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# **STUDENT MEDIA & ITS ROLE ON THE COLLEGE CAMPUS**

Colin M. Donohue (April 11, 2014)



# Student Media

\* Three types of research:

\* Listed keywords

\* Searched Google

\* Crowdsourced

# STUDENT MEDIA IN 25 WORDS

Campus media are important to the vibrancy of campus life.



- Experimentation
- Creativity
- Failure
- Success
- Conversation
- Empowerment
- Training
- Voice
- Accountability
- Urgency
- Representation
- Archiving
- Provocation
- Teamwork
- Flexibility
- Diplomacy
- Management
- Learning
- Service
- Industry
- Empathy
- Emotion
- Vibrancy
- Challenge
- Transparency

# Student Media

- \* E, C, F, S, C, E, T, V, A, U, etc., is a tough acronym
- \* Led to identification of themes, reinforced by crowdsourcing
- \* <https://storify.com/cmdonohue/student-media-and-its-role-on-the-college-campus#>

# Crowdsourcing Student Media



Travis Lusk

It is often the only place on campus to get near real world professional experience. The classroom is often too academic. I learned more of what I ended up using professionally at WSOE, ESTV, and the Pendulum than I did in class.

# Crowdsourcing Student Media



Jessica Renee Patchett

For the provocation and cultivation of fresh, idealistic, brave, creative and beautiful ideas - so that a new generation has a venue through which to begin forming visions for how they might reform their society

# Crowdsourcing Student Media



Kaitlin Ugolik

At least from my experience, I felt underrepresented in "traditional" media as a student. I think a lot of young people feel that way. So it feels good to read/watch/listen to something that is made just for you, and that you actually have the opportunity to participate in as well, whether it's news or something else.

# Crowdsourcing Student Media



Rachel Southmayd

In addition to what's already been said, it's a safe place for students to learn and practice their craft. They get to screw up and learn from their mistakes and then get to skip making those mistakes in the "real world."



# Five Themes

\* From 25 words to five themes

\* Experimentation

\* Failure

\* Engagement

\* Representation

\* Empowerment

# Experimentation

- \* “How dare you settle for less when the world has made it so easy for you to be remarkable?” -- Seth Godin
- \* Take risks, embrace challenges, find solutions

# Experimentation

\* Questions to ask:

\* As student media groups, how are we leveraging the global reach of our websites and social media presences?

\* Are we taking educated chances?

# Experimentation

- \* **Kaleidoscope:** Are you using multimedia tools? Are you thinking about new ways to engage your audience and tell stories?
- \* **Blaze:** Maps of concert venues? Pinterest of music fashion trends?
- \* **Aura:** Blogs about student work? Video interviews with authors? User submissions?
- \* **UAB-TV:** Packages? Interactive videos?

# Experimentation

- \* <http://youtu.be/aHun58mz3vI>
- \* <http://www.poynter.org/how-tos/newsgathering-storytelling/208008/how-journalists-are-experimenting-with-the-one-shot-technique-to-tell-video-stories/>
- \* <http://mustangnews.net/krieghoff-humbled-by-spotlight/>
- \* <http://mustangnews.net/connecting-on-the-spectrum/>
- \* <http://mustangnews.net/the-rivalry-edition/>

# Failure

- \* “The secret to being wrong isn’t to avoid being wrong. The secret is being willing to be wrong. The secret is realizing that wrong isn’t fatal.” – Seth Godin
- \* Failure leads to long-term success.

# Failure

- \* The Pendulum went from weekly to biweekly back to weekly
- \* <http://youtu.be/oLk9WNV8f8Q>
- \* The experiment didn't work, but that's OK. Don't be afraid.

# Engagement

- \* “Know who you’re talking to so you can know what they need.” – James Janega, Poynter
- \* It’s about *engaging* in student media and *engaging* audiences



# Engagement

- \* Engage in professional standards and work
- \* Engage in conversations with the audience
- \* College students own average of **seven** tech devices

## Make it multimedia

Don't just post text. Vary your posts to include text, video, links and photos, which will create variety and garner attention.

## Microblog events

Twitter is an excellent tool for live microblogging events. Journalists are the eyes and ears of the people. Use Twitter to help your reader be present where they are not. Be sure to advance this type of coverage so readers know where/when to expect it. Advance this coverage across social mediums, but avoid microblogging on Facebook where frequent status updates aren't appreciated.

## Make content sharable

Give your readers simple methods to share your content with others. This may include social sharing buttons on your website or just asking them to pass along your updates to others who are impacted.

## Allow subscriptions

Makes it possible for readers who don't want to miss anything to subscribe to your site via email and/or RSS Feed. Promote these subscriptions from time-to-time via social media.

## Use links

Internal and external links help direct your audience to other helpful content. Don't be afraid to send readers off of your site. If you're meeting their needs, they'll come back.

# Engagement

\* From Thornburg:

\* Alerts you to things you don't know

\* Lets you know if you've made a mistake

\* Gives you a chance to share knowledge

\* Provides ideas

# Engagement



\* Creates campus conversations and two-way flow of information

# Representation

- \* “I felt underrepresented in ‘traditional’ media as a student. So it feels good to read/watch/listen to something that is made just for you, and that you actually have the opportunity to participate in as well, whether it’s news or something else.” – Kaitlin Ugolik, reporter
- \* Outlets for individualism and creativity

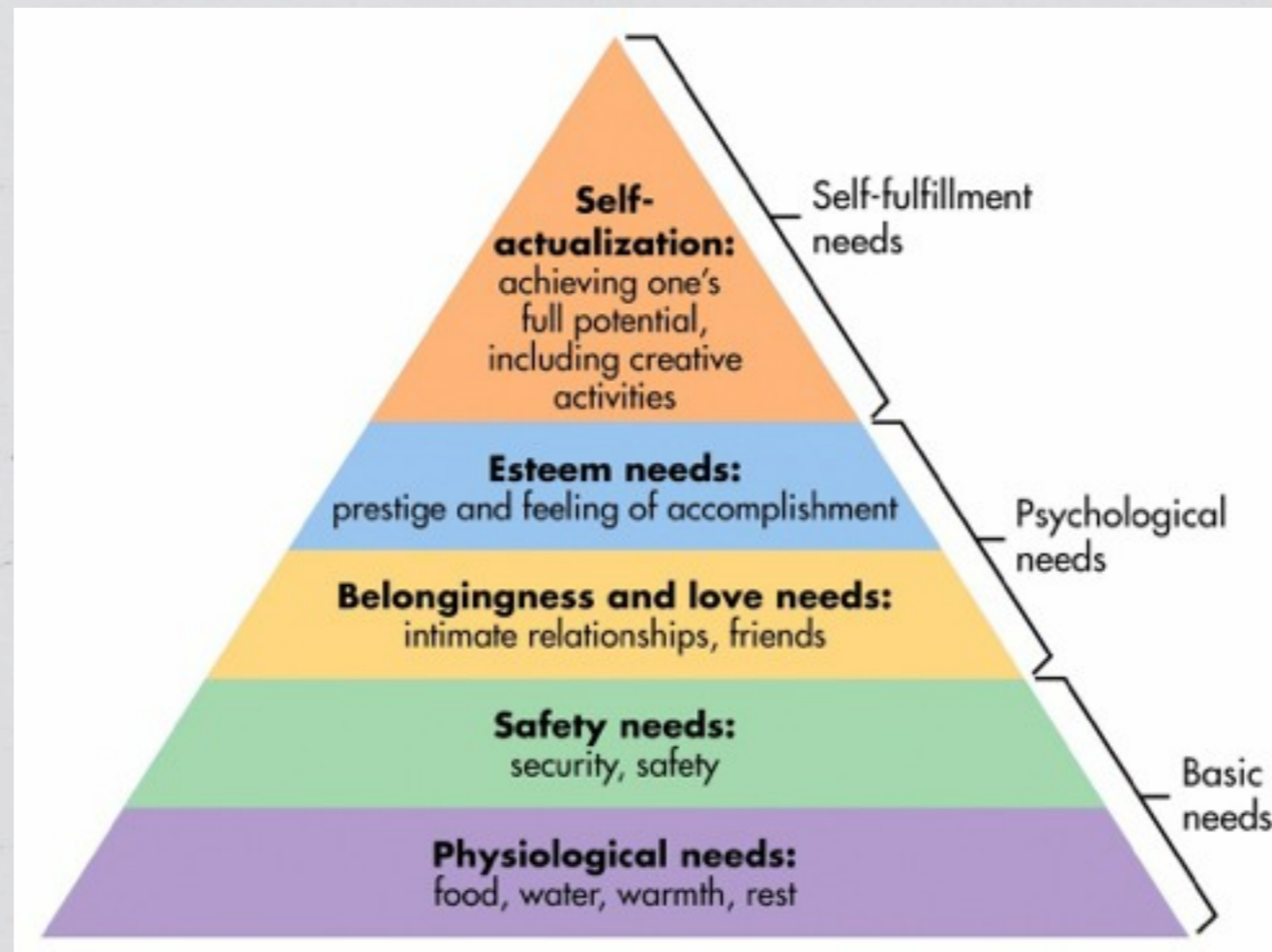
# Representation

- \* Student media outlets are places for expression
- \* Student media outlets represent their audience
- \* <http://youtu.be/J7Xi8zRvg4s?t=32s>
- \* <http://www.collegemediamatters.com/2013/08/05/penn-student-columnists-to-new-york-times-campus-romance-not-dead-and-buried/>

# Empowerment

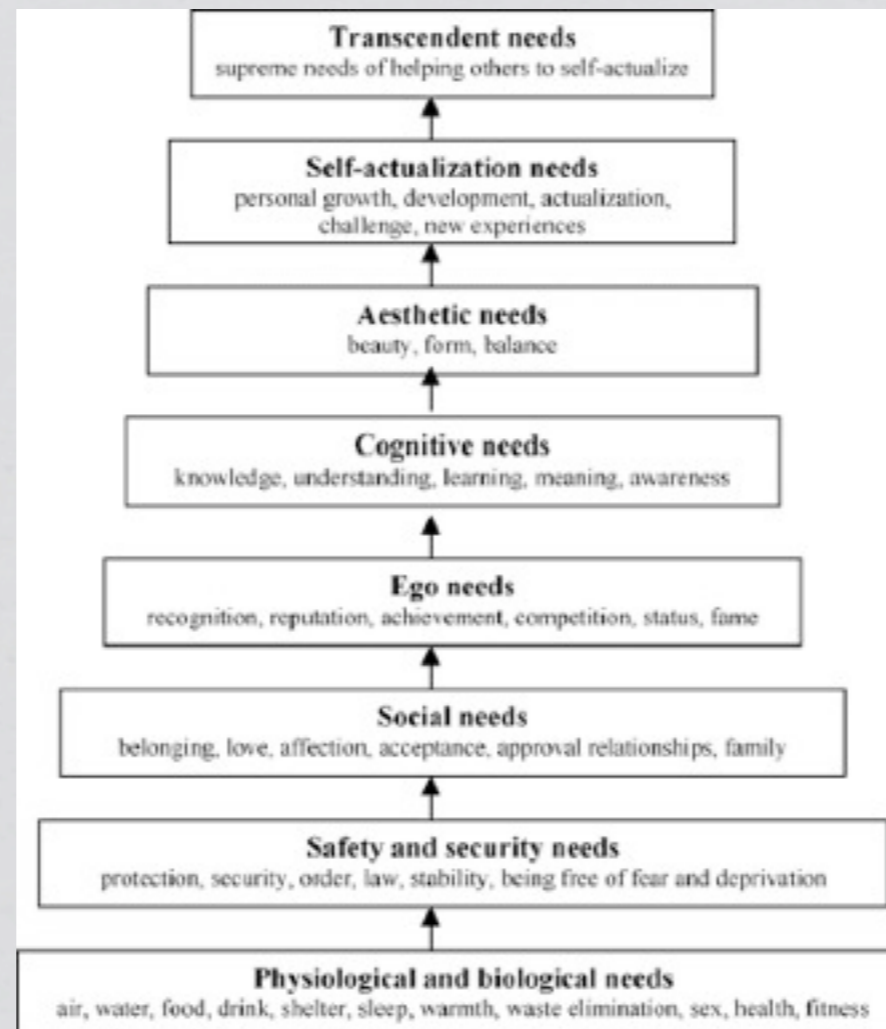
- \* “We are in charge of providing information that does jobs our audience needs done; we are in charge of engaging our audience members in conversations they care about; and we are in charge of helping them become so knowledgeable, engaged and concerned about each other that they can **make our college better.**” – David Simpson, media coordinator
- \* Encompasses the heart of healthy campus media

# Empowerment



\* Maslow's Hierarchy of Needs

# Empowerment



\* Transcendence



# Student Media

- \* “Student media are vital to the success and vibrancy of a college campus. The work these students do is essential, and you can’t overstate its importance. It’s our job, as advisers and administrators and staff and faculty, to create for the students an atmosphere of professionalism, creativity and opportunity. Only then will the students thrive. And only then will their importance to the campus community shine through.” -- Colin Donohue

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# THANK YOU

<http://www.cdonohue.com/student-media-its-role-on-the-college-campus/>

