

The Business Journalism Program is supervised by the Department of Journalism and Mass Communications at Washington and Lee University.

The world's first professional journalism program was begun at Washington and Lee 140 years ago. The department then became one of the founders of the Accrediting Council for Education in Journalism and Mass Communications. It has remained an accredited program since then. Its most recent reaccreditation was in 2000.

Thanks to a thorough renovation of the department's facilities completed in the fall of 2002, students work in a fully digital, converged news lab, producing stories for print, online and broadcast media simultaneously, using the strengths of each medium to convey essential information to audiences.

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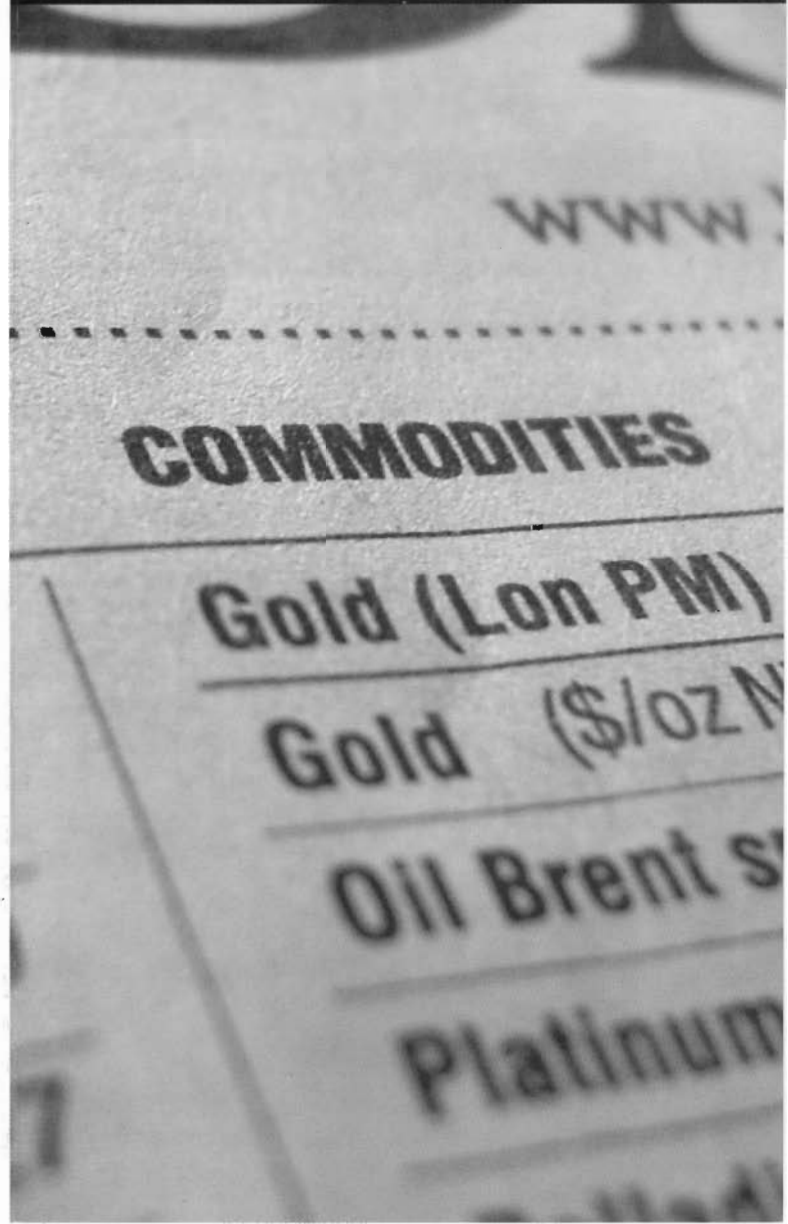
Washington and Lee University, founded in 1749 and picturesquely cradled between Virginia's Allegheny and Blue Ridge mountain ranges, offers students personal attention; renowned instructors; impressive facilities and resources; an environment that cultivates leadership, honor and civility; and extraordinary futures as alumni of one of America's top fifteen liberal arts colleges.

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Business Journalism

at

Washington and Lee University



BUSINESS JOURNALISM

The field of business journalism has grown dramatically in the past 20 years. Yet the preparation of journalists to write about economic and financial topics has not kept up with that growth. Daily newspapers, specialized magazines, Internet-news sites and television stations are all eager for employees who can both understand business concepts and communicate those concepts in terms that readers and viewers will easily understand.

AT WASHINGTON AND LEE

The business-journalism program at Washington and Lee University addresses this need. Begun in 2002, the program bridges two historic strengths of the university: its journalism department and its undergraduate Williams School of Commerce, Economics and Politics. The program also taps the resources at the Washington and Lee School of Law.

The program was launched with a \$1.5 million grant from the Donald W. Reynolds Foundation, which created an endowed chair for business journalism in the journalism department. In 2004, the Reynolds Foundation augmented its original grant with a three-year \$453,000 award.

The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. It is one of the 50 largest foundations in the United States.

"The Business Journalism segment was fantastic. I really can't say enough about the journalism department and its ability to engage the student, and make learning so much fun... As for the economics classes, once I got into some of the higher level economic principles, I felt the challenge of balancing that with writing and it was tough but very rewarding."

Geoffrey Rogow, '04,
Dow Jones Newswire, Jersey City, New Jersey

"The Business Journalism program was valuable for my 'real world' experience. The reporting work required in the program gives graduates more experience than many others competing in the field."

Nathan Stovall, '03,
SNL Financial, Charlottesville, Virginia



PAM LUECKE became the Donald W. Reynolds professor of business journalism in the summer of 2001. Before joining Washington and Lee, she had a 26-year career in daily newspapers and most recently served as editor and senior vice president of the Lexington (Ky.) Herald-Leader. She also held various editing and reporting positions at The Hartford Courant, The (Louisville) Courier-Journal, and the Louisville Times. During her career, she was supervising editor of two projects recognized with Pulitzer Prizes. She was a business journalist for 10 years.

Luecke received a B.A. in philosophy from Carleton College in Northfield, Minn., a master's in journalism from Northwestern University and an M.B.A. from the University of Hartford. She was also a Bagehot Fellow in Economic and Business Journalism at Columbia University. Luecke is a member of the Society of American Business Editors and Writers and serves on the National Advisory Board of the Reynolds Center for Business Journalism at the American Press Institute.

CURRICULUM

Students following the business journalism sequence will take most of the required courses for the journalism major plus two specialized courses: Reporting on Business and Reporting on the Economy. They also take at least seven classes in the Williams School, including Economics 101 and 102 and Introduction to Accounting. Four additional upper level classes must be taken in Accounting, Management or Economics, including at least one with an international focus. They must also complete an internship of at least 300 hours.

The Reynolds program regularly brings business journalists to campus to talk to students about the profession. Recent speakers have included Bethany Mclean, Fortune magazine; Trudy Lieberman, Consumer Reports; Jeffrey Birnbaum, now with the Washington Post; and David Brown, Marketplace radio.

PREPARATION FOR THE REAL WORLD

Because of the Donald W. Reynolds Foundation, paid summer business journalism internships are available for all business-journalism majors. Locations for summer 2005 include Reuters News Service, American City Business Journals, The Charlotte Observer, The Virginian-Pilot, and The Tennessean.