

From: Toni Albertson  
To: Bill Scroggins  
Date: 2/19/2015  
Subject: Our Student Press on *Medium*

Dr. Scroggins,

I want to thank you for the opportunity you gave us when you supported our decision to move our publication over to Medium. What transpired this past semester has been nothing short of amazing. Stories that once received 100-200 views are now reaching more than 15,000 readers per story. We have been acknowledged by everyone from the American Journalism Review to Gigaom to the Poynter Institute to PBS, and we have been mentioned alongside MIT and Stanford. We have been asked to speak about medium at the Associated Collegiate Press Convention this month in Los Angeles, the College Media Association Convention in New York City, the Association for Education in Journalism and Mass Communication in San Francisco in August, and we are invited to meet with the medium administrative staff while in New York. We have also been informed that we are receiving numerous awards from CCMA, ACP and CMA.

Colleges like CUNY's Entrepreneurial Journalism program has asked us to consult them about moving their publications to medium.

Our stories have been picked up and republished by Reddit, BuzzFeed and The Daily Dot. Here's an example of a story written about Valley Fever by my student Adam Ernesto Fuentes which resulted in over 50,000 reads:  
<https://medium.com/substance/valley-fever-180da27c617a>

Here is where it was republished: <http://www.dailydot.com/opinion/valley-fever-the-new-ebola/>

Our photographer, Pablo Unzueta, was contacted by the Los Angeles Times and Time Magazine for photo essays he did for Substance. They later featured his photos in their publication:

<https://medium.com/substance/homeless-war-veterans-741172db5384>  
<http://time.com/3595750/lightboxff-using-instagram-to-help-homeless-veterans/>

<http://www.latimes.com/local/lanow/la-me-ln-a-little-goes-a-long-way-20140514-story.html>

<https://medium.com/substance/in-the-shadows-of-los-angeles-9a1702598c3d>

Our stories have been shared by scholars and media professionals across the nation, from Columbia School of Journalism to USC Annenberg.

And then there's the partnership. When I told you the one thing we were lacking was graphic design/visuals, you made a call. I can't thank you enough for the part you played in putting journalism together with our graphic design and photography departments. Steve Burgoon has been a champion in helping make this partnership work. Here is an example of what a collaboration with artists of a high caliber looks like:

<https://medium.com/substance/being-bullied-is-nothing-to-joke-about-4d626ae725f3>

So I hope you're reading Substance! <http://medium.com/substance> . The latest story on David Carr was shared by David Carr's family and the NY Times.

I've also provided links to several of the articles written about us for you to take a look at.

<https://medium.com/the-story/the-top-three-reasons-why-universities-publish-on-medium-dd1080975aff>

<https://www.collegemediamatters.com/2014/09/16/college-newspaper-drops-print-first-to-operate-primarily-on-publishing-platform-medium/>

<http://ajr.org/2014/10/06/college-paper-tries-new-medium/>

[https://gigaom.com/2014/09/17/journalism-school-shuts-down-its-print-newspaper-will-publish-everything-on-medium/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+OmMalik+%28Gigaom+News+%26+Research%29](https://gigaom.com/2014/09/17/journalism-school-shuts-down-its-print-newspaper-will-publish-everything-on-medium/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+OmMalik+%28Gigaom+News+%26+Research%29)

<http://www.pbs.org/mediashift/2014/12/college-media-year-in-review-2014-the-future-of-the-future/>

You will also see printed materials coming out in the kiosks in the first few weeks of the semester that we will replenish throughout spring. We will be featuring some of the best stories, and some new ones, with teasers to the substance and Mountiewire sites, with bar codes to scan on iPhones that will take readers to the full stories. While we are thrilled with digital publication focus and all of the new things happening as we move into the future- but

we don't want to leave students and faculty behind. This semester printed publication (which will combine the best of both substance and Mountaineer/Mountiewire stories) will move readers to the online site while giving us a physical presence on campus.

So thank you for everything. I hope we can meet in spring so that I can share even more with you, like the new sponsor coming in that medium tells me will change the way colleges see the student media model. It will be groundbreaking because we will be the first college ever to succeed with a financial model for a digital student publication. And we have even bigger plans for the online newspaper!

Sincerely,

Toni Albertson  
Professor of Journalism and Adviser of Student Media