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145th Managing Board

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Meeting the moment:

Late into the night on March 8, Princeton inadvertently told us we'd be going home. The next day, the formal announcement came. "Courses going virtual, students encouraged to stay home after break." Even as we reported this news, it didn't seem to register. Through some strange combination of denial and adrenaline, I spent my day frequently updating our coverage as the University released more information, not even considering booking my plane ticket home. So long as my day was filled with frantic texts to editors and frequent calls to University Communications, I didn't have to think about leaving the people I loved and the place I called home. For whatever reason, it wasn't until I read Jon's early-morning Letter from the Editor on March 11 that everything felt real. "The Daily Princetonian will indefinitely suspend print production."

The final lines of Jon's piece, however, resonated with me immensely. "Though circumstances compel us to step away from our cherished broadsheet, our resolve to keep reporting has never been stronger." More than anything else, what kept me going over the next several days was watching that resolve play out even with the newsroom closed — from hectic meetups churning out breaking pieces in the Dodge-Osborn kitchen to strolling around Frist as Mark captured how on-campus students were coping. In the weeks and months to come, when nearly every other campus organization ceased to function, the 'Prince' kicked into high gear — News meetings somehow more crowded over Zoom than in person, and every section of the paper putting out incredible pieces through the spring, summer, and into this fall. The impacts of this resolve could also be seen far beyond our content. In a time of immense isolation, we were able to come together for a common purpose and foster a supportive, empathetic virtual community.

Since mid-March, I've seen this organization's resolve to report, design, opine, innovate, and care for one another manifest itself in breathtaking ways.

I'm running for Editor-in-Chief because I know we can do more.

As I will dig into throughout this platform, I see the 'Prince' at a crossroads. For years, the organization has gradually transitioned from an old-school, broadsheet daily paper to a digital-first model. The pandemic has presented its challenges, but it has also given the 'Prince' an opportunity to expedite this transition and revolutionize the way we operate from how we produce content, communicate with readers and the broader community, and more — all areas that demand improvement.

So, why me?

I believe that the breadth of experiences I have across multiple areas of the ‘Prince’ make me especially qualified for this position. Ultimately, an Editor-in-Chief needs to be able to edit. When it comes to on-the-ground reporting, I believe my over 100 bylines for the News section — including covering a number of sensitive topics and dealing with many difficult sources — have given me a solid grasp of journalism’s foundations and will allow me to properly vet content. Training new writers and providing comprehensive edits to reporters over the past two years has also taught me how to give constructive, yet empathetic, criticism — and I believe my experiences in this realm will enable me to ensure our content is of the utmost quality while also furthering the ‘Prince’s educational mission as Editor-in-Chief. Working as a News editor, I have also established a strong working relationship with the University’s communications team — something I believe would benefit the paper if I were elected. More broadly, as a Head News Editor through the story of our lifetime, I have also had the time to think immensely about the ‘Prince’s foundational role — from how and why we do and do not tell certain stories, to how we interact with community members and navigate the balance between relatability and professionalism.

My experiences beyond the News section, though, are what I feel truly qualifies me for this role. In my role as a video staffer, I contributed to 10 of the 17 videos produced by the ‘Prince’ between the onset of the pandemic and start of the semester. I’ve also written several features and dabbled a bit as a podcaster and designer during my time leading the News section (recording one “Under the Bubble,” creating a number of interactive graphics, and designing the bulk of our Instagram content throughout the month of June prior to the Digital Transition Team’s conception). Beyond witnessing the continued growth of Features, Multimedia, and our digital presence, my experiences in these realms have made evident to me the benefits of collaboration across sections of the ‘Prince’ and will help me facilitate that collaboration in the Editor-in-Chief position.

This platform will contain brief specific visions for individual sections, but it will focus more on broader areas in which I feel the 145th Managing Board should direct its efforts — specifically when it comes to making the “Digital Transition” and thinking about how we interact with one another and community members. In areas where I have less expertise, I would like to emphasize that I see this document as a set of proposals rather than policies, and I would appreciate any and all feedback or pushback. I am eager to read the platforms of my three brilliant fellow candidates, and I hope your deliberations can serve as a launchpad for refinement of these ideas and open discussion about how we can best grapple with — and capitalize on — this historically uncertain moment.

The Platform in (about) a Page: Points of Emphasis

Emphasizing Post-Production: While this Board, especially since the outset of the pandemic, has produced a ton of incredible, hard-hitting content, we often fail to properly advertise our work. Too often, our best content will flop on social media due to poorly cropped dominant media or rushed posts. This was less of a problem in a world where the bulk of our intended audience was walking by stacks of broadsheets on a daily basis. Now, though, it is imperative that we improve our digital presence across the board and cultivate a culture where post-production is a valued part of the process (and shifts don't "end" just because all pieces are published). I propose a number of solutions that can address this issue — and enhance our digital presence at large — in tandem, including the creation of multiple Masthead-level audience engagement positions, the reexamination our website's functionality, the expansion of the roles of Design and Copy, and other weekly-meeting- and nightly-production-level changes.

Multimedia and the Digital Transition: I have loved seeing our Multimedia section grow, and I believe every content-producing section at a digital-focused organization should be thinking about how they can best collaborate with our videographers, photographers, and podcasters and make Multimedia a part of what they do. I propose overarching mechanisms and content-specific ideas to facilitate this — both within and beyond the Multimedia section.

Quality of quantity: While transitioning away from a daily print model was a challenge, it was also an opportunity to think harder about why we tell the stories we do. In the News section, this examination has led us to publish a bit less, but our content has benefited immensely. Across the board, we should use this opportunity to embrace a "quality over quantity model." In this section of my platform, I will also lay out specific section-by-section thoughts involving content.

Diversity, Equity, Inclusion, and Belonging: We must recruit a staff that embodies the diversity of the community we cover, but inclusion at the 'Prince' cannot begin or end with recruiting staffers. In addition to pursuing a financial aid stipend, requiring DEIB workshops for editors, and holding affinity recruiting events, we need to make better on our promise of "No Experience Required." Through better training, more personal engagement, and checking-in with less active staffers, we can do more to prevent prior experience from being an implicit barrier to success at the 'Prince.' We also must maintain connections with identity-based student groups and important other broad constituencies beyond recruitment and ensure that members of the community at large feel seen and heard by our coverage.

Community Engagement: We need to better engage with the entirety of the Princeton community. This can manifest itself in simple steps like modifying and advertising our tip line or enhancing our social media presence. It also must mean deliberate outreach to and forging of relationships with community constituencies — especially in areas where we typically fail to provide ample coverage. Our goal should be regular casual conversation and open lines of communication between the 'Prince' and important constituencies of undergraduates — including identity-based student groups —, graduate students, staff, faculty, administrators, and locals. Not only is this the right thing to do to best serve our readers, but it will also immensely facilitate sourcing and improve our reporting.

Delegation: I envision constructing a Board with three to four Managing Editors each specialized in certain realms. One ME would be initially tasked explicitly with continuing work on the financial stipend and lead a team to begin planning recruitment from the outset of the Board (and keeping this team intact throughout the Board). Another would be tasked explicitly with overseeing the expansion of the Digital Transition and Multimedia teams and overseeing efforts regarding web functionality. A third ME would begin the Board tasked broadly with audience engagement and assisting the Editor-in-Chief in forging connections between the paper and key constituencies underrepresented in our coverage. Tasking Managing Editors with these crucial priorities on the outset will help assure accountability and follow-through — as will the creation of multiple specific Masthead-level positions within several sections. I similarly embrace the proposal to create a formal, standing body tasked with advancing diversity, equity, and inclusion within the ‘Prince.’ This group should be explicitly involved in recruitment planning and include editors and staffers from within *every* section.

Making the Digital Transition and Emphasizing Post-Production

As an organization, we need to think harder about what post-production means. Especially in the absence of a print publication, thinking about how to reach Princeton students digitally should be at the center of what we do. The 144th Board made some great progress in pursuit of a digital-first model — from the launching of a new website to the creation of a Digital Transition team. Still, it still feels as though post-production is an afterthought. In an environment where newsletters and social media posts are the primary way in which we reach our intended audiences, this needs to change. These are a number of structural and philosophical changes I propose to help us truly make the digital transition, some specific to the **Digital Transition Team** and others more broadly applicable.

An emphasis on post-production: Editors should be thinking about how to best advertise articles prior to publication and be consistently improving how they do so. To help facilitate this, at each weekly Managing Board meeting, members of the Digital Transition team should present analytics on what specific articles and social media posts did and did not perform well during the course of that week. They should then guide a conversation among section editors about ways in which article advertising could have been improved — thinking about whether the dominant media used was compelling, whether social media posts were attention-grabbing, and whether the articles were advertised at the right time. I do *not* think these analytics should be what determines the topics we cover and stories we tell, but rather they should provide us the tools to ensure that our content is promoted as well as it can be.

- **Nightly production:** We will continue using a nightly budget document in similar format to the one used during the 144th board, but more columns should be added to allow editors to think about post-production and advertising earlier in the process. Specifically, in addition to columns allowing editors to write blurbs and pull quotes for Newsletter purposes, at least three additional columns should be added for editors to consider in advance their plans on our social media platforms. The binary “Yes/No” column titled Social Media should be used to indicate that posts have been scheduled to both Facebook and Twitter and any other posts have been added to the Digital Transition Team storyboard.

- **Facebook and Twitter:** While our Instagram presence has evolved drastically over this board, we've been relatively stagnant in how we post on Facebook and Twitter. The weekly meetings led by Digital Transition editors will help with reevaluation in this realm, but here are several immediate changes I feel are worth making.
 - ***All sections should be scheduling their Facebook and Twitter feeds in the same way*** to ensure that posts are spread throughout the day and do not compete with each other (likely using Facebook's Creative Studio function and Twitter's "tweetdeck", though I'd be open to suggestions). All articles and important updates should be posted to Facebook and Twitter.
 - ***More stand-alone photos and graphics:*** While a major overarching goal of the Facebook and Twitter accounts is to generate traffic on the website, images that will do better if posted in a stand-alone format should be posted in that way. In a similar format to the way in which Cartoon has been posting their work in "photo" rather than "link" form, we should work to post more stand-alone images and allow Facebook and Twitter users to see what our designers are making for the Instagram (Ex: [This graphic](#) could have been published to Facebook and Twitter as a follow-up to [this post](#)).
 - ***'Prince'-adjacent posting:*** Nationally relevant alumni news that we do not explicitly cover, mentions of articles and columns in prominent national publications, opinion columns from other outlets based on our coverage, and other interesting 'Prince'-adjacent content should also be publicized via Facebook and Twitter and if possible linked to our past coverage (Previous examples: Nicholas Johnson being featured in a music video, with a link to our past Q&A; the 'Prince' being featured in a NJ.com article about college journalists adapting. Other places this would have worked well: Using the recent high-profile Atlantic article about Ivy League sports to link to Liam's referenced coverage, posting about the Wall Street Journal's Op-Ed about Joshua Katz and linking to our news coverage on the topic, etc.). To facilitate this, the Digital Transition team should set up Google alerts for the exact phrase "The Daily Princetonian" and create a #mentions Slack channel for crowdsourcing any that come up.
 - ***More from writers:*** There have been many cases where writers' tweets outperform the 'Prince' accounts' tweets. Staffers in all sections should be heavily encouraged to tweet and post about their content, and section editors should use the 'Prince' account to retweet their writers. Editors should also be encouraged to tweet and post to Facebook about important pieces and the work of their writers, and at the very least be required to make personal Twitter accounts.
- **Instagram:**
 - ***Everything we published should be advertised via Instagram*** (whether as its own post, part of a carousel of compiled posts, or in "story" format). The Digital Transition team should establish an Instagram "storyboard," in similar formats to other sections' storyboards, to allow every published piece to be kept track of and posted in a timely manner. It should be the nightly task of section editors to ensure their pieces, accompanying design suggestions, and a note regarding timeliness are added to the storyboard. Though this is an area where we should be guided by analytics, based on my current conception I believe the account should post approximately four times daily, including non-production nights and not including "stories," with timely coverage posted within a day of publication and less-timely pieces posted within a week of publication. The existence of a storyboard will allow less-timely pieces to be continually accounted for, and editor access to the storyboard across the board will allow this to be a transparent process. The

Instagram should also make better use of the “Story” function — a good place for resharing all posts, behind-the-scenes staff coverage, posting podcasts, or more casually crowdsourcing from community members. Finally, the Digital Transition Team should establish a common mechanism for section editors and audience editors to ***schedule Instagram posts*** — allowing Instagram layout to become a part of nightly production (see “**Design**” for more on this).

- ***We need to expand our reach.*** Because it is newer, the Instagram has less of a following than our Facebook and Twitter accounts. However, given that our student audience uses Instagram more than any other platform (88.8% of Frosh Survey respondents saying they use IG on a regular basis, compared to just 44% for Facebook and 30% for Twitter), we should be heavily focused on expansion. To this end we should:

- ***Focus on reaching students through students.*** This has been done very effectively in the past through the creation of very “shareable” content, with most of our following coming from shared and messaged posts. We can improve here by, similar to what I wrote about Twitter, making writer and staffer engagement with Instagram more prominent. To enable this, the Digital Transition Team should have a list (compiled by sections) of our reporters’ social media accounts and should tag our staffers, editors, and designers in captions of the posts and pieces they contributed to, and the ‘Prince’ staff, spearheaded by section editors, should make sharing posts to their Instagram stories the norm.
- ***Focus on expansion through hashtags.*** While using incredibly prominent hashtags typically does not do much, we can reach more people by hopping onto mid-range trends (Ex: We may be drowned out from the other 500,000 posts on #princeton, but our content can be posted near the top of #princetonnj, #princetonuniversity, #ivyleague, and #princetagram. The Digital Transition and Tech teams should research the exact parameters that would be most effective, and section editors and Digital Transition team members should work into our Instagram social media captions as many 10,000 – 500,000-post (or other parameters determined by the Digital Transition and Tech teams) hashtags as possible, ensure we use “location tags,” and generally invest in ways to enhance our reach through our posting.

- **The Newsletter:**

- ***If we want community members to read our daily newsletter, it needs some improvement.*** Our current model of a top headline as a subject line, followed by several blocks of text, followed by section-by-section headlines and random quotes is not very engaging. I would propose we adopt a format similar to CNN’s “Five Things,” with a brief and more casual formatted introduction followed immediately by blurbs and links for our pieces (essentially, keeping the newsletter as short as possible and only giving the information community members need to know).
- ***We should abandon the model of having the ‘Prince’ Editor-in-Chief responsible for creating and sending out the newsletter nightly.*** Digital Transition Team members (and other staffers from other sections recruited internally to assist) should have nightly newsletter shifts to create the daily newsletter. Section editors should write story-specific blurbs, but it should be the task of staffers thinking explicitly about how to engage the community via this platform writing introductions, editing or adjusting those blurbs, and coming up with a catch-enough title to get clicks. Newsletters will still be copy-edited and proofed by a member of Upper Management.
- ***Newsletters should be archived on our website and include bylines,*** as they are and do for most other news organizations, to recognize the importance of the work. Doing this would also make it

easier to publicize important newsletters on our social media feeds and engage with more potential subscribers. We should also publicize newsletters on our website daily, which should take a similar form to The Harvard Crimson's "[Today's Paper](#)" tab with a better mechanism for looking at past days. Enhancing how we recognize this work will hopefully both incentivize more staffers to want to get involved and take newsletter shifts and increase our subscribership.

- ***We should make more use of our new [subscription platform](#):*** I was mid-writing this section when I received the first edition of Intersections from The Prospect (which looks amazing!). I would love to see a general "weekly round-up" released in tandem with special episodes of Daybreak, breaking down the few biggest pieces across the board — allowing subscribers who do not want daily newsletters to receive less frequent updates. This newsletter would also go to our daily subscribers.

- **TikTok:**

- Similar to Instagram, more Frosh Survey respondents reported using TikTok regularly than Facebook or Twitter. ***If the 'Prince' hopes to be a truly digital-first organization, we cannot be late in capitalizing on this novel way to reach our readers.*** Admittedly, making a 'Prince' TikTok would be delving into some uncharted territory, and pose important questions surrounding balances between relatability, humor, and journalistic professionalism. Still, other newspapers have managed to do it — and do it well. Taking inspiration from the [Washington Post](#) and [USA Today](#), I see the 'Prince' TikTok as a place for important live and visual news coverage, brief chats with Opinion columnists, behind-the-scenes sports practice and workout coverage, short video clips Features and Sports interviews, videos of Cartoons in progress, great podcast and video advertising, more casual behind-the-scenes staff coverage, and an endless host of possibilities on the Prospect end.

- **The new website:**

- ***On the website itself, there are a few issues worth resolving immediately within the first weeks of the board*** — between allowing video coverage to be slated at the A1 position, reworking our tips platform (something I will explain later on during the "Community" section of this platform), and generally ensuring that all tabs on the website are being used properly (several months after launch, there are still several sub-tabs beneath sections that do not have any articles within). The way in which we display podcasts on the homepage could also be improved, potentially modeled after [The Daily Pennsylvanian](#) or [The Daily Free Press](#), two publications that display podcasts in a more playable format than us. In the first week of the Board, a Managing Editor should reconvene a task force including the CTO, members of the web redesign team, and others involved to discuss areas for further improvement. (I will expand more on some web-related changes under "**Design**" and "**Multimedia**").
- ***Working with our Tech team, we should immediately establish a comprehensive guide for using the website.*** Between adding authors, updating sub-tabs, weighting pieces, knowing which tags lead to where, and more, there are a number of areas where the 'Prince' has typically passed expertise via word of mouth, something potentially detrimental to institutional memory (or, at the least, something that results in unnecessary overuse of the "Web Queue" for easy tasks). The creation of a guide here, spearheaded by both the CTO and the Managing Editor reconvening the web redesign task force, will help resolve this issue.

- ***Layout as a nightly task.*** We know that our homepage is the most frequented portion of the ‘Prince’ website. Because of this, our pieces need to be weighted and organized very intentionally. Each night of production, it will be the responsibility of one specific Managing Editor on shift, or the Editor-in-Chief, to intentionally lay out the website. Making this one person’s specific task will allow for more experimentation when it comes to elevating various sections’ content higher onto the homepage and allow us to be intentional further down the page about what articles we allow to fill large slots based on dominant media quality.
- **Web Design:**
 - ***We must keep up our momentum in this area.*** Between the Frosh Survey site, “How the Eating Clubs Went Coed,” the Prospect’s “Growing up, everywhere,” and Wendy’s “What is ‘Princeton’ without Princeton,” the establishment of our Digital Transition and Tech teams have paid off in incredible ways. We need to keep this up and continue to assert the ‘Prince’ as a place for coders and graphic designers to gain valuable experience unavailable through any other organization on campus.
- **Incorporating this focus into the Masthead:** To facilitate this further emphasis on post-production and reaching our audience digitally, we must adapt the masthead in a way that recognizes and incentivizes this work, while it also keeps our workloads realistic. I propose the creation of multiple Masthead-level positions focused explicitly on these areas.
 - ***Creative Director:*** The Creative Director in the 145th Board will serve in a similar capacity as the position of Creative Director/Digital Transition Director created this fall, the largest distinction being that — with the creation of other Associate-level positions helping them fulfil tasks — the individual appointed to this position will have more time and leeway to think about broad projects and overarching strategy.
 - ***Associate Director of Digital Storytelling:*** This editor will take over the bulk of the Creative Director’s current responsibilities in regard to web projects, working closely with our Tech team and communicating with individual sections about pieces being worked on that could be enhanced by extensive web design or interactive graphics. It will also be this Editor’s role to work with the Design section and establish guidelines surrounding how to create simpler interactive graphics for more every-day pieces via Datawrapper.
 - ***Three Associate Audience Editors:*** Three associate audience editors will focus on audience engagement at large — overseeing how we interact with readers via the newsletter, Instagram, Facebook, Twitter, and TikTok. The three editors will collaborate and brainstorm ideas for improving engagement on all platforms and be equally involved in thinking about Twitter and Facebook usage. In addition, one will be specifically tasked with improving and executing our Newsletter, one will collaborate extensively with designers and oversee our Instagram storyboard, and the third editor will spearhead our operations on TikTok.
- **Addressing the Feasibility of an App:** Jon’s platform for Editor-in-Chief called for the launching of an app by December 2020. This obviously did not occur. I believe that with the structural emphasis on post-production that I have described, we could do it by the summer, and I would love to see a ‘Prince’ app off the ground. That being said, I think the decision to make an App should be based primarily from a business perspective, and I would largely be willing to follow the lead of the

Business Manager on this end. I would ask that within the first several weeks of the Board, the Tech and Business teams take the lead on looking into the feasibility of an app — in part by reaching out to leadership at other peer publications that currently or previously have used a mobile app, such as the Cornell Daily Sun and The Daily Targum. Around two months into the Board, I propose that the Business and Tech teams meet with our Managing Editors, Audience Editors, Creative Director, and Design team leaders to evaluate the prospects of creating a mobile app based on perceptions of costs and benefits, both financial and abstract, and feasibility.

Copy's Role in the Digital Transition

Full disclosure: The bulk of my ideas for the Copy section are derived entirely from past conversations with Anna. I am excited to read her platform and would anticipate largely deferring to her ideas when it comes to how the Copy section operates if elected.

The growth of the Copy section under Anna and Lydia's leadership has been incredible — the past semester demonstrating that Copy can, and should, play an integral role in helping us embrace a digital-first model. Still, section editors and the paper at large have been somewhat slow when it comes to acting on Copy's guidance and guidelines in regard to Search Engine Optimization and writing attention-grabbing headlines. To speed up this process, I would propose a system in which all Masthead Copy Editors undergo a comprehensive SEO training, whether it be through the 'Prince' or via online certification, and Copy assumes the responsibility of writing headlines.

Multimedia's Role in the Digital Transition

It is difficult to overstate the progress that our video and podcast sections have made the 144th Managing Board — between consistent Daybreak production, several incredible Under the Bubble episodes, the production of brief reaction videos, insightful video interviews, a full-length documentary, and the launching of The Orange Table, a student life video feature series, and anticipated launch of a podcast game show. Our photo section has also been able to produce compelling, creative photo-essays, even in the absence of a campus to photograph.

Still, I firmly believe that Multimedia should be more than a "section." As we embrace a digital-first model, every section of the 'Prince' should be thinking hard about how to create multimedia content.

For **Opinion**, this could mean a podcast or video series interviewing writers of the week's most popular columns (*described further under "Daybreak"*). Bringing multiple columnists together in this format could also help enable an atmosphere of discussion and debate, with writers posing counterarguments toward one another and allowing their ideas to interact in a way not fully feasible in real time in a print format.

For **Sports**, this could mean filming how student athletes train — and exist at large — during the time of COVID-19. I have loved reading the section's recent On Tap interviews and student athlete profiles, and I think a number of these pieces could translate well to a video format. Starting this collaboration now

could also set a solid framework for Multimedia and Sports collaborating in how they cover games once they are occurring again, with multimedia staffers bringing their technical expertise and sports reporters capitalizing on their experience interacting with Princeton Athletics.

For *The Prospect*, this could mean Nassau Street food reviews (Ex: a blind taste-test comparing Thai Village and Lil Thai Pin). It could also mean a more casually formatted podcast or video series focused on student life broadly. I'm admittedly not wildly well-versed in the work of the Prospect section, but I know that staffers and editors are not short on ideas.

For *News* this could mean short graphic explainer videos delving into complex University policies or issues impacting the community (*potentially a 'Prince' Explains series*) and more "rapid reactions" to breaking news. For *Features*, this could mean producing short video reports to summarize and accompany long-form pieces. Both of these sections being more aware of what Multimedia is planning could also help reduce redundancy in our workloads. If both Multimedia and Features are covering stories relating to an ICE policy and plan to interview a staff member in the Davis Center, they could coordinate and prevent needing to schedule multiple interviews with the same sources.

Masthead-level changes: Through an alteration of our Masthead structure and emphasis on collaboration between multimedia and other sections, we can make these ideas and more happen. Here is what I believe the Multimedia Masthead should look like:

- **Head Multimedia Editor (1):** One Head Multimedia Editor will continue to oversee video, podcast, and photo production — focused primarily on project logistics and execution. They will work primarily with staffers formally involved in the video, podcast, and photo sections. They will also collaborate with the Audience editors to create a structured process for advertising multimedia content and with Design to grow our capacity for digital animations.
- **Head Multimedia Editor (2):** A second Head Multimedia Editor will work primarily on cross-section collaboration with other content-producing section. They will attend all photo, video, and podcast section meetings, in addition to meeting weekly with a set of section editors across other podcast-producing sections to brainstorm and coordinate cross-section collaboration. It will be this individual's role to find multimedia staffers willing to work on multimedia-involved projects that primarily rest in the purview of News, Features, The Prospect, Sports, Opinion, etc.
- **Assistant News/Features/Prospect/Sports/Opinion and Multimedia Editor:** One assistant editor within News, Features, The Prospect, Sports, and Opinion will — in addition to their role as an assistant editor within their respective sections — attend weekly meetings with the second Head Multimedia Editor and coordinate cross-sectional projects. This editor will also be trained by the Head Multimedia Editors in relevant software for podcasting and video-editing. An associate editor could also fulfil this role (essentially, as an Associate Prospect and Assistant Multimedia Editor). It will also be this editor's role to coordinate with Daybreak producers about what 'Prince' pieces are worth covering and which 'Prince' reporters are worth interviewing during episodes.
- **Associate Video Editor:** As in this Board, the Associate Video Editor will lead meetings with video staffers and oversee and approve video pieces.
- **Associate Podcast Director:** The Associate Podcast Director will serve in the same capacity as the Associate Video Editor, explicitly working with podcast staffers and producers.

- **Associate Photo Editor:** The Associate Photo Editor will serve in the same capacity as the Associate Video Editor as well, explicitly working with photo staffers.
- **Producer(s):** Each podcast or talk series will continue to have one or several “Producers,” an Assistant-level position. They will report to the Associate Podcast Director, who will oversee all podcast content.

Multimedia-specific changes:

- Along the lines of focusing on post-production, more effort needs to go into **effectively advertising multimedia content**. Daybreak should be included in every daily newsletter and posted to Facebook, Twitter, and the Instagram Story daily. For Under the Bubble, any other podcasts, and video content at large, editors should be responsible for making short trailers and clips for social media advertising, and we should be posting “evergreen” content sporadically. We should also explore better utilization of the website for featuring Podcasts and Videos, both places where the quality of our content drastically outpaces viewership.
- **Podcasts at large:** In a world where everyone and their mother is making a podcast, this is a place to emphasize quality over quantity when it comes to the number of separate shows we run — only creating new podcasts when we are providing something particularly new, creative, and impactful (*The Orange Table* and the *student-group game show podcast* in the works both phenomenal examples worth pursuing further — and publishing more of) That being said, we should be publishing a bit more. I would love to see *Under the Bubble*, and the two shows mentioned above, coming out with episodes at least monthly (ideally, weekly or biweekly).
- **Daybreak** should regain a partial Princeton focus. Writers should be responsible for reviewing the nightly production budget sheet and picking particular Princeton-specific stories worth mentioning across all sections. Similar to the summer format, weekly roundup episodes should include interviews with ‘Prince’ staffers responsible for some of our best content. On any day with a particularly big or interesting story, the episode should end with a brief interview with a ‘Prince’ reporter unpacking the details. Daybreak can also be a great place to experiment with more cross-sectional content where we are unsure whether to immediately create an entire podcast. I would love to see relatively frequent **Daybreak Debates** special episodes starting this Board (potentially worth posting in both a podcast and short video formats), where a podcaster would moderate discussion between Opinion columnists, editors, and guest contributors about important on-campus or global issues. I have also loved hearing some newer names in the Daybreak credits, and — while I love Mark’s voice as much as the next guy — it could be great to get some more voices on the mic, something special episodes could present a good opportunity for!
- **Photo Essays** should be compiled and given a full section under the “Multimedia” tab of our website. We should also have more comprehensive “Video,” “Podcast,” and “Photo” sub-tabs and rework the page at large. Beyond better featuring our work, having these areas readily findable and user-friendly will also help us give prospective applicants a better picture of what our Multimedia section does and help attract more talent and novel ideas to a growing section.

Design and whether to print

Though the University is yet to release concrete plans for the spring semester, one can assume that the entire student body will not be on campus, and in all likelihood, there is no feasible way we would be printing a daily paper. ***Even if we are able, I do not believe we should.*** I also question the long-term feasibility of printing a daily paper on a college campus. Personally, I believe a model of weekly printing would make more sense in the long-term — and this would be my preferred approach if campus life returned to normalcy in fall 2021 (an obviously huge “if”). However, given the foundational importance of these questions to our paper’s identity at large, I think it is important that fall 2021 plans in regard to printing be evaluated in a manner that allows for feedback from the entirety of our editorial staff, business staff, and community members. Once we have some idea of what the fall semester will look like, we should conduct a survey of our readership before adjudicating our final plans — essentially asking students, staff, Princeton residents, and the community we serve at large how they think we can best serve them. ***For this spring semester, I believe we should roughly maintain our three-print-issue approach.*** Though, I would be interested in consulting with the Business team and hearing their thoughts on this issue.

In the absence of printing a daily issue, though, there is still an immense amount of work design should do and areas where — with a more-solid footing on questions involving software — we are poised to expand.

- ***Instagram focus:*** As previously mentioned, I believe that every article published should be advertised via our Instagram account — whether as its own post, as part of a compilation of posts (potentially posting “Today in X section,” if there are too many posts for a single day), or in Instagram Story format. While we know longer have a need for designers laying out a paper nightly, we know that Instagram is the preferred platform of the bulk of our intended audience, and design should play a key role in reaching them. Designers will be assigned nightly production shifts as they had in the past, several designers on shift each night, where they will create Instagram content for every story published. They will do so in consultation with section editors via Slack, the suggestions placed on the nightly budget doc, and the Digital Transition Team’s storyboard. At the end of each night, we should have a set of Instagram posts (and Facebook and Twitter posts) completely set and scheduled for posting.
- ***Retaining momentum in illustration and graphics:*** Our increasing use of infographics and illustrations during this Board have both been phenomenal — and this is an area where I’d defer mostly to our Design and ***Cartoon*** teams for how to keep momentum up. My biggest goal here would be doing more to ensure other content-producing sections are aware of the logistics behind how to utilize our resources in this realm and ensuring our processes are documented for the sake of institutional memory. I would also love to see sections most-commonly making infographics requests to Design (notably, News and Features), having an editor assigned to proactively discuss ideas with our Design team (with the same going for Features/The Prospect/Opinion and Cartoon/Illustrations). Design should also work with the Digital Transition Team and to develop a guide for section writers and editors using ***Datawrapper*** — which would include the process for creating easy graphics as well as information on specific color hues to use.
- ***Where design and multimedia collide:*** It would be great to see Design involved when it comes to creating Podcast logos and YouTube thumbnails. More ambitiously, though, I have loved how

Mark has combined his design and multimedia skills to create some infographic-type animation videos (notably, the intro to [this video](#)). Given we can't always expect our Head Multimedia Editor to also be a designer, we should use this Board as an opportunity to solidify an infrastructure of collaboration between Design and Video and expand on these "explainer-type videos" (as previously mentioned, potentially in collaboration with News). We should encourage interested Designers to join the Multimedia team explicitly for this purpose — and the Design and Multimedia teams should collaborate on a set of standards and training materials when it comes to creating animations.

- ***Explicit Digital Focus:*** One interesting aspect of our new website is the fact that dominant media appears in different shapes depending on where stories are located on the homepage. Within the first weeks of the Board, the Design team should develop a widely shared guide on what exact dimensions for graphics will look best on the website to avoid improperly cropping solid graphics and photos. Graphics should be created with post-production in mind, with knowledge of exactly how the uploaded graphic or illustration will crop when posted to Twitter or Facebook.
- ***Special issues online:*** Design should also work with the Tech team to find a way to display print special issues under the website's "Special" tab (which should be created as a separate entity from the "Projects" tab). The "Special" tab should contain a drop-down bar of past special issues, all articles published within them, and a print copy virtually viewable front page. This should include also include tabs with past Frosh Issues, Commencement Issues, Reunions Issues, etc. to ensure that design's work on all of those projects is properly documented and recognized. The Managing Editor taking the lead on web refinement will oversee this effort.
- ***Exploring weekly frontpage designs:*** It would be great to see weekly print-designed front pages with our top stories from the week, an idea I know the design team has been considering. I would love to see these happen and think they could be a great addition to our social media feeds, a potential "week in review" newsletter, and the previously described "Today's Paper" tab (see "Newsletter"). Still, I think prior to taking this on, we should get on more solid footing when it comes to Instagram, illustration, and finding the best ways to feature our newsletters and special issues online. Under the 145th Board, I believe design should start by taking on these previously-described initiatives, and — if staffing permits — increase the number of designers on Thursday-night shifts and make frontpage design a weekly task.

Quality over Quantity and Content Across the Board

While leaving behind our daily print model was an adjustment, it was also an opportunity that I believe helped enhance the quality of our content. Gone were the days of deciding to cover a less-than-interesting lecture or paraphrasing a random University press release at the last minute (two typical Thursday-night pastimes during my Assistant News Editor days) for the sole purpose of filling a print front page. In the News section, taking the chance to think more critically about why we choose to tell the stories we do allowed us to put more work into long-term projects and investigations — as well as ensure our content is properly vetted. I believe this lesson can be applied further to our content across the board. While we should still be publishing daily, we should further embrace a model of quality over quantity and ensure we are not publishing just for the sake of publishing, asking ourselves "why" at every step of the production process. **With that in mind, here are some section-specific content suggestions:**

News and Features:

- ***More coverage of local affairs, the graduate student experience, and areas we may be missing:***
The News section went into the semester with the intention of having each Associate and Assistant editors develop areas of expertise and sources to meet with consistently on topics we typically failed to cover comprehensively (Ex: An editor focused on research would meet weekly or biweekly with someone in the Dean for Research Office, an editor focused on town coverage would be in close contact with local governing officials and Princeton Mutual Aid, an editor focused on virtual student life would be in close contact with USG and certain affinity groups, and an editor focused on graduate student life would be in touch consistently with the GSU and other graduate students). With unanticipated challenges associated with editor turnover, we were unable to firmly establish this system. This Board, Upper Management will undertake this effort, and the News and Features sections should assist them by keeping an eye on less-prominent areas of coverage and facilitating both relationships and a broad base of pitches from our community (See “**Community**” for further elaboration and logistics).
- ***Pursuing sensitive stories tactfully:*** The News and Features section have written multiple emotionally fraught pieces, but there are certain areas where discomfort makes us hesitant to approach sources. Especially in a virtual semester, we need to think more about what it means to cover “student experiences” well beyond Princeton, sharing more about how students are living through history, from [war](#) in Nagorno-Karabakh to nation-wide reckonings with racism and police brutality [across continents](#). Especially within Features, we should keep our eyes on news across the globe and seek to discover how Princetonians are experiencing this moment. While we sometimes hesitate to approach sources for these particularly heavy stories, out of an assumption that they would not want to talk, reaching out (even if our assumption is correct) will at least demonstrate to community members that we are willing to listen. This also must come both in the form of ***better training and preparation on interviewing empathetically and covering sensitive topics***, for the sake of both reporters and community members.
- ***Better training on ethics and dealing with difficult sources:*** Across sections, but particularly in News and Features, reporters should be better trained on reporting ethics and dealing with tough sources. Specifically, reporter training should be adapted to include a section on dealing with hostile communications from sources professionally and with impartiality. Editors should be looped in if any such communication occurs, but reporters should have the tools to put such interactions in context and respond effectively.
- ***Open communication with Communications:*** During the 144th Board, both the News and Features sections have both worked to firmly establish open lines of communication and working relationships with the University Communications Team — benefiting our coverage in the form of embargoed releases, interviews with administrators, and more-comprehensive on-record comments to critical questions. This practice of open, candid communication is something both the News and Features sections should continue through the next Managing Board.

Opinion and Cartoon:

- ***Breaking pitches:*** While both the Opinion and Cartoon sections obviously operate independently of News and Features, it would be great to see columnists and cartoonists responding to timely news pieces or recently published features while they’re still fresh. Essentially, just as a News reporter might write a “Breaking” piece on a University decision, Opinion editors should try and

get columnists to opine on that breaking news. Similarly, cartoon editors should check in with cartoonists immediately after big news breaks (or a long-term features project or investigation is published) and see if anyone would be willing to react to the news through their illustrations. In part, though illustration and column writing are heavily independent processes, this could be facilitated through more meetings, brainstorming sessions, and open lines of communication via listservs and Slack (something I know the Opinion section has already begun to expand on during the 144th Board, benefiting both the section's content and sense of community).

- ***Social media:*** While this applies to all sections, **Opinion** is a place where columnist engagement on social media could be incredibly beneficial. The Opinion section should also consider, in consultation with the Digital Transition team, altering the way in which articles are posted — potentially removing the all-caps author name to allow for full Facebook posts and tweets to be seen without the “see more” function, in addition to tagging columnists. As previously mentioned, I also see the **Cartoon** section as a place to engage with social media creatively — potentially giving readers a glimpse of the illustration process at work.

More on Opinion:

- ***Quality over quantity within Opinion:*** While I don't think, to quote the Triangle Club, that “Nothing Ever Happens in Princeton,” I do think it is potentially unrealistic to require columnists be submitting biweekly. On this end, I'd propose an embrace of a “quality over quantity” model with less publication but substantially more communication. **Rather than opining biweekly, Opinion should explore expecting columnists to write monthly — but columnists should be required to check in with their editors weekly.** Weekly check-ins with editors, along with weekly or biweekly section-wide brainstorming sessions, will help columnists stay on top of ideas for coverage (in addition to helping foster community through more interaction with editors). Combined with this increase of communication and vetting of ideas prior to them hitting the page (**Opinion editors should be aware of pitches well prior to submission**), only requiring columnists to submit monthly will help ensure we are proud of everything we publish.
- ***Investigations from Opinion:*** It has been great to see some Opinion columnists in this Board using interviews, data analysis, and other hands-on reporting to further refine their writing. While this intersection between the Opinion section and more reporting-based sections is promising, it is also an area worth navigating cautiously. Columnists should be permitted to rely on these aspects of reporting for their pieces, but all interviewees should be well aware that they are being interviewed for an Opinion piece — and know what argument the author is intending to make. The Editor-in-Chief and Managing Editors will work with Opinion to develop a comprehensive guide on how to go about this process. Given this uncharted territory is also fraught with some journalistic-ethics-related questions I do not know the answers to, it is also an area where I would loop in our Board of Trustees and rely heavily on their experience.
- ***Community interaction:*** Similar to community-engagement measures described later in this platform (See: “**Improving the Tip Line**” “**Forging Relationships with Important Constituencies**”), the paper should better advertise the opportunity to write Letters to the Editor and Guest Contributions to all undergraduates, graduate students, University employees, and town residents.
- ***Community engagement on the Masthead:*** To facilitate more community engagement, the Opinion section should create a **Guest Editor** position. It will be this editor's *sole* role to solicit

columns beyond the ‘Prince’ — proactively reaching out to undergraduates, graduate students, faculty members, and community members at large who we feel would have something interesting and insightful to say about campus-wide conversations. In tandem with the Editor-in-Chief and Managing Editors’ efforts to better engage with graduate students and faculty members, this Guest Submissions editor will also spearhead the recruitment of *faculty columnists* and *graduate student columnists*, a low-requirement position, potentially requesting around 3-4 columns annually, where scholars would be able to opine on important issues.

- ***The Editorial Board:*** The Ed Board should meet weekly and publish biweekly at minimum, with a strong columnist again appointed as *Chairperson*, without any other editing duties within the section, to keep their focus on publication. In a similar format to that described in Jon’s platform last year, the role of primary authorship beyond brainstorming should rotate between the Opinion editors. To enable the Ed Board to weigh in on timely issues and foster a culture of accountability, I believe the Board should be limited to Associate and Head Opinion Editors, Managing Editors, the Editor-in-Chief, the Guest Editor, and the Chair (No longer including Assistant Editors, working under the assumption that these positions will already compose an 8 to 10-person Editorial Board).
- ***Letters from the Editor:*** Similar to the 144th Board, the Editor-in-Chief should use the Letter from the Editor format to announce broad ‘Prince’ initiatives and announcements, introduce special issues or projects, and weigh in on topics of particular interest to the community by responding to other columns and guest contributions. I also see the Letter from the Editor format as a place for the Editor-in-Chief to occasionally respond to criticism of the organization at large — explaining our decisions to publish particularly-contentious columns, defending our news or features coverage if widely called into question, or assuming responsibility for large errors or oversights in our coverage (something that would be reserved for particularly-large missteps).

The Prospect:

- ***Covering a broad spectrum of content intentionally:*** The Prospect section has blossomed into an incredible place for a huge range of interesting content, from heartfelt reflections to book, movie, and concert reviews. As previously mentioned, I would love to see an expansion of collaboration between The Prospect and Multimedia. I also believe the section should attempt to place a greater focus on the “culture” half of “Arts & Culture” — potentially perusing pieces from the section’s predecessor “The Street” as a starting place and looking journalistically at Princeton’s social scene. *I would also love to see more collaborative, co-written “recommendations” pieces.*
- At large, I believe the introductory note of the first “Intersections” newsletter could not have laid out a better vision for the section. If elected, I would be eager to help The Prospect continue to cover this spectrum of content and facilitate interesting and meaningful conversations.

Sports:

- ***Bringing back sports columns:*** I am a huge fan of the Sports columns that have been published in the past several semesters — notably the anonymous “Time will prove this choice misguided” column from the spring and Claudia’s more recent work within the Opinion section. I would love to see a “sports columnist” become a more prominent role, with sports-focused — or merely sports-interested — writers contributing their thoughts to both our Opinion and Sports sections. I

also think sports columns could be an interesting place for athletes to reflect on this unusual year in their own words, and an outlet for thoughts on the world of sport beyond Princeton.

- **Expanding on profiles:** I have also loved seeing the recent flood of sports profiles and Q&As published this month. To reiterate a point from the “Multimedia” section of this platform, I think these would be an incredible opportunity for digital-focused content. I also particularly enjoyed Wilson Conn’s recent [piece](#) focused on men’s soccer coach Jim Barlow and would like to see the Sports section continue to use these profile formats as a way to gain deeper insights into team-wide experiences.
- **Social media:** Within the first week of the Board, the Sports team and Digital Transition Team will create an explicit protocol for the posting of Sports articles to social media — making an analytics-informed decision on whether the section should continue posting from sports-specific accounts or solely post to the official ‘Prince’ accounts. Personally, I believe — as a way to both capitalize on the niche that is Ivy League sports and add some more diversity to our feeds — the Sports section should adopt a practice of posting all stories to the @princesports Twitter account and retweeting all @princesports tweets from the @princetonian account. This should also be done for any breaking tweets. For live game coverage, the @princetonian account should retweet the first post in any @princesports coverage thread. Sports coverage should also be advertised via the @dailyprincetonian Instagram, in addition to the @princetoniansports Instagram — with posts on both accounts linking to one another, and the sports-specific account, when seasons resume, serving as a place for live coverage and more frequent posting.

Inclusion and Community:

The ‘Prince’ needs to do more to both establish an inclusive environment internally and recruit a staff that embodies the diversity of the community we cover. Here, I will delve into several proposals that will help move us in the right direction. Ultimately, I will emphasize the importance of producing content that makes the constituencies that make up the Princeton community feel seen and heard — and how this objective ties closely into my vision for the ‘Prince’ surrounding diversity, equity, inclusion, and belonging.

- **Institutional change to support these aims:** As noted in the DEIB Goal-Setting proposals, we need to establish a *formal, standing body explicitly tasked with advancing diversity, equity, inclusion, and belonging at the ‘Prince.’* Having a group tasked explicitly with this will help keep the organization accountable on all the following fronts:
- **Pursuing Financial Aid:** For several years, our editors have been attempting to establish a financial stipend for low-income ‘Prince’ staffers. This program would award stipends to students wanting to work on the paper who would otherwise need to choose between working on the ‘Prince’ or holding a campus job. Over this past summer and fall, a working group of editors and staffers have been working to build a fundraising program. If elected, I will continue to prioritize this project and set up a structure to allow for it to be expedited (See “Delegation”).

- ***Creating and Inclusive Environment:*** All editors should be required to attend a workshop surrounding diversity, equity, inclusion, and belonging at least semesterly — whether a continuation of the 144th Board’s Inclusion101 workshops or a different sensitivity training program. I also would propose the creation of an anonymous form, included in all emails sent from the Editor-in-Chief to the full staff, for staffers to safely and confidentially report instances of discrimination or micro-aggressive behavior to the group focused on DEIB and provide candid feedback at large about how the organization operates. If elected, I will also host office hours for more personal conversations and encourage members of the standing body created to advance diversity, equity, and inclusion within the ‘Prince’ to do so as well.
- ***Taking a pulse:*** We should have a better understanding of the ‘Prince’s demographic makeup across sections — and how and why some sections may lag behind others when it comes to representation. To facilitate this, the group tasked with advancing DEIB at the ‘Prince’ should contain at least one editor from each section. It will be this editor’s responsibility to survey their section at the end of each semester to help understand what barriers to recruitment and success might exist. Having section editors specifically handle this task will allow for this process to beyond a Google Form — with a section editor staffer are comfortable with proactively reaching out to staffers and setting one-on-one conversations to discuss inclusion at the ‘Prince.’ Ensuring all sections are represented on the formal, standing body will also enable the creation of more granular, section-specific changes (specifically on and beyond these bullet points).
- ***Recruitment and the Application:*** We should be doing more to recruit staff from historically marginalized backgrounds. In part, this should include more affinity space open houses, similar to the “BIPOC of the ‘Prince’ Open House” hosted this fall. It should also include strengthening ties with and recruiting explicitly from on-campus identity groups (see “**How Inclusion and Community Tie Together**”). In terms of the application process itself, I believe the ‘Prince,’ in its capacity as an educational institution, should be accepting as many staffers as we believe we have the physical capacity for. I also believe we should be *thinking more intentionally* when reviewing applications about how unconscious biases may play into our perceptions of applicants based on their race or ethnicity, gender, or educational background. Personally, I do not have an answer to the question of whether or not to establish a name-blind application process (I know there is solid research [suggesting](#) that the presence of names on applications results in discrimination at large, but I have also read some research [suggesting](#) that such protocol could harm minority candidates at organizations intentionally attempting to address underrepresentation). The DEIB task force and others focused on recruitment should consider this proposal and other ways to potentially alter the application itself for the better — and I also believe members of this group and the EIC should reach out to Princeton faculty members with research focused on biases in job recruitment for insights (SPIA Dean Cecilia Rouse, for example, has conducted [extensive research](#) on the impacts of blind auditions on gender representation in symphony orchestras, and I think she would be happy to help us think intentionally about our protocols surrounding application design and review).

- ***Keeping the promise of ‘No Experience Required’:*** Recruitment is not enough. Each semester, the ‘Prince’ brands itself as an organization where no experience is required. We need to make good on this promise. This goes beyond simply accepting as many applications as we can — and even beyond comprehensive training. Each year, many students who join the ‘Prince’ either immediately or gradually fall through the cracks — and, especially in large sections, this is largely unnoticed or not acted upon. On a fast-moving campus with tons of extracurriculars, it is inevitable that some staffers who join will engage more than others. However, the world of journalism is one where training has its limits — and it is easy to feel like you are “in over your head” while reporting on your first story, writing your first column, etc. Especially in a campus environment like Princeton’s, it can also be incredibly intimidating to ask for help. Even if lack of experience is not a “barrier” during the application process, it can become one. We need to do more to engage and instruct our staffers, especially in this virtual environment. This can come in the form of pseudo-big/little systems — something the News section has adopted in part this semester, though not entirely successfully — to facilitate one-on-one conversations with editors, social engagement, open discussion about difficulties relating to in-progress assignments, and more. It should also be the role of section editors to reach out to staffers we have not heard from in a while. In doing so, we can do a better job of ensuring that staffers do not “fall off our radar,” and — while acknowledging that the ‘Prince’ is not for everyone — we can limit the implicit barriers that “lack of experience” inevitably pose.
- ***How inclusion, community, and content tie together:*** Representing a diverse community with our coverage cannot end recruitment, staffing, or internal procedures at large. If we are to ensure that members of the Princeton community at large feel seen and heard by the ‘Prince,’ it is our responsibility to enhance engagement with the community at large well beyond recruitment each semester. While some of the proposals I will lay out in this sphere may seem largely disconnected from the advancement of diversity, equity, inclusion, and belonging at the ‘Prince’ — I see them as incredibly correlated to this important issue. Open houses can only do so much, and *it would be impossible to expect students who do not feel represented in our content and coverage to join us*. To this end, I propose — in tandem with the previously-described emphasis on Audience engagement (see: “**Making the Digital Transition**”) — the ‘Prince’ makes a greater effort to engage with both the community at large and constituencies making it up.
 - ***Improving the tip line:*** While a seemingly minute change, our current system for receiving tips limits the ease with which the community can engage with us. This results in coverage across sections based almost-entirely on internally contrived pitches. While the News section meetings this semester have been a helpful way to brainstorm ideas, a lack of external pitches flowing in leaves us blind to aspects of the virtual campus experience and struggles that our editors, staffers, and their close friends are unaware of or not facing. Our current tip line makes sending story ideas to other sections even more difficult — with no indication of how to send ideas to Sports, Features, Multimedia, and The Prospect. Along the lines of thinking intentionally about which stories are worth covering (see: “Content across the Board”), we need to think critically about what stories we could be missing and why — for example, what feature stories we may now know to tell. While much more should be done than this simple step, the 145th Board should immediately update our “tip” and “Contact Us” pages to make it easier for community members to reach out to specific sections or editors with questions.

Editors and staffers should also include the tip line in their email signatures, and the Managing Editor tasked with working on web-related issues will collaborate with our Design and Tech teams to create custom house ads within pieces (for each respective section) explaining how to send story suggestions and expressing our desire to hear from community members. Social media should also be used regularly to solicit feedback from students.

- If we are able to physically reach campus this spring, no matter how many students are living on campus, the ‘Prince’ should heavily publicize our tip line and “contact us” page via a link and QR code on lampposts, billboards, and any public spaces where people have access.
- ***Forging connections with important constituencies:*** Jon’s platform proposed seeking help from identity-based student groups like the Black Student Union, Princeton Latinos y Amigos, Natives at Princeton, and the First-Generation Low-Income Council to help us recruit staffers from historically marginalized communities. We should do this, but we should also engage with these groups well beyond recruitment. To ensure our coverage does not overlook the experiences of students in these groups, the Editor-in-Chief will reach out to these and other student groups and constituencies to find members willing to communicate regularly with our editors about story ideas. Similar to the way in which we engage regularly with the University Communications team, editors within the News and Features sections will set up scheduled biweekly or monthly one-on-one chats with willing members of these identity-based student groups and the Editor-in-Chief will establish and keep an open line of communication for any and all tips and pitches they have. Similar relationships should be established with other student and non-student constituencies — from USG, to areas of local community we generally fail to cover, to graduate students and University employees (See: “**News and Features**”).

Communication within the ‘Prince’

- ***Slack and staffer engagement:***
 - **New channels:** To enhance meeting productivity, we will create a “**topics of discussion**” Slack channel in the Managing Board Slack. For the sake of transparency, any issues involving multiple sections or general topics of conversation worth discussing during the weekly meetings and brought to editors’ attention will be compiled there. A “**corrections**” Slack should also be created immediately to compile any corrections made to pieces and ensure all Editor’s Notes are accurate and copy-edited.
 - **Staffer engagement:** All sections not yet represented in the ‘Prince’ staff Slack channel should join, to enable a space for casual communication across our staff. Discussions surrounding specific articles in progress, however, will be kept within section-specific channels. All Newszoom links — in addition to other sporadic social Zoom links — will be sent via the Slack (in addition to email, in the case of Newszooms).
- ***Managing Board Meetings:*** Representatives from every section of the ‘Prince’ — and all Masthead Editors on the Digital Transition Team — should be present at weekly Managing Board Meetings. As mentioned earlier in this platform (see: “**Making the Digital Transition**”), a key component to each weekly meeting will be a comprehensive review and brainstorm surrounding social media and web analytics. To further facilitate productivity (in addition to the “topics of

discussion Slack”), the Editor-in-Chief will send a (flexible) meeting agenda prior to each weekly meeting, so editors are able to come with ideas. Additionally, one Managing Editor (rotating each week) will be responsible for taking comprehensive notes on meeting discussions — which will be shared after the meeting and required to be read by all editors.

- **Office Hours:** In addition to Newszooms, I will host weekly Office Hours. Any editor or staffer looking to chat will be able to schedule a block of time via the Slack. If nobody signs up, it will functionally become a mid-day Newszoom.
- **‘Newszooms’ and Production Zooms:** On production days, the EIC and MEs will continue to rotate in hosting “NewsZoom” social events nightly. We will also bring back “production zooms” — a fixture during the spring — where and ME on shift keeps a Zoom room open during production hours to allow for the discussion of pieces with reporters and editors. To help simulate a newsroom environment further, I would propose (though love feedback on) having all production related Zooms — including copy shifts, one-on-one edits about pieces during shift, etc. — exist as breakout rooms within a singular overarching Zoom call. This would also help on-shift designers, editors, and staffers at large feel part of the team and increase interaction and community amongst our staff.
- **Weekly shoutouts:** The EIC and MEs will send weekly shoutouts via the staff-wide email chain. Head and Associate will be able to compile recommendations in a specific “shoutouts” Slack channel, and the EIC and MEs will make a point to ensure less-typically-recognized work — from copying a tough piece to laying out a beautiful newsletter — is commended.
- **Communications with the Trustees and Business team:** Understanding the importance of independence between the Business and Editorial sides of the paper, while also recognizing areas where collaboration could be immensely fruitful, I will keep an open line of communication with the business team and (subject to their willingness) meet at least biweekly with either the Business Manager or Chief Technology Officer to check in. I will also not hesitate to contact the Trustees for assistance when their insights would be particularly valuable — or for approval of long-term decisions that would drastically alter the trajectory of the paper’s operations. I also believe our reporters would benefit from more “Trustee Training” events and would like to work with our Trustees to see how they can supplement our existing training protocols further.
- I would also like to see **more outward transparency** when it comes to the roles of both the Trustees and Business Team. I loved the ways in which this Board revamped our [About](#) page, but what is missing there — and from our website at large — is a clear layout of the roles of each realm of the paper’s leadership and operations (Trustees, Editorial, and Business). Making this information more accessible is not only in the interest of transparency, but also could help the Business team recruit more aspiring entrepreneurs looking for start-up-type experience but unaware what exactly ‘Prince’ Business does.

This was a really long document, and I could not be more grateful to anyone took the time to read it.

Beyond all else, The Daily Princetonian is a group of people that care deeply both for one another and about service to the broader Princeton community. It's also an organization that could not function without each and every staffer playing integral roles. Attending the EIC election last year, I was taken aback by how many people showed up, actively engaged for hours, and ensured their voice was represented as we thought collectively about shaping this organization's future.

It's gonna be weird over Zoom, but — from how I've seen this organization evolve since mid-March — I know you'll bring that same energy.

Much love,
Zack