



# THE STATE OF STUDENT JOURNALISM



# Hello!

I'm Taylor.

I work at The Seattle Times and write  
The Lead, a newsletter for student journalists.

You can find me at @blatchfordtr.

# How did I get here?

High school  
journalism in  
Colorado

Reporting +  
editing

Poynter +  
student  
journalism

University of  
Missouri

Audience  
engagement

Seattle Times  
digital team

# The Lead

## Newsletter for student journalists

What do I wish I had as a student journalist?

Centralized resources  
Connections with  
other students

If you think there's a need,  
there probably is.



# A Quick Overview

## Challenges

What are the issues facing student journalists?

## Solutions

How are they addressing them?

## Innovative Work

What models can we learn from?

# Challenges + Solutions

# Losing print ad money + figuring out online sustainability

Challenge facing every local newspaper in the past decade  
Especially affects papers that are independently funded, not school-run

**SOLUTION:** Reducing print days and using alternative fundraising  
Cuts overhead costs and helps digital-first focus  
Fundraising and thinking outside the box to make money

# Censorship from schools + distrust from public

Especially affects papers that are overseen by their schools  
Side effect of political climate, polarization and anti-journalism rhetoric

**SOLUTION:** Advocating for student press rights

New Voices legislation protects 14 states; introduced in 11  
Organizations like Student Press Law Center as resources

# Online competition + pressure to be fast and accurate

Campus-centric news doesn't exist in a bubble  
Also a challenge that's faced every publication, especially  
legacy newspapers

**SOLUTION:** Focusing on digital and online to stay timely  
Shifting from print-first to online-first, using social media  
Students have been leaders in adapting these strategies

## Filling in the gaps + covering local communities

In many areas, local newspapers are shrinking and closing  
(1,800 since 2004)

College outlets may be the only remaining daily newspaper

**SOLUTION:** Distributing resources to cover communities

Using beats differently, finding ties between campus and  
local issues

Outreach to non-campus audiences

# YOUR TURN

What other strategies have you seen college publications use to adapt to challenges?

# Innovative Work

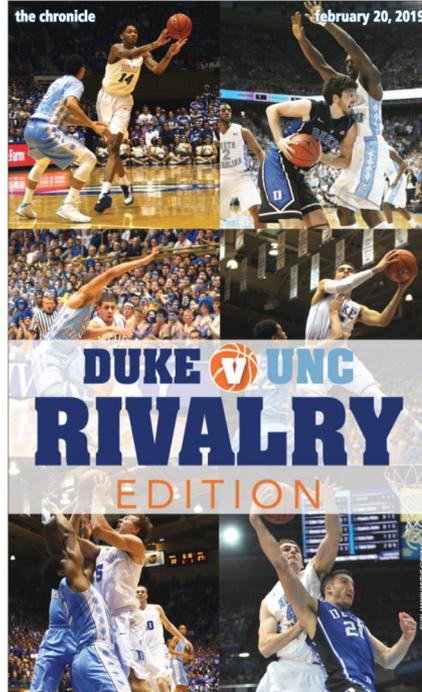
# Collaboration through rivalry

## The Duke Chronicle + The Daily Tar Heel

**What:** Collaborative print issue and fundraising competition

**How:** Shared everything to collaborate and promoted the competition heavily

**Lessons:** Capitalize on fans' emotional connections for new audiences and donors



# UTA Unfolded

## The Shorthorn, University of Texas at Arlington

**What:** Audience-driven reporting project for campus + community

**How:** Started a conversation with readers, gathered questions and reported on them

**Lessons:** Audiences are valuable — listen to their ideas and involve them in reporting



# Traveling to report on slavery's legacy

## The Hoya, Georgetown University

**What:** Louisiana reporting project focusing on descendants of Georgetown-owned slaves'

**How:** Grant from Fund for Investigative Journalism and a summer reporting trip

**Lessons:** Think differently to get to the heart of personal stories



# Since Parkland

## The Trace + The Miami Herald

**What:** Large-scale collaboration to tell stories of gun violence

**How:** More than 200 students worked with editors to report 100-word obituaries

**Lessons:** "Adults have to fix this problem, but teens can tell these stories."



# Sexual assault reporting

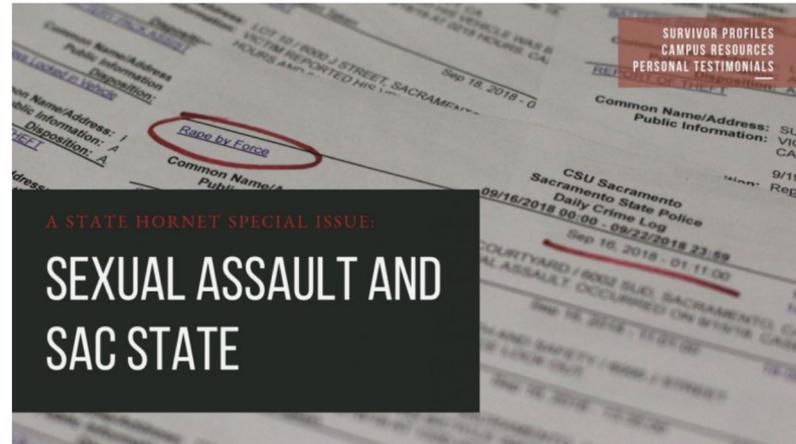
## The State Hornet, Sacramento State University

**What:** Multimedia project looking at sexual assault across campus

**How:** Breaking news story led to editorial led to protest; two weeks of all-staff reporting

**Lessons:** Students can mobilize quickly around an issue to hold their universities accountable

### Sexual assault and Sac State: a special package



Claire Morgan - The State Hornet

# Wrapping it Up

# Thanks!

## Any questions?

You can reach me at @blatchfordtr & blatchfordtaylor@gmail.com.

Newsletter: [bit.ly/leadstudents](https://bit.ly/leadstudents)