Established in 1942, the Lincoln University School of Journalism was the by-product of a Black woman’s efforts to gain admission to the graduate program at the nation’s first journalism school at the University of Missouri. While Lucile Bluford never enrolled at Lincoln University, the historically Black College and university (HBCU) in Jefferson City pioneered a legacy of Black media education reflected in its publication of “news about the Negro journalist,” scholastic journalism outreach, alumni engagement, and a nationally-recognized awards program that ran for more than half a century. The Lincoln University School of Journalism began under the interim leadership of a Black female journalist whose successor would not only be the first Black Ph.D. to teach in journalism but also serve as the journalism program’s leader for more than three decades. Its graduates filled positions of leadership in the Black press, covered watershed events during the height of the Civil Rights Movement and broke racial barriers at White-owned media outlets.