



PHILADELPHIA STUDENT PRESS ASSOCIATION

BUILT AND MADE BY STUDENT JOURNALISTS

LEADERSHIP, INFRASTRUCTURE, AND THE FUTURE OF STUDENT JOURNALISM

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Philadelphia Student Press Association

WHO I AM

Jackson Juzang

- Student journalist & media entrepreneur
- Associate Editor, The Clerk (Haverford College)
- Founder, PBJ Media Co.
- Founder, Philadelphia Student Press Association
- Editorial & research experience with NBC Sports

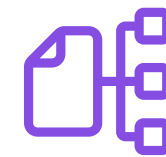


WHAT WE'RE SEEING ACROSS NEWSROOMS



Limited institutional access

Barriers to records, sources, and decision-makers that restrict accountability reporting.



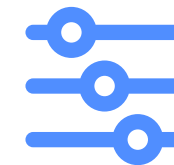
Shrinking & Inconsistent Funding

Unstable budgets that limit staffing, resources, and long-term planning.



Isolated Campuses

Newsrooms operating alone, without regional collaboration or shared support.



Weak Pipelines Beyond Graduation

Few structured pathways connecting student work to professional journalism careers.

REFRAMING STUDENT JOURNALISM

- Student Journalism Is Already Civic Infrastructure
- Student newsrooms cover what others can't or won't.
- Locality of student journalism and its importance to local communities are unprecedented.

But the infrastructure is missing:

- No shared systems
- No coordination
- No collective leverage
- No guaranteed pathways



A STRUCTURAL RESPONSE

INTRODUCING THE PHILADELPHIA STUDENT PRESS ASSOCIATION

- Student-led, dues-free, regional backbone organization
- Built by students, for students
- Pillars: Opportunity · Community · Resources · Collaboration



WHAT PSPA PROVIDES

- Educational workshops
- Cross-campus collaboration
- Mini-grants & proposal-based funding
- Networking & reporting access

12

Member Schools

400+

Student Journalists

500+

Stories Covered



HOW THE STRUCTURE WORKS

Student-Controlled Governance:

- Advisory Board (students, voting)
- Executive Committee (students, operations)
- Professionals (non-voting support)

Why it matters

- Control stays with students. Succession is built in.
- United Student Front



THIS IS A BLUEPRINT

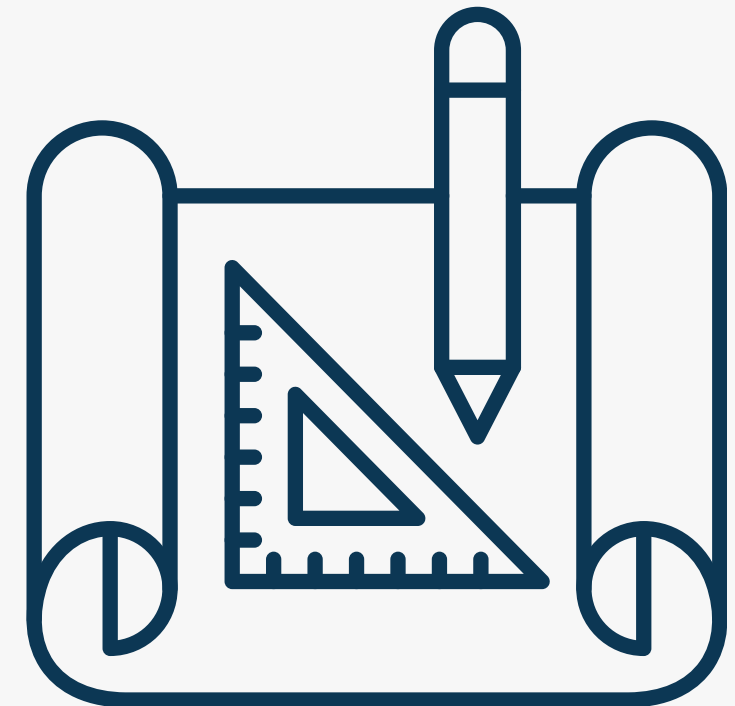
DESIGNED TO SCALE, ADAPT, AND RESPOND TO LOCAL STUDENT JOURNALISM NEEDS.

Tested Beyond Philadelphia

- Collaborating with student newsrooms in New York, Boston, DC, and Baltimore
- Working alongside students from NYU, BU, UMBC, and American
- Ensuring the PSPA model adapts to each city's unique newsroom landscape

What Comes Next

- Regional expansion across the Northeast and major East Coast media cities
- Supporting inactive newsroom revitalization
- Prioritizing adaptation over replication



WHAT EVERY CITY NEEDS

THE CONDITIONS REQUIRED TO BUILD DURABLE, STUDENT-LED JOURNALISM INFRASTRUCTURE.

THE FOUNDATIONS

01

Student Leaders

Willing to prioritize long-term structural and cultural change over resume points.

02

Trust & Time

Sustainable collaboration that grows through consistency, not speed.

03

Shared Commitment

Campuses, newsrooms, and student journalists working together — not in silos.

HOW TO START (NEXT FALL)



Build the Core

- Identify partner student newsrooms
- Define shared pillars and priorities

Protect Student Control

- Keep governance student-led from the beginning



Resource the Work

- Engage foundations, journalism orgs, and local partners

Start Small, Then Scale

- Build deliberately before expanding the ecosystem

THANK YOU

