Student Media Business Pacemaker

This new award recognizes outstanding student media business and operations teams that work hard to ensure student journalism is supported financially so that it may thrive.

The deadline is June 20, 2021.

May 6, 2021

The application
A case study for the organization

This Pacemaker application is a little different from what student media groups are accustomed to when submitting their publications and productions.

The Student Media Business Pacemaker will be presented as a case study for the applying organization. The application packet is to be compiled and produced by students, with professional staff serving as advisers. Each media group must provide examples of work, plus additional documentation and descriptions of key organizational and operational information.

SECTION 1
Long-form materials to document five factors for success.

Strategic focus: Leadership, management planning and innovation

1. Describe in detail how your organization followed its mission statement in developing your strategic plans for the year.

2. Describe in detail how your organization users leadership training to prepare top student leaders for their positions and department management.

3. List your group's goals/objectives for the year and how you pursued them.

4. Describe specific growth and innovation strategies your organization adopted for the year and explain the steps taken to measure growth and strategy success.

People: Personnel, staff, learning, development

1. Provide a breakdown of your business staff, including both professionals and students, indicating their job titles.

2. Provide examples of your staff training program and development initiatives.

3. Discuss the equity and inclusion efforts you used to build diversity in your organization.

Sales and marketing: Innovations, products, customer relations, sales, responsiveness

1. Describe in detail your overall sales strategy for the year.

2. Describe in detail your overall marketing strategy for your organization for the year.

Finances: Budget, goals, results

1. Explain your financial results for the year as they relate to your overall budget.

2. What challenges or successes did your staff face? How did you work around them or use them to your advantage?

Your Story:
What sets your program apart?

What does your program do that is outstanding/fantastic/amazing in some way related to the business, operations and marketing of your media?

SECTION 2
A collection of products and work examples that your media group created in the last year within these five categories of success.

Strategic focus: Leadership, management planning, innovation

1. Mission statement

2. Optional: leadership training schedule/topics

People: Personnel, staff, learning, development

1. Organization chart for the business side of your student media group.

2. Optional: general training schedule/topics.

Sales and marketing: Innovations, products, customer relations, sales, responsiveness

1. Rate card and/or website link that showcases all revenue-generating items and product mix.

2. Five examples of digital products and promotions.

3. Five examples of print/outdoor products and promotion.

Finances: Budget, goals, results

1. Submit your annual budget documentation for the last fiscal year, including revenue projections and operational expenses.

2. Include documentation of any additional areas of support, including student/university fees, university-provided professional salaries, use of university facilities, fundraising, alumni donations, etc.

3. Submit an overview of monthly sales performance and expense tracking reports to compare with the submitted annual budget. (If you haven't completed the fiscal year, projections for the remaining months are acceptable.)

Your story:
What sets your program apart?

Submit any documentation to define your outstanding/fantastic/amazing claims.

Submission format
Submitting your application packet

The deadline is June 20, 2021.

Your application packet should be presented as outlined above. Careful editing and visual packaging are important. The application packet contains these components:

Title Page/Cover: Include media group name and college/university along with the names of the students submitting the application.

Section 1: Long-form materials documenting the five factors for success.

Section 2: A collection of products and work examples of your media.

HOW TO ENTER: Visit the **ACP membership portal** under the Contests tab.

Your application packet should be uploaded as a single PDF file. Links to online content, including videos and social media, are encouraged. The ACP Student Media Business Pacemaker is submitted using the membership portal under the "Contests" menu.