

Georgia Southern University



The George-Anne
MEDIA ZONE

Innovation Pacemaker Entry

thegeorgeanne.com





The George-Anne Media Zone was launched with a pilot project in fall 2021 and then continuously in spring 2022 to engage students every weekday in the Russell Union, the student union on the Statesboro campus of Georgia Southern University.

Media Zone ELEMENTS

The Media Zone has three elements:

An exhibit of George-Anne Media Group content designed to reach passersby.

A video interview most weekdays.

A table staffed by a student where we invite people to respond to a "question of the day," usually on an index card they can drop in a box.

Media Zone Elements

Goals

Reach students who are generally uninterested in news and unlikely to engage with news offered in their social media feeds, email, etc.

Our print newspapers, especially through hand-to-hand distribution, have been important in reaching this audience, but our print frequency has decreased from twice-weekly to once every two weeks in the past five years.

The exhibit at the Media Zone is a first step toward having more physical touchpoints to get information in front of more students.

Goals

Increase engagement with students who have some interest in news.

We are present at the same time and same place every weekday.

We solicit their opinions.

Goals

Increase engagement with student organizations and university offices based in the Russell Union, particularly the Office of Multicultural Affairs and student organizations for marginalized communities affiliated with that office.

Draw attention to our work by having conspicuous television-type activity in the union.

Element 1: Exhibit



**CREATIVE
EDITOR-IN-CHIEF**

Overview from Creative Division (design and photography) Editor-in-Chief Maya Albert:

"The George-Anne Media Zone is an artistic news area located in a high foot traffic area on Georgia Southern University's Statesboro campus. Hundreds of students walk through this area on an hourly basis and stop to read our weekly updates."

"The Media Zone is filled with helpful information to students about the campus, the surrounding area, or anything else that could affect/currently affects a Georgia Southern University student."

"Infographics are also placed in this media zone that pertains to students and their lives. The topics range from student debt and student mental health practices to Georgia Southern University traditions and facts about different colleges within Georgia Southern University."

Element 1: Exhibit



**CREATIVE
EDITOR-IN-CHIEF**

Overview from Creative Division (design and photography) Editor-in-Chief Maya Albert:

"The driving force behind the Media Zone is our dedicated members of The George-Anne who work week after week to produce content. The designers within the creative division produce 1 infographic every week totaling 5 total infographics a week based on university information and student trends from 5 different designers. With all these different styles of designs and prompts for students, we're able to deliver enough information to students to interest them in our campus and publication."

"With all this hard work we put into the media zone we are able to draw the attention of our fellow students with infographics that pertain to their interests we then are able to direct them to the bi-weekly newspaper."

Exhibit Photo



RESULTS

At least 335 people stopped to look at the exhibit on the days that we recorded activity from Feb. 22 through April 28, 2022.

A log of daily visitors is here:

[Media Zone Statistics Spring 2022](#)



Element Two: Engagement Table

ENGAGEMENT

The table was staffed by student workers.

At least 231 people visited our table to submit an opinion or otherwise engage with us on days that we recorded activity from Feb. 22 through April 28, 2022.

[Media Zone Statistics Spring 2022](#)



Element Three

LIVE INTERVIEWS

Our George-Anne Films Division produced a weekly show, "The RU Show," featuring interviews conducted in the union.

[HIGHLIGHT REEL](#)

Overview from **Ansley Hamilton**, host of "The RU Show" in the spring 2022 semester:
"The Russell Union weekly show represents an opportunity to engage with the student body directly. It involves peers in the process of content creation in an inviting, lighthearted way. They become a part of The George-Anne for those moments."

"Also, through interviews with administrative personnel, students were made aware of the underutilized resources available on campus and introduced to university staff members. These videos created an informative bridge that would encourage both the school and the students to grow. "



Element Three

LIVE INTERVIEWS

Our Deep Dive Division, which focuses on diversity, equity and inclusion, conducted weekly interviews at the Media Zone with representatives of student organizations or the Office of Multicultural Affairs.



**DEEP DIVE
EDITOR-IN-CHIEF
TAMARA TANKSLEY**



Element Three: Live Interviews



**DEEP DIVE
EDITOR-IN-CHIEF**

Overview from Deep Dive Editor-in-Chief

Tamara Tanksley:

"Deep Dive used the Media Zone as another outlet for organizations or clubs to talk more about their organization or an event.

Organizations mainly use it to promote their upcoming events."

"We post our interviews on our YouTube channel, our newsletter, and our website.

"The Media Zone helped us know about events early and cover them later. It also helped students learn more details about an event."

[INTERVIEW](#)



Element Three

LIVE INTERVIEWS

Overview from Your Newsroom Executive
Producer **Andy Cole:**

Our Your Newsroom Division, which produces
TV-news style video, conducted “person-in-
Russell-Union” interviews on subjects such as
the invasion of Ukraine.

[INTERVIEW](#)

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**EXECUTIVE
PRODUCER
ANDY COLE**



Element Three: Live Interviews



Overview from Your Newsroom Executive Producer **Andy Cole**:

“As student journalists, it’s our job to have a pulse on campus. These sort of ‘man on the street’ interviews are key to doing just that. Not only do we get to interact with students directly, we’re giving the voiceless a voice and platform.”

“Russell Union is the heart of our campus, hundreds of students come in and out every day. That gives us ample opportunities to check the pulse.”



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Thank You