

UMSL at Grand Center

Fulfilling vision endorsed by the curators



The building places UMSL in the middle of the region's media-entertainment district.

- New home for St. Louis Public Radio.
- Houses UMSL offices and classrooms.
 - Emerging media studies program
 - UMSL charter school operations



Ideal location for (1) partnerships and (2) innovation.

- Proposal to integrate St. Louis Beacon operations and its veteran journalists into St. Louis Public Radio addresses both (1) and (2):
 - Brings together several outstanding organizations
 - Creates basis for a pioneering media enterprise and unique academic programs

Strategic Plan

The proposal fits well with UMSL's Strategic Plan, especially with the following two themes:

- Community partnerships
- Academic program enhancement

Specific action

Approve the transfer of Beacon assets and personnel to St. Louis Public Radio.

- Creates a news operation with 26 staff members.
 - 13 currently with STLPR
 - 13 transitioned from Beacon
 - 3 additional Beacon members will join development/office staff
- Margie Freivogel will serve as editor and lead the news operations. She is currently editor and co-founder of the Beacon.
 - 34 years at the St. Louis Post-Dispatch as a reporter, editor and Washington correspondent.
 - Received the 2011 Missouri Honor Medal for Distinguished Service in Journalism from the MU School of Journalism.

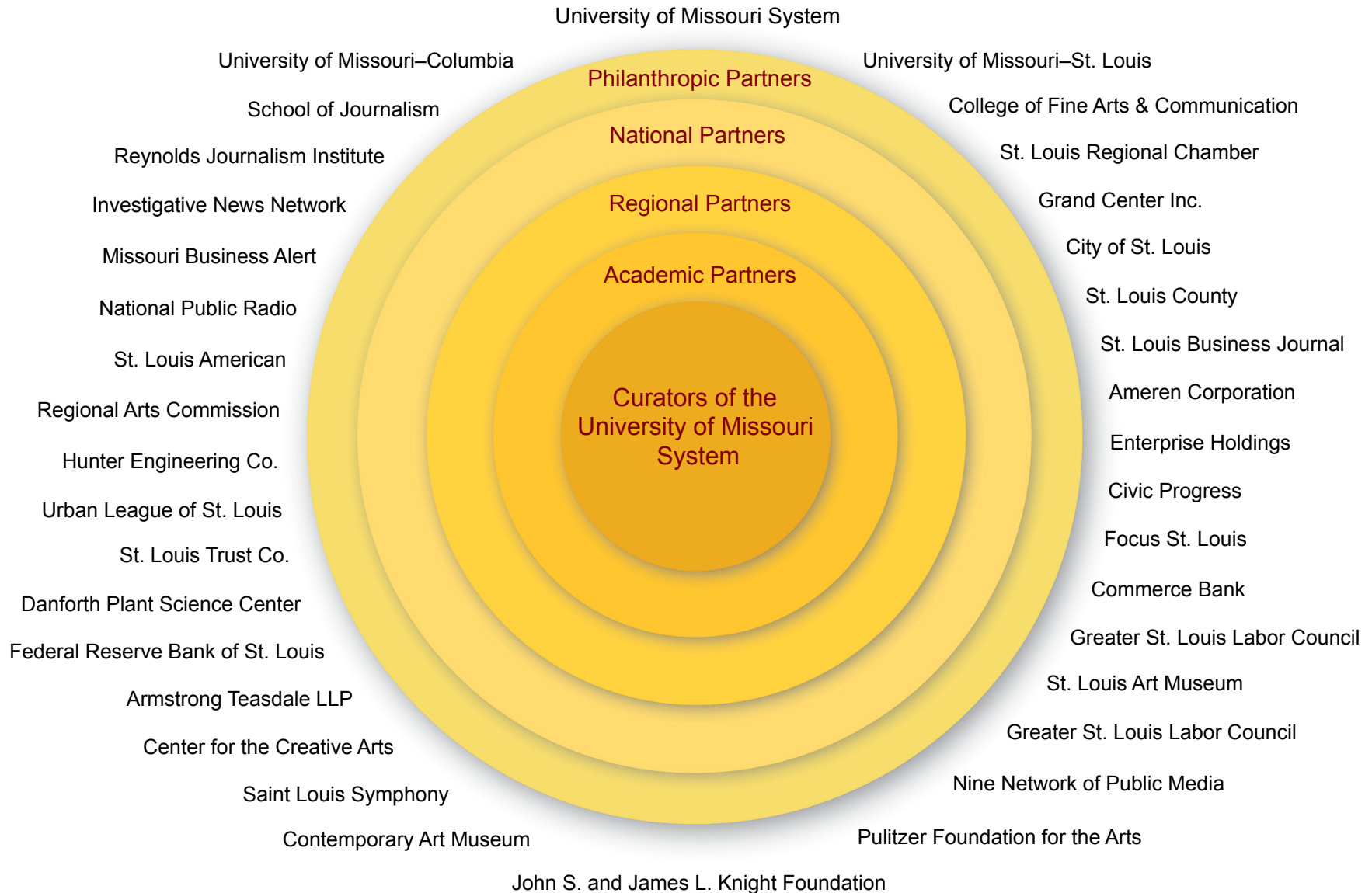
Funding model

Combined news operation will not require new resources from UMSL or UM System.

- Generate increased revenue.
 - Philanthropy ... \$3M over next five years
 - Underwriting ... digital and on-air
 - Events

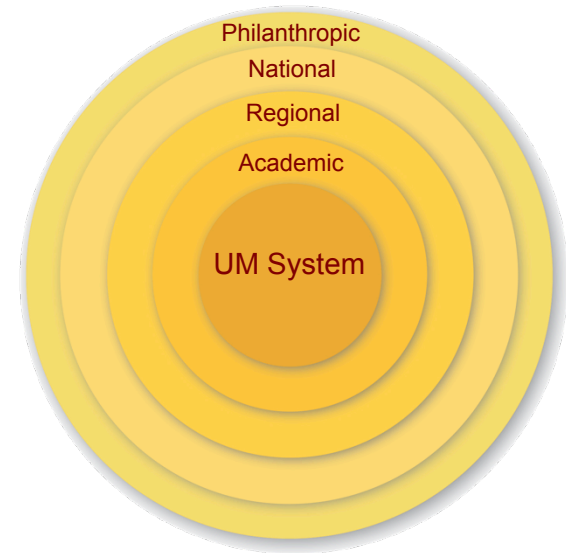
Stepping forward

Unique array of partners and supporters



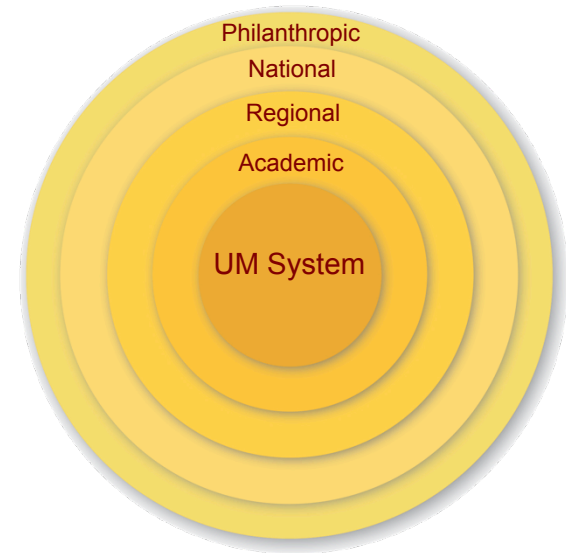
Significant benefits ...

- Create **national business model** for a sustainable multi-platform news operation that can provide in-depth coverage of issues important to a vibrant democracy.



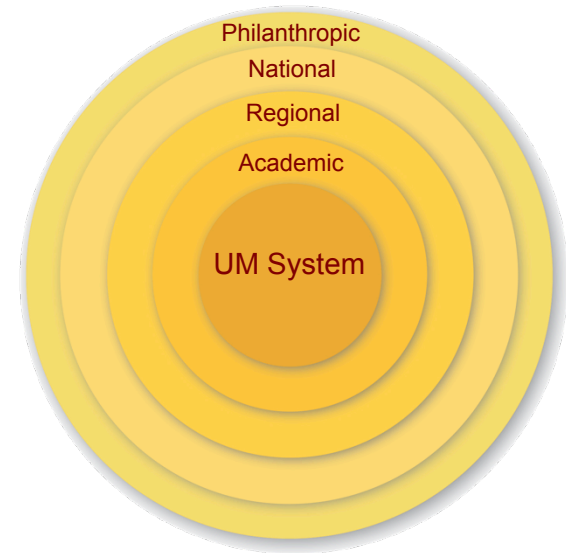
Significant benefits ...

- **Expand philanthropic ties** to combined operation and UM System as well as **enhance the university's brand** locally and nationally.



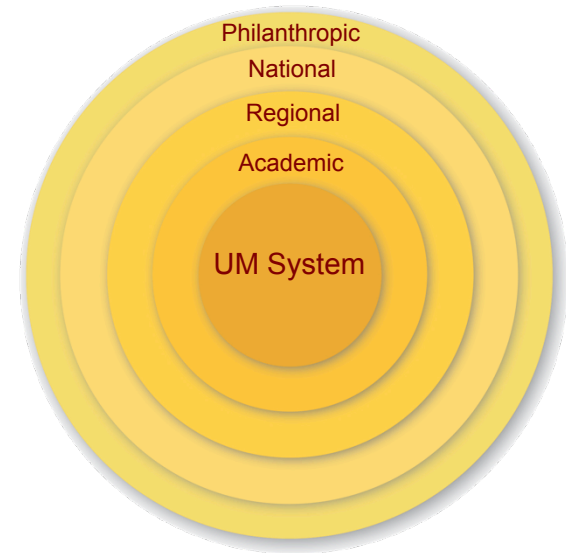
Significant benefits ...

- **Exciting collaboration** between MU Journalism School and UMSL communication/media studies programs.



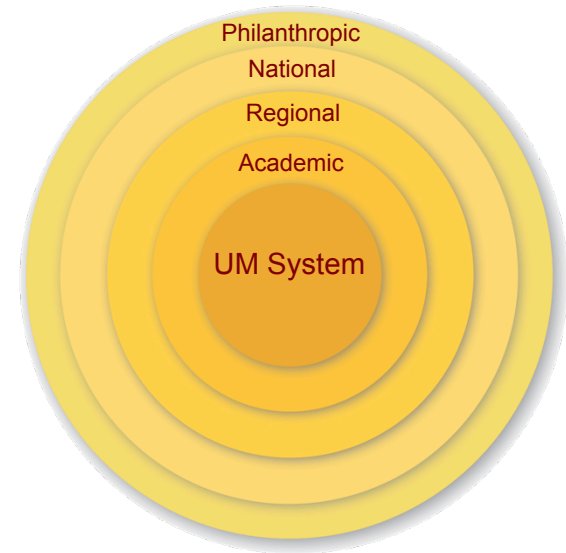
Significant benefits ...

- **Students will learn** to apply issue-based journalism in an urban setting across multiple delivery platforms.



Significant benefits ...

- Allow UMSL and MU to **expand course offerings** in social media, public relations, nonprofit business management, etc.



MU connection

Strengthens proposal and adds limitless potential to future outcomes.

- Dean Mills and his colleagues bring tremendous energy, expertise, imagination and unique resources to the partnership.
- UMSL is excited by the possibilities for educational and research collaboration.

Dean Mills

Some key research considerations:

- Develop and test innovative approaches to multi-platform journalism that can lead to financial viability of quality journalism in metropolitan areas.
- Measure impact of involvement by community leaders in news organization's operations.
- Test innovative revenue-generation strategies, including advertising, subscriptions, memberships.
- Develop measurement tools and techniques to determine issues-based journalism's impact on community enhancement.

Dean Mills

Some key academic considerations:

- Internships opportunities alongside working journalists, news producers, audio and digital technicians, sales staff and business officers.
- Cross-departmental relationships in journalism, communication, education, business and the sciences.
- One cooperative example, possible online master's in digital media taught by MU and UMSL faculty.