









Welcome Back!





Announcements

- 
- 
- 
- 
- 
- 
- How was your break?
 - Next issue comes out 2/2/22
 - We will assign today!!!
 - Next event...*
 - T-shirts
 - Next Meeting?
 - Questions?



What We Do:

01

Positions

All members please say your name and role on press!

02

Articles

We write and produce articles 2x a month to put in issues at the end of the month

03

Issues

Printed once a month to distribute around campus and online

04

Staff Writers

Anyone can write articles!

05

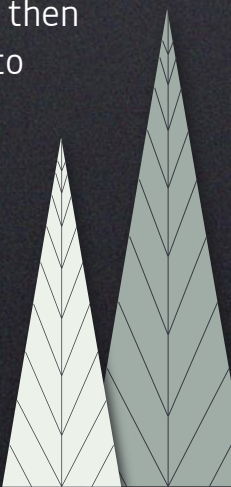
Editors

Editors will edit articles and then send them to the copy team to edit them for grammar

06

Layout

Layout team will put together all the articles and photos



The background is dark grey with several white snowflakes of different sizes scattered around. At the bottom, there are stylized pine trees in shades of grey and white. The title "What we do continued..." is written in a large, white, sans-serif font.

What we do continued...

Copy team: Edits for grammar and any other mistakes in the articles
(SOOOO important)

Photo team: gets photos for articles each week for socials, print,
and online issues!

Social Media: makes social posts and alerts the community of issues
and events

Events: plans events for all members and the community

OUR PRESS VALUES

Meet Deadlines

If there is a deadline you need to meet it unless there is a special circumstance



Be Prompt

Answer our messages with urgency. Respond.



Take Articles

When we need an article covered we will assign it to someone



Communicate

Ask for help, speak up, share your ideas, talk to your team/editor

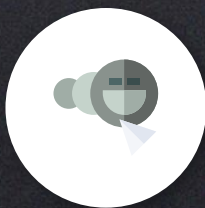


Have fun!

GOALS

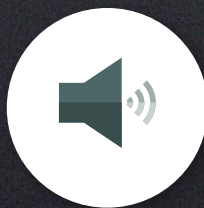
Community

Make friends :)



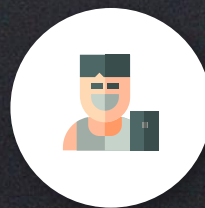
Product

**Produce quality
content**



Timeliness

**No delaying
any issues**



OTHER

**Give us more
goals!**





ARTICLE ASSIGNMENTS



OUR TARGET

TIME SPENT PER USER

1h 20m

During
the week

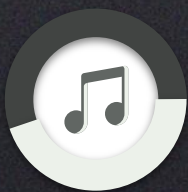
20m

On the
weekends

CONTENT INTERESTS



50%



70%

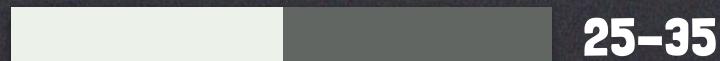
AGE & GENDER



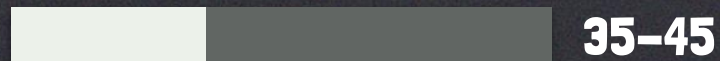
Men



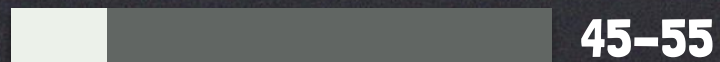
Women



25-35



35-45



45-55

MAIN COUNTRIES



USA



CANADA

You could use this slide for any Social Media you need, just copy and paste it adding the name after "Our Target"