

Five years ago, I sought to be the tipping point for this college’s ascent. Today, I see a thriving, inspired community that has transformed challenges into opportunities and vision into reality. We have built a culture of collaboration, creativity and ambition—where students are empowered to experiment, play, fail fabulously, and fall in love with media. We have built a community where faculty and staff flourish and where laughter is as important as leadership.

Serving as dean has been the greatest honor of my career, and I am proud to highlight our extraordinary progress through the aims of our strategic plan.



AIM 1: LAUNCH A COLLEGE-WIDE EXPERIENCE LAB

In fall 2021, we launched the Experience Lab with 56 students in a special topics elective to shape a multi-semester experiential learning program. Today, it is a college-wide requirement, with each student working five hours per week in one of our media outlets or agencies, earning three credits over three semesters. Each lab is overseen by a faculty liaison and student leads, ensuring structured mentorship and hands-on learning.

Generous partnerships have fueled its success. Thanks to a transformational gift from Mark and Chris Matousek in 2023, student leads are now recognized as Matousek Scholars, each receiving a \$1,000 per semester leadership award. This spring, 530 students are enrolled in the Experience Lab, guided by eight faculty liaisons and 16 Matousek Scholars.

A strong mentorship model has been key. Sixty industry professionals from 43 organizations have donated more than 5,000 hours, offering invaluable guidance and real-world insights. In less than four years, students have published more than 2,100 stories, produced 148 live news shows, covered 750 Nebraska sporting events and provided strategic communication and video production services to 49 businesses and organizations. Their work has strengthened local storytelling, expanded multimedia reporting and helped students build portfolios that demonstrate their industry-ready skills.

Strategic investments have expanded the lab's impact:

- In 2021, we secured 13,000 square feet in the Lincoln Children's Museum for The Agency, a dedicated workspace for advertising and public relations students, supported by \$330,000 from 17 corporate sponsors. A \$100,000 gift from Phillip Perry funded the Phil Perry Classroom and Photo Studio to enhance visual communications training.
- In 2022, we opened the Don and Lorena Meier Studio, a state-of-the-art production space for broadcast and multimedia projects, thanks to a \$755,000 gift from the Don and Lorena Meier Foundation and \$100,000 from the Nebraska Broadcasters Association.
- In 2023, the Pepsi Unlimited Sports Lab launched, providing a high-tech environment for sports content production, made possible by a \$45,000 gift from Pepsi-Co of Lincoln.
- In 2024, we transitioned to Blox Digital, a centralized web platform for student-produced content.

By 2025, Experience Lab projects will tie into a new portfolio requirement, ensuring every graduate leaves with industry-ready work.

Our inclusive “do from day one” experience, rooted in hard work, collaborative problem-solving and the ethical pursuit of truth to uphold democracy continues to prepare students to lead in a rapidly evolving media landscape.



The Agency Ribbon Cutting on Oct. 29, 2021.



Don and Lorena Meier Studio Ribbon Cutting on Nov. 17, 2022.



Pepsi Unlimited Sports Lab Grand Opening on March 9, 2023.

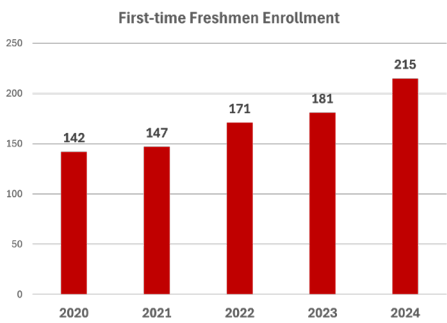
Enrollment and Student Success

Over the past five years, the total college enrollment has declined 3.9% driven largely by enrollment declines experienced during the COVID-19 pandemic. Historically a “receiver college,” with large major change transfers into the college from across campus, we graduate twice as many seniors as we enroll as freshmen. As part of our strategic plan, we refocused our efforts on recruiting students to our majors from high school. The results have been extraordinary. Since 2020, incoming freshman enrollment has grown 51.4 percent, culminating in the largest freshman class in college history—215 students in fall 2024. This surge reversed the enrollment decline of 2021-22 and outpaced broader university trends.

A key driver of this success was the complete rebuild of our a la carte workshop program. Relaunched in 2020, the program immerses high school students in hands-on learning experiences aligned with our “do from day one” philosophy. Covering topics from podcasting to photojournalism to esports, the program has delivered 310 workshops at 63 schools and 18 partner organizations across 42 communities in six states.

Beyond workshops, we expanded engagement through 18 community partnerships, including Girls Inc., Lincoln Northwest Boys and Girls Club and Youth Leadership Lincoln. These collaborations introduce students to the possibilities within mass communications. In 2022, with support from the Cooper Foundation, we launched the high school ambassador program at Lincoln Bay High Focus Program, embedding college students in journalism classrooms to build direct pathways to higher education.

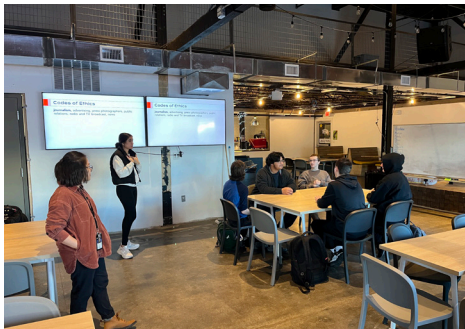
Our commitment to student success extends beyond recruitment. Over the past five years, the college has consistently led the university in first-year retention rates, fostering an engaged and supported student community. Four-year graduation rates have also risen 14.3 percent, from 57 percent to 65.2 percent, ensuring more students complete their degrees on time and enter the workforce prepared.



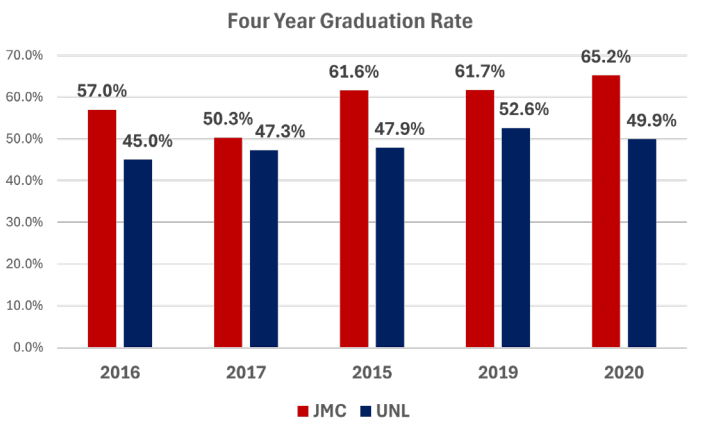
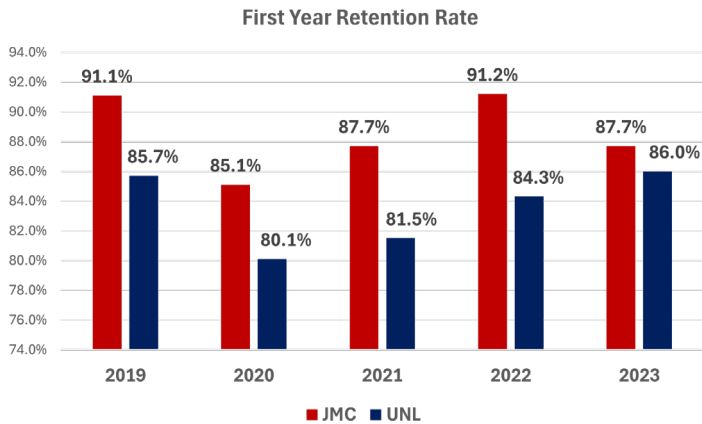
First-time freshmen enrollment grew 56% between 2020 and 2024.



Professor Shoun Hill presents at Lincoln Southeast in Dec. 2023.



Ambassador Valeria Uribe presents to Bay High on Feb. 5, 2024.



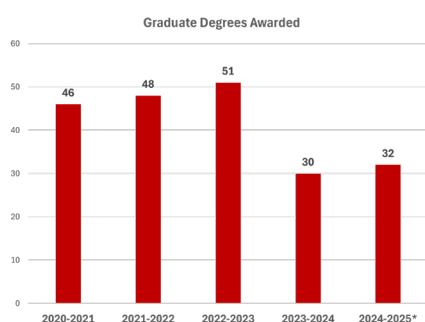
AIM 2: ADVANCE THE FIELD BY BRIDGING RESEARCH AND PRACTICE IN OUR GRADUATE PROGRAMS

The college is committed to expanding and revitalizing its graduate programs to better serve students and industry needs. While graduate enrollment has declined from a peak of 90 students in 2021-22 to 42 in 2024, we have taken a proactive approach to reimagining the program's future. A comprehensive graduate program review is underway, incorporating insights from faculty, alumni, the Dean's Advisory Board and a faculty task force to guide strategic decisions.

Expanding opportunities has been a top priority. The college successfully launched an accelerated master's program, allowing undergraduate students to transition seamlessly into graduate education and complete both degrees in five years. To further broaden graduate offerings, faculty approved a new graduate certificate in sports promotion, set to launch in fall 2025.

We have also explored long-term growth, including the development of a fully online doctoral program for working professionals. Faculty approved a preliminary curriculum proposal in 2022, and a 2023 external market analysis confirmed strong demand. However, budget constraints have paused progress. Growing enrollment through new programs without financial sustainability could weaken the college's overall health.

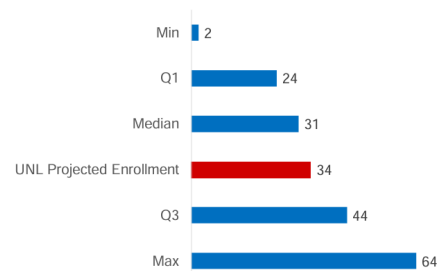
By aligning our graduate offerings with industry trends and student needs, we are building a stronger foundation for the future of graduate education.



Graduate degrees awarded between 2020-2021 and 2024-2025 (expected).



Grad student Parviz Jamalov attends the Investigative Reporters and Editors Conference in 2024.



Projected Ph.D. program enrollment by ADV Market Research.

AIM 3: EMPHASIZE AND PRIORITIZE RESEARCH AND CREATIVE ACTIVITY ACROSS THE COLLEGE

Since 2020, strategic investments in research infrastructure, faculty development and student engagement have led to unprecedented growth in faculty publications, external funding and national recognition.

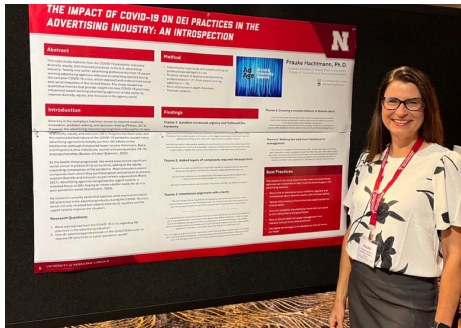
To support this momentum, the college implemented a grant incentive policy, revised promotion and tenure guidelines and restructured independent study courses to provide students with hands-on research opportunities. The Seacrest Travel Grant program was expanded to increase access to conference funding, and a new faculty development leave policy was introduced in 2023 to support both full faculty development leaves and smaller research projects.

These efforts have produced remarkable results. Faculty publications have increased 250 percent, from 10 in 2020 to 35 in 2024, and conference presentations have grown 192 percent, from 14 in 2022 to 41 in 2024. Despite this surge in productivity, the number of tenure-track faculty has remained steady, underscoring the increased impact of existing faculty.

External grant activity has surged, with faculty grant submissions up 57 percent and total external applications growing 83 percent. Funding levels have risen dramatically, increasing 511 percent from \$30,900 between 2016 and 2020 to \$188,855 since 2020. The college's participation in the Grand Challenges Initiative has further elevated internal funding, with the average award size increasing from \$8,583 in 2020 to \$651,166 in 2024.

The college also secured a \$101,376 grant from the Nebraska Research Initiative to launch the Social and Traditional Media Analytics and Research Tools (SMART) Lab, expanding interdisciplinary media research. This builds on the Public Insight Lab, established in 2021, which has already demonstrated high-impact media analysis.

Faculty research excellence continues to gain national attention, with multiple faculty earning prestigious awards and fellowships and the college winning the university-wide research slam three years in a row. Through strategic investments and an unwavering commitment to research, the college is shaping the future of journalism and mass communications.



Frauke Hachtmann presents her research at AEJMC in 2024.



Kristian Anderson and Barney McCoy join a panel after the May 1, 2024, premiere of "Running Towards the Fire."



Ryan Tan competes in the UNL Research Slam in 2023.

AIM 4: EMBRACE AND PROTECT THE ETHICAL PURSUIT OF TRUTH TO UPHOLD DEMOCRACY

A free press is the backbone of democracy, holding power to account and ensuring an informed public. As attacks on journalism intensify and misinformation spreads, we have doubled down on our commitment to training the next generation of journalists to protect truth, challenge corruption and elevate civic discourse. Our students are gaining the skills, experience and ethical foundation needed to navigate an increasingly complex media landscape with integrity and purpose.

Students have been at the forefront of covering democracy in action. More than 80 students participated in live election night coverage in 2022 and 2024, delivering real-time political reporting. Others traveled to the Iowa Caucus, gaining firsthand experience covering a national political event. The college has also provided a platform for public debate, hosting a congressional debate in 2022 and a mayoral debate in 2023.

To ensure every student graduates with the tools to confront bias and misinformation, we made JOMC 222: Social Justice, Human Rights, and the Media a required course in 2021 and launched JOMC 322: Democracy and the Media, which trains students to discern fact from manipulation. Through the Experience Lab, the Nebraska News Service, Nebraska Nightly and KRNU have expanded their multimedia reach, bringing high-quality journalism to communities statewide.

We have reinforced ethical journalism and investigative depth reporting as pillars of our curriculum. In 2022, we introduced ethics panels with industry leaders, giving students space to wrestle with challenges of fairness, transparency and public accountability. In 2023, we reestablished

the Nebraska chapter of the Society for Professional Journalists, connecting students to national networks supporting press freedom.

That same year, we secured a \$4.65 million gift to create the Deepe Family Endowed Chairs in Depth Reporting, funding two faculty positions dedicated to investigative journalism. In 2024, students examined the crisis of missing and murdered marginalized women, exposing systemic failures at state and national levels. In 2025, the focus shifted to Nebraska's prison system, reinforcing journalism's role as a watchdog and proving that our students are not just learning about democracy—they are defending it.



Students traveled to Des Moines Iowa in January 2024 to cover the Iowa Caucus.



Deepe Endowed Chairs with benefactor Beverly Deepe Kever (middle) in 2023.



Lincoln Mayoral Debate in the Meier Studio in April 2023.

AIM 5: HELP SOLVE CHALLENGES CRITICAL TO OUR INDUSTRIES

We have expanded our curriculum, experiential learning and industry partnerships to prepare students for leadership in a rapidly evolving media landscape.

Advertising and public relations remains the college's largest major, attracting the highest number of students transferring from other programs. Over the past five years, the average freshman class size has been 41, while the average senior class size has been 147, reflecting strong retention and demand. After a pandemic-era decline, enrollment rebounded with the launch of an advertising and public relations minor in 2023, which grew from six to 115 students in one year. The redesigned advertising sales course now emphasizes social influence and value proposition, while a new media entrepreneurship pop-up course and a partnership with UNL's entrepreneurship programs are helping students build independent careers.

Sports media has grown 58 percent, rising from 247 students in 2020 to 391 in 2024. The Pepsi Unlimited Sports Lab, launched in 2023, provides hands-on training in play-by-play announcing, live production and digital sports media. To further support this growth, in 2002 the college secured a \$150,000 commitment over three years from Husker Athletics to support development of the competitive esports program and the college gained approval in 2024 to launch an undergraduate certificate in esports communication and media, preparing students for careers in esports production, event management and digital content creation.

The hiring of a full-time technical director, the renovation of the Don and Lorena Meier Studio and the expansion of Nebraska Nightly and KRNU have advanced broadcasting opportunities in live production, studio management and technical direction.

To address Nebraska's growing news deserts, the college launched the Rural Journalism Internship Program in 2024 with a \$148,000 grant from the Stanton Foundation, placing students in newsrooms and community organizations across the state to strengthen local journalism and amplify the voices in rural Nebraska.

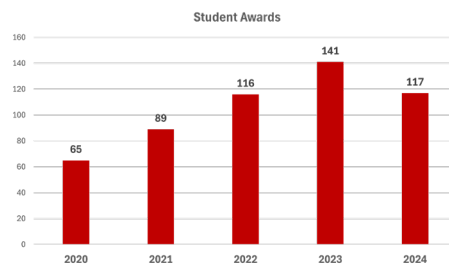
To keep pace with industry trends, the college has introduced 113 special topics and 21 pop-up courses since 2020, with more than 3,200 student enrollments. These courses provide cutting-edge skills in AI in media, crisis advertising, data visualization, live streaming content creation and sports betting and the media.

Student awards have surged 80 percent, from 65 in 2020 to 117 in 2024, with students earning 528 awards since 2020 including 30 top 20 Hearst Awards, two Robert F. Kennedy Awards for Human Rights Journalism, two Edward R. Murrow Awards, BEA's Award for Best Student Newscast, National Champions in the PRSA Bateman Competition, and multiple Best in Show Addy Awards.

Student success in local, regional and national competitions underscores the impact of hands-on education and industry-aligned training.



Technical Director Jamie Wenz assists students during the Meier Studio Ribbon Cutting on Nov. 17, 2022.



Student awards have grown 80%, from 65 in 2020 to 117 in 2024.



Rural Journalism Intern Teddy Ball pictured with fellow reporters outside the Fairbury Journal-News.

AIM 6: PRIORITIZE COMMUNITY BUILDING THAT RECOGNIZES AND CELEBRATES DIVERSITY

We are committed to attracting top talent, fostering belonging and ensuring every student, faculty and staff member thrives.

To strengthen hiring, the college launched a faculty hiring webpage in 2020 to attract a more diverse pool of candidates, followed by an onboarding program in 2021 to support new faculty and staff. In 2022, the college added ambassadors to search committees who are trained to identify potential bias and promote equitable hiring.

The college launched an employee climate survey in 2021 to assess workplace culture, followed by a student climate survey in 2024. Faculty have incorporated diversity, equity and inclusion principles into syllabi, reinforcing ethical storytelling and inclusive media practices, while accessibility training is now integrated into monthly all-college meetings.

To support first-year students, the college expanded our mentoring program, pairing upperclassmen ambassadors with new students for guidance and peer support. Additionally, Empowered Conversations, implemented in 2024, helps students develop communication skills for navigating difficult topics and engaging in civil discourse.

Student organizations have flourished, creating new opportunities for community and professional growth. Since launching the strategic plan, the college has established the Society of Professional Journalists chapter, Multicultural Students in Media Club, Nebraska Esports Club and Open Lens Camera Club. Four new funds at the University of Nebraska Foundation now provide long-term financial support for student organizations, ensuring they continue to thrive.

We've created new spaces to help our college community feel welcome in Andersen Hall, including a \$385,000 renovation of our lobby and recruiting space in 2021 and a \$15,000 investment in new study spaces in the Freedom Forum in 2024.

By prioritizing inclusive hiring, climate assessments, mentorship and student engagement, the college is creating a dynamic and supportive environment where every student and professional is empowered to succeed.



Kelli Boling speaks to students about the importance of the Gen Z vote in elections.



Students participate in a panel during the UNL Ad Club's 100th anniversary celebration on Dec 5, 2024.



Members of the Esports Club compete in a tournament in Nov. 2024.

AIM 7: ESTABLISH A CULTURE OF LIFELONG LEARNING AND PROFESSIONAL DEVELOPMENT



The CoJMC Faculty and Staff Award winners in May 2024.

We are committed to fostering professional growth, leadership and a culture of appreciation for students, faculty and staff.

To support faculty and staff development, the college launched a book club in 2020 to facilitate discussions on key issues affecting our college. The CoJMC Staff Council, created in 2021, ensures staff have a voice in decision-making, while the Learn@Lunch program provides monthly professional development sessions. A staff professional development policy, approved in 2024, now provides funding for career advancement opportunities.

The College Innovation and Exploration Series, launched in 2022, offers workshops on teaching, research, creative activity and diversity and inclusion. Additional sessions focus on tenure and promotion, research and grant writing.

For students, leadership development is a priority. The student leadership retreat, launched in 2023 to train Experience Lab student leads, will expand in 2025 to include leadership teams from student organizations. Career development services also extend to alumni, offering resume reviews, interview preparation and access to the weekly Career Bulletin.

A culture of recognition remains central to the college's values. Since 2020, the Kudos peer-recognition program has generated more than 1,200 acknowledgments among faculty, staff and students. The annual faculty and staff awards, introduced in 2023, recognize excellence in teaching, research, industry engagement, student support, inclusion and service.

Through these initiatives, the college continues to cultivate a dynamic learning environment where students, faculty and staff are empowered to lead and innovate in an ever-evolving media landscape.

AIM 8: CREATE A ROBUST ALUMNI, DONOR AND COMMUNITY ENGAGEMENT PROGRAM

We continue to expand alumni engagement and fundraising efforts to support students, faculty and experiential learning.

Alumni affinity groups actively connect graduates with the college, including the Dean's Advisory Board, established in 2023 to provide industry insights on curriculum and experiential learning. Drinks with the Dean receptions in cities like New York, Denver, Chicago, Washington, D.C., Kansas City, Lincoln and Omaha strengthen relationships with alumni nationwide. Annual events like the Homecoming Party and Scholarship Brunch reconnect alumni with faculty, staff and students while fostering meaningful connections between student recipients and donors.

Beyond formal events, building relationships has been a priority. We've launched community workshops on data journalism and covering the court system, hosted media days for area sports teams and led media training for public health officials and military officers. Over the past five years, I have met individually with hundreds of alumni and visited media outlets and agencies across the state and country to strengthen industry connections and ensure the college remains aligned with evolving professional landscapes.

Fundraising has surged, with five-year giving totals increasing 47.2 percent, from \$5.16 million (2016-2020) to \$7.6 million (2021-2025). Major gifts to support the Deepe Family Endowed Chairs, Jane T. Olson Deanship, Matousek Scholars and 42 other funds established since 2020 provide support for scholarships, internships, faculty research, student organizations, professional development and multiple renovation projects to enhance learning spaces.

To ensure financial sustainability, the college launched the Comprehensive Campaign Committee in 2022 as part of the university's "Only in Nebraska" campaign. With a goal of \$14.7 million by 2027, this initiative will strengthen strategic priorities. We could not do what we do without the contributions from the 1,784 unique donors who have given to the campaign so far.



Dean Veil (right) with alum Marylou Luther in New York City in 2023.



Dean Veil (left) poses with Jane Olson, benefactor of the Jane T. Olson Endowed Deanship.



Dean Veil (left) hosts a Drinks with the Dean alumni mixer, co-hosted by Greg Anderson at Bailey Lauerma in Omaha on Aug. 27, 2024.

INDIVIDUAL SERVICE AND ACCOMPLISHMENTS

As a tenured professor, I have maintained an active role in teaching, research and service. I have twice taught a pop-up course on military public affairs, most recently as a study abroad course in Brussels, Belgium. In the last five years, I've published two peer-reviewed journal articles and seven book chapters. I have presented more than 20 research presentations, keynote addresses, workshops and webinars and I have secured more than \$200,000 in grants and contracts.



Dean Veil receives the Friend of Nebraska Broadcasters award on Aug. 8, 2023.

I chair the college's Executive and Strategic Planning Committees and serve on the Executive Vice Chancellor's Leadership Council. I also serve as a faculty advisor for Omicron Delta Kappa Honor Society and have chaired or been a member of the search committees for the AVC for Faculty Affairs, Chief Communication and Marketing Officer and Dean of the Hixon-Lied College of Fine and Performing Arts. I chair the E.N. Thompson Forum Program Committee and have served on the Constituent Relationship Management (CRM) Steering Committee, Budget Model Advisory Committee and Andrew Carnegie Fellows Selection Committee.

Nationally, I serve on the Association of Schools in Journalism and Mass Communication Executive Committee, the Hearst Journalism Awards Steering Committee and the Carnegie-Knight Deans and Directors of Journalism. I have represented the Accrediting Council on Education in Journalism and Mass Communication on accreditation site teams and serve on editorial review boards for Public Relations Review, Journal of Public Relations Research and Management Communication Quarterly.

In the community, I have served on the boards of Bailey Lauerman, Boys & Girls Clubs of Lincoln/Lancaster and Rotary Club of Lincoln 14, where I chair the Business Networking Committee. I also serve on the BraveBe Child Advocacy Center Marketing Committee.

I am honored to have been awarded the Kappa Tau Alpha Keith P. Sanders Outstanding Service Award (2021), the NCA Award for Outstanding Contribution to Public Relations Education (2023) and the Nebraska PRSA Professional of the Year Award (2023). I also received the Friend of Nebraska Broadcasters Award and commendations from the U.S. Navy in 2023 and 2024.

CHALLENGES AND THE NEXT FIVE YEARS



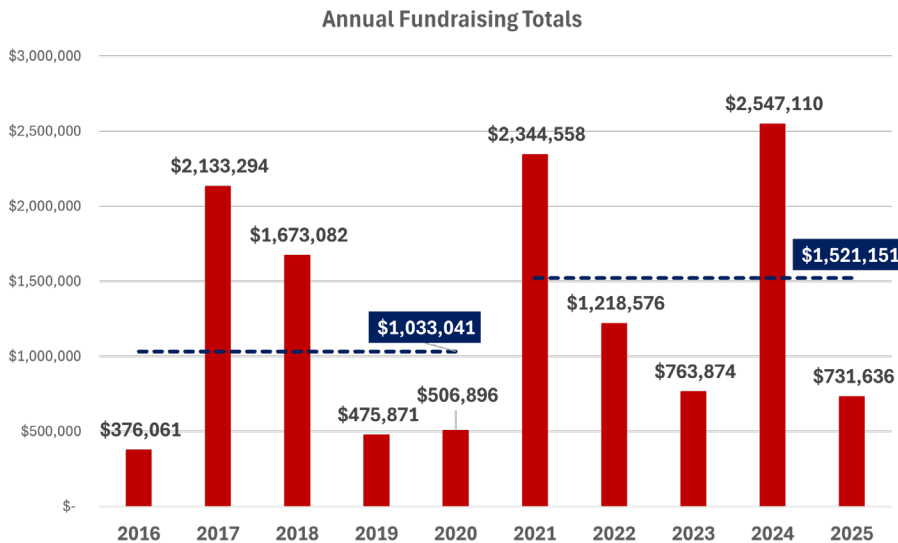
Shari Veil poses with a six foot measuring stick during COVID preparations in July 2020.

My tenure as dean has been defined by challenges. On my first day, I rearranged desks with a six-foot pole for social distancing. Plans for a responsibility-based budget model that would have strengthened underfunded programs like ours were abandoned in the wake of the pandemic. While I secured four new faculty lines when I was hired to address high student-to-faculty ratios, across-the-board budget cuts have erased those gains. Today, our largest majors still exceed the university average for student-to-faculty ratios, limiting the personalized instruction our students deserve.

The numbers tell the story. We operate with the lowest permanent budget per student of any college at the university, restricting our ability to invest in faculty, technology and student support.

Journalism faces mounting threats from misinformation, disinformation and declining public trust. Shrinking ad revenue and cuts to public media have shuttered newsrooms, while political and legal pressures threaten investigative reporting. Meanwhile, AI is reshaping strategic communication—enhancing efficiency but requiring new ethical and creative competencies. We must ensure students master these tools while strengthening their strategic, creative and ethical foundations.

The next five years are pivotal. Our accreditation review highlighted key areas for improvement: enhancing advising, sustaining the Experience Lab and addressing student-to-faculty ratios. Meeting these challenges requires investment.



Faculty to Student Ratio

30.4

JMC

14.8

UNL

Budget per Student

\$5,281

JMC

\$10,626

UNL

Fundraising will be central to our future. To reach our ambitious \$14.7 million target in the next two years, we must secure funding for basic operations like student employment, part-time instruction and technology upgrades, including a renovation of 90.3 KRNU. At the same time, our scholarship distribution no longer reflects our students. Journalism, our smallest major with 111 students, awards \$190,379 annually in scholarships, while our largest and fastest-growing majors—advertising and public relations with 423 students and sports media and communication with 391 students—awards just \$10,035 and \$447, respectively. We must realign scholarship resources to support the evolving needs of our students and programs.

At the graduate level, revitalization is already underway. Our Graduate Program Task Force has developed a strategic action plan focused on modernizing curriculum, expanding online programs, deepening faculty engagement and strengthening research foundations. These efforts will ensure we remain competitive and responsive to industry demands. Meanwhile, faculty and staff are conducting a comprehensive review of our 2025 strategic plan, determining where to invest and what we can no longer sustain. As higher education continues to evolve, we must be intentional in our priorities and bold in securing the resources to support them.

Despite these challenges, our momentum is undeniable. We have strengthened experiential learning, expanded faculty research and professional development, and exceeded past fundraising goals. We are forging new partnerships, elevating our programs and positioning students for success in an ever-changing media landscape. Our college is evolving alongside the industries we serve, ensuring our students graduate prepared to lead.

As Nebraska's land-grant university, we have a responsibility to educate ethical journalists and communicators who will serve the state and ensure access to reliable news, ethical communication and media literacy. With many rural communities becoming news deserts, our graduates must fill these gaps, strengthen public discourse and uphold the principles of an informed society. Beyond journalism, strategic communicators are essential to Nebraska's industries, fostering transparency and public trust across agriculture, business and public service.

From day one, I have led with energy, vision and an unwavering belief in the power of journalism and mass communications to shape the future. I am in awe of what we have built over these last five years and I look forward to continuing to build on our momentum.

