



# Breaking Free from Traditional Models of Campus Newspaper Publishing

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# The Traditional Setup

Despite the changes we see all around us online in terms of news coverage, hundreds of campus newspapers across the country are still caught in an old and increasingly irrelevant model of publishing where a section editor gets a story lead, assigns the story to a staff writer, and hopes the writer produces something reasonably coherent by deadline.

This puts both editor and writer in difficult positions because the editor has to twist arms to get copy and writers too often are writing about subjects that are important to editors and not necessarily the writers themselves.



# A Distributed Model

At Kutztown this fall, we are implementing a new publishing model where students will be provided with the skills to create their own blogs and write about any **informational** topic they are interested in with the hope and expectation that the material will become developed enough to merit publication in the newspaper (and if not, they may simply continue building their blogs).

# Retain the Old while Ushering in the New

Traditional news stories will still be encouraged and assigned and should be accompanied by photos and video produced by the individual writers.

Editors will become literate in WordPress, establishing a YouTube Channel, photography, taking videos, and helping students who want to publish in the newspaper to revise accordingly.

# SPG Means Collaboration, Speakers, Workshops

The name of the newspaper has changed from The Keystone Newspaper to The Keystone Newspaper Student Publishing Group.

Weekly workshops will be held and guest speakers will be brought in.

I thought this topic would be appropriate for EAPSU Fall 2022 because English and Professional Writing majors typically form the backbone of campus newspapers.



# Points to Consider



Moving from a centralized publishing model to a distributed publishing model



Expanding coverage: Transforming the student newspaper into a publishing collaborative



Writing a book to accompany the effort: Open Educational Resources



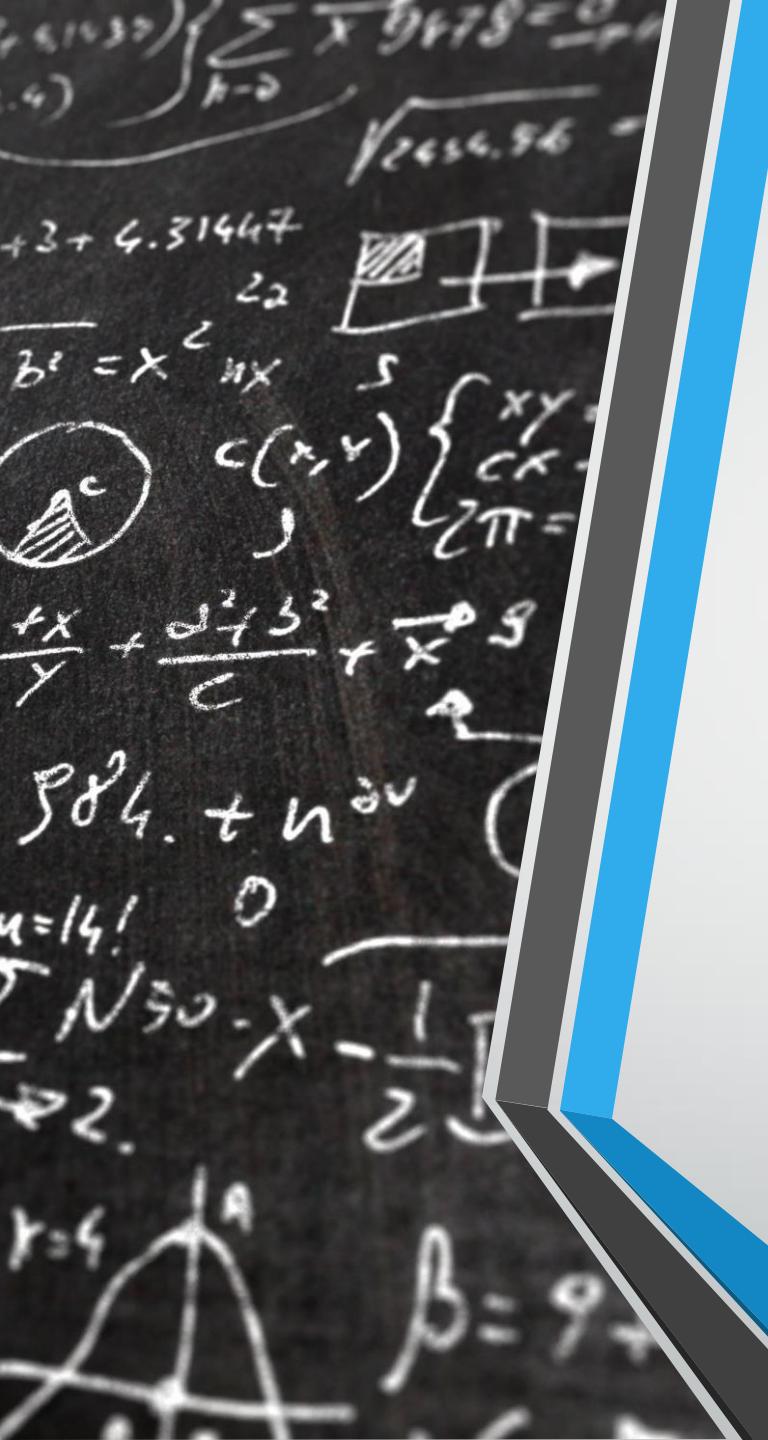
Weekly workshops for newspaper staff



Weekly speaker series



WordPress training across all writing classes



# Moving from a Centralized Publishing Model to a Distributed, Open-Access Publishing Model

Once upon a time, students would have to submit their work to the big publishers—commercial and academic alike—who controlled access and distribution.

In today's world, student writers can publish at the touch of a button.

# However...



IN ORDER TO PUBLISH ON THEIR OWN, STUDENTS NEED TO LEARN AND TAKE SERIOUSLY THE RESPONSIBILITIES ASSOCIATED WITH PUBLISHING:



LEGAL: COPYRIGHT, LIBEL, CREATIVE COMMONS LICENSING



TECHNOLOGICAL: HOW TO CREATE AND MAINTAIN A BLOG, INCLUDING CREATING MENUS, SELECTING APPROPRIATE THEMES, POSSIBLY SOME CSS.



WRITING: NOT JUST DRAFTING AND POSTING, BUT THE ENTIRE WRITING PROCESS, INCLUDING CULTIVATING ANOTHER SET OF EYES (OR TWO) TO HELP FRAME AND EDIT THE WORK.



Expanding Coverage:  
Transforming Kutztown's  
Student Newspaper into a  
Publishing Collaborative

[The Keystone Newspaper Student Publishing Group](#)

# Dr. Downing's OER Book on Publishing

[Open-Access Writing and Publishing Manual](#)  
for  
[Kutztown University Students](#)



# Weekly Workshops



[DOWNING JOURNALISM](#)  
[HANDBOOK](#)



EMERGING: TRAINING FOR  
EACH MEMBER OF THE  
NEWSPAPER STAFF

# Speaker Series

<b>Date</b>	<b>Keystone SPG Wednesday Speaker Series</b>
31-Aug	Michael Downing, Advisor to The Keystone SPG
7-Sep	Brandon Krieg, Advisor to Essence
14-Sep	Melissa Nurczynski, Magazine Writer and Prof
21-Sep	Maya Workowski, Poet
28-Sep	Teresa Messineo, Novelist
5-Oct	Jeffrey Voccolla, Advisor to Shoofly
12-Oct	Steven Maugeri, Multimedia Journalist (KU grad)
19-Oct	Molly Bilinski, Reporter, The Morning Call (KU grad)
26-Oct	Justin Sweitzer, Journalist, City and State Pa (KU grad)
2-Nov	Kerri Gardi, Director, KU Career Development Center
9-Nov	Anthony Bleach, Pop Music Journalism Prof
16-Nov	Jacob Michaels, Editor, The Morning Call
30-Nov	Christina Steffy, Author, Editor, Library Director KU grad)
7-Dec	Michael Downing, Technical Writer

# WordPress Training Across all My Writing Classes

[Keystone Training Blog](#)

[Paula](#)

[Fern](#)

An aerial photograph of a long bridge stretching across a body of water with a turquoise-blue tint. The bridge has a grey asphalt surface with white dashed lines and a solid white line on the right. A few small white vehicles are visible on the bridge. The water is calm with some minor ripples. The background is a clear, light blue sky.

Thank You!



# Questions?