Our students do much more than attend classes. They’re working beats at the college newspaper. They’re executing advertising and public relations campaigns for businesses and non-profits. They’re broadcasting Big Red games on the college’s radio station. They’re producing news shows that are shown live on local TV. Here are the many opportunities unique to CoJMC students:

**NEWS 21:** CoJMC students join others from the top 11 journalism schools to report on critical national issues. Their work has appeared in The Washington Post, The New York Times and MSNBC. Here, a team from the University of California, Berkeley, which includes CoJMC student Matt Buxton, report on San Quentin prison.

**HEARST AWARDS:** CoJMC placed second in the nation in this year’s awards competition, and its broadcasting students took first place in broadcast news. More than 112 accredited journalism schools compete in what is known as the Pulitzer Prizes for collegiate journalism. Two CoJMC students were among the 27 national finalists.

**NATIONAL STUDENT ADVERTISING COMPETITION:** For the third year in a row, CoJMC won its district competition and competed for the national title in the nation’s leading student advertising competition. Advertising/public relations students spent an entire year preparing to pitch their ideas for a national campaign.

**DEVELOPING NEW MEDIA:** Students learn how to build a web project from start to finish under the guidance of Pulitzer Prize winner Matt Waite, who helped develop PolitiFact.com. And they’re designing apps and websites in classes taught by Adam Wagler, an Apple Distinguished Educator.

**STUDY ABROAD OPPORTUNITIES:** Here’s a sampling of recent CoJMC trips: Exploring mass media in Sri Lanka. Documenting radiation effects on people who lived near a nuclear testing site in Kazakhstan. Studying visual culture in Japan. Creating mobile news and advertising for a website in Sochi, Russia.
PHOTOJOURNALISM PROGRAM: A $2 million endowment sends students to photograph international and domestic places of great human need and provides them with top-of-the-line Canon equipment and a new digital lab, where they can use the latest technology to produce their multimedia projects.

INNOVATOR IN RESIDENCE. Young media entrepreneurs come to campus so that students have the opportunity to work closely with them on their projects. Shown here is Alexander Zolotarev, founder of a website designed to help residents of Sochi, Russia, better prepare for the 2014 Olympics.

STUDENT AD AGENCY: Students learn the ins and outs of running an advertising agency by handling the accounts of a variety of real-life clients and bringing fresh insights to communication problems. Students help develop promotional strategies, including those for social media, the web and mobile.

NEBRASKA NEWS SERVICE: Students cover the Nebraska Legislature and state government and write stories for more than 80 Nebraska newspapers, radio and TV stations and online outlets. Students get an opportunity to learn first-hand what state government is all about – and get bylines for their work.

NEW VOICES: Students meet people from all over the world and tell their compelling stories as part of a reporting project that uses mobile devices and a website. As a designated resettlement community, Lincoln has attracted a diverse refugee population – and New Voices seeks to help them connect to civic life and services.

DEPTH REPORTS: CoJMC has a rich tradition of publishing award-winning reports on critical issues. Recent topics include immigration legislation in the state and the exodus of migrant workers in the Panhandle. This photo was shot by students in Bolivia, the subject of a news magazine and website.

OMAHA WORLD-HERALD FELLOWSHIP: Every semester four journalism students are chosen to work with veteran reporter Leslie Reed in the Lincoln bureau and write stories for the state’s largest newspaper. To qualify, students enroll in a preparatory class taught by the newspaper’s employees – and the World-Herald refunds the tuition.

The University of Nebraska–Lincoln is an equal opportunity educator and employer with a comprehensive diversity plan.