

Best Practices

Arts/Entertainment

- PSU – Main Campus
The Venues is a Thursday tabloid featuring local artists and issues on and off campus.
- Brand the story by using graphics and pictures instead of the usual headline.
- Shippensburg University
Go beyond music for arts and entertainment – branch out.
- Mansfield University
We produce a tabloid center spread featuring job search sites. Localize, so it appeals to the students. We produce a weekly tab on different topics.
- Indiana University of PA
We produce a local band issue once a year. Each band must go through an application process and 8 are selected and then featured in the issue. This issue is our most popular each year.
- Cabrini College
Professor profiles. Students get to know their professors better and from a different perspective based on information obtained through the profiles.
- Eastern University
On our features page we do “Two Truths and a Lie.” Featuring responses from members of the administration, readers must decide which information provided is a truth and which is a lie.

Newswriting Beat

- PSU – Main Campus
To assist us in gathering information, a faculty directory is provided to all staffers. This directory includes extensions, office numbers, etc., so that writers may contact (with better ease) the appropriate professor, administrator, etc., to gather more information for a story. The directory is an essential tool for reaching the right contacts.
- Lebanon Valley College
All members of the advanced journalism class must sign-up for the student newspaper. The j-class is more of a news meeting rather than a traditional class.

- Delaware County Community College
In the advanced journalism class, 40% of the student's grade is determined from their participation with the school newspaper. Jr. editors edit their peers work for the newspaper.
- Indiana University of PA
The newspaper is completely the student voice. It's structured so the paper is separate from college/university. Students are encouraged to have their voices heard via the student newspaper.

We have a good working relationship with our borough and campus police departments. They send our student newspaper the police blotter. This helps us a great deal with accuracy in reporting of crimes, accuracy in the spelling of names, etc.

Opinion

- Community College of Allegheny County
We have a very open editorial policy.
- Shippensburg University
"The Unsigned" – no byline. The Unsigned represents the editorial voice for all of the newspaper staff.

One columnist writes on a particular subject every edition. It's very popular.

- PSU – Main Campus
We have numerous columnists and several blogs for our paper. We post teasers on the opinion page to drive people to the blog.
- Mansfield University
We have an editor's column every week. It's very popular, consistent and expected by our readers.
- Susquehanna University
We have a staff editorial every week.
- Lock Haven University
Columns are provided from alumni who are involved in unique events and/or careers. One wrote for us during the aftermath of Hurricane Katrina. He lived in New Orleans.

- Eastern University
We had several students write a semester abroad column. This provides content from non-traditional j-students who may contribute articles during their study abroad.

Infrastructure

Under construction

Online

Under construction

Reader Involvement

Under construction