

WORONI

Australian National University Student Media

2018 AGM Editor-in-Chief's Report James Atkinson

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Further information

1. Introduction

My name is James Atkinson, and I am the current Editor-in-Chief of ANU Student Media. I first became involved with Woroni in January 2017 and was previously the Content Editor on the ANUSM Board of Editors. I have loved being involved with ANUSM and watching it grow, and I have thoroughly enjoyed working with fellow editors, sub-editors, and our contributors in the process.

The last twelve months has been a very exciting time for ANUSM and all of its platforms. The Association is always developing, and the previous year has been a testament to this fact. We have our largest team ever, and we continue to find new ways to produce content and engage with students.

My report will cover all of the Association's activities over the last twelve months - paying particular attention to the happenings during my term as Editor-in-Chief - and will also look into the future.

2. Constitution

We passed the final changes to our new constitution in the final general meeting of 2017, and it has been fully operational since. It was a tremendously long road to developing the new constitution including many meetings at the Chancellery, Board changes and general meetings, but I am thankful for the work that has been put into it.

I would especially like to thank the previous Editors-in-Chief and Deputy Editors-in-Chief, notably Nathalie, Kanika, and Bronte, for the time and effort they committed to producing the new constitution.

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Any students interested in understanding the process of developing the new constitution are welcome to read [the minutes](#) from our 2017 general meetings.

3. Policy

We are in the process of a comprehensive overview of our policies, which is being led by Nathalie. The policy review will amend current policies to ensure they are up to date with our current processes and identify gaps or areas for improvement in the current policies.

I would like to thank Nathalie for her work as Deputy Editor-in-Chief. It has been a blessing working with Nathalie every day, and she has been a true asset to the Association both in her policy and constitutional work and in her role as Deputy Editor-in-Chief.

4. Finances

For a comprehensive account of our finances, please refer to Jonathan's report.

I would like to thank Jonathan for his work as Managing Editor this semester. ANUSM's finances are in excellent hands, and I am excited to see what he will do for the rest of his term.

5. Marketing

We are always looking for new and exciting ways to engage with students via our marketing initiatives. The key focuses have been: the newsletter, advertising and advertorials.

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Newsletter

Last year, we began sending a newsletter to our subscribers. It has all our latest news, content, videos and the radio schedule. We have quite a few subscribers – approximately 500 – and it has been a fantastic way to connect students with our content and build. We have not been as consistent with the newsletter this semester, however, with a new marketing sub-editor starting soon, we will be resuming the newsletter.

Advertising

We continue to offer advertising to organisations internal and external to the ANU. Advertising has largely taken place in the newspaper, however, with a new and dynamic website, we have been able to offer digital advertising as well. Advertising comes with a fee and has been an instrumental opportunity for us to diversify our revenue streams. If you would like to see more about the income generated via advertising, please see Jonathan's report.

I am looking forward to offering other options for advertising across our print and audio mediums. We are looking to develop an advertorial policy, which will allow groups the opportunity to advertise in the newspaper for a reduced price. We are also looking to offer advertising on the radio - thus creating more avenues for organisations to advertise to ANU students and creating opportunities for students to gain skills in on-air advertising. I'll be working with Nathalie and Jonathan on this initiative, and we will be including advice on advertising in our handovers.

6. Website

Our new website has been fully functional for nearly a year now. The website is designed and powered by ED., and I am incredibly thankful for the ongoing support they provide. We occasionally face technical issues, but this is to be expected with technology. I am very excited to have a website that functions so effectively and consolidates our three platforms in an easily navigated site.

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Toward the end of my term, I will be conducting a review of the website and encourage anyone with suggestions to get in touch. The key projects will be adding accessibility features and better archiving of our radio programs. If you have any ideas, please send them to james@woroni.com.au.

7. Social Media

Facebook

Our Facebook page has been working effectively this semester. We've tried to consolidate the amount of posts to the page, and many of you have probably seen these posts where we give a breakdown of different articles for each print cycle. In the past we have had social media sub-editors, however, this responsibility has largely been shared by the Board this semester to ensure that we can give the best possible reflection of Woroni and the narratives students want to share with us.

The Radio Facebook page has been to reflect the Radio community as much as possible, showcasing the presenters and their shows as much as possible. This change means that we have moved official Woroni Radio updates to the main Facebook page to ensure that students can find one easy channel for Woroni's social media. It has been very effective, and I recommend this model to future Boards.

Instagram

I will admit that Instagram fell by the wayside in term one. However, we are back on track for term two. We are focusing on using the Instagram to showcase the creative talent of our art and design team and then using stories as a mechanism to spread the word about our initiatives.

Twitter

We have made minimal posts to either Twitter accounts this semester, and this situation and something that will need to be explored by the next Board.

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8. Events

We are always finding new and exciting ways to engage with the student body through events. Throughout the last year, ANUSM has hosted a range of events, whether they be social, informational, or to showcase the wonderful talents of ANU students.

Informational events

We are increasingly seeking opportunities for collaboration with other on-campus groups. Last semester we hosted a panel series which looked at the intersection of media with different issues, such as the media and censorship panel that we ran with Monsoon. We also hosted a number of events with Bossy, looking at the creative or informative expression of gender and sexuality. During the 2018 ANUSA and PARSA elections, we also hosted a series of debates to provide candidates with the opportunity to present their policies to their respective student bodies. All of these debates were livestreamed for accessibility, and the ANUSA debates were organised in conjunction with ANU Observer. I think it is really valuable to be hosting these kinds of events with other on-campus media organisations. As the ANU Student Media Association, we have access to a lot of skills and equipment that we can offer to other students interested in gaining skills in media, and I am excited that we are in a place to increasingly do so.

Showcase events

We have also sought to host events to showcase the talents of ANU students. I was excited to organise a poetry slam at the Fenner School firepit last semester. This event saw a number of students engaging with Woroni for their first time and gave students interested in creative content an opportunity to develop and share their craft. I will be looking to hold a similar event this term. We are frequently able to showcase the skills and talents of our Radio and Television teams at events around the ANU. As we are expanding our skills and capacity, we are able to support other student organisations at their events with live music, roaming vox pops, or post-event video packages. In these ways, we are able to be physically present at events and engaging students without organising the events ourselves.

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Social events

We also continue to host social events, where students interested in ANUSM may come along to meet the team. At the start of 2018, we hosted a contributor's barbeque for students interested in content creation within our three media platforms. We have also hosted 'crafternoons' for students who want to produce art for the newspaper, creative writing sessions, and more. These events provide students with the opportunity to produce or develop content without any formal commitments to ANUSM.

Perhaps the most visible events for ANUSM over the last twelve months have been our lunch breaks. Lunch breaks are a great opportunity for students to meet the Editors and sub-editors, learn about ANUSM, grab a copy of the newspaper, listen to Woroni Radio, and enjoy a yummy feed. They're a great opportunity for ANUSM to give back to the student body and a great chance for our team members to meet and bond. Lunch breaks are most successful when we are in an accessible location where students can sit, and when we have representation from all our teams. Lunch breaks were held in Union Court for 2017 but have since moved to Fellows Oval due to the redevelopment. The construction has made lunch breaks increasingly difficult, from finding accessible locations, to moving the equipment to and from the Woroni Office, and engaging with students. For these reasons, we are temporarily suspending lunch breaks until we can find a more permanent and accessible location. This situation is by no means ideal, and I'll be making a note in my handover to resume lunch breaks as soon as the Kambri redevelopment has completed. Until then, we will continue to look for other exciting ways to engage and give back to the student body.

Looking forward

The ongoing construction does make events more difficult - particularly due to the decreasing number of accessible venues and the difficulty of navigating around campus. I will be looking to host more events this term - especially in the absence of lunch breaks.

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9. Professional Development

We are continuously seeking new and informative ways to provide professional development opportunities to our internal team and the broader student body.

Workshops

We have been very lucky in the last year to have some very talented media professionals present workshops on their area of interest. Among these include Camila Patini, who presented a workshop on fiction writing, Alice Workman, who spoke about writing for digital media, Sonya Gee, who gave a workshop about multimedia interviewing, and Jean-Phillippe Demarias, who taught us about video editing with Adobe Premiere Pro. These kinds of events are always very well attended, and we are very lucky to have such experienced professionals willing to share their insights with us.

We are continuously seeking to provide professional development workshops using the skills within the team. Already this year, we have seen workshops on podcasting and an autonomous women's DJ workshop. These events have been very well attended, and I am looking forward to hosting more in the new term. All of the Editors are consistently seeking to upskill our internal teams with regular training and workshops to ensure that sub-editors are given the opportunity to develop their skills. We are extremely lucky to have a wealth of experience within our teams, and I think it is vital that we are constantly seeking to upskill our Editors and sub-editors.

SYN Radio Training Trip

The Radio team recently travelled to Melbourne for a training weekend with SYN radio. AYN covers the training costs, and ANUSM pays for travel and accommodation, per the usual arrangement. We are very lucky to have such a productive relationship with SYN and are always grateful for the training they provide. Usually this trip is reserved for our internal team, however, this year we were excited to have some presenters join us in Melbourne. We are always learning new things from SYN and this time was no different. With a successful trip now behind them, the team is excited to bring their newfound skills and knowledge to make Woroni Radio even stronger.

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10. Organisational Structure

A key change for 2018 has been the addition of a 'senior' level of sub-editors in each of the three platforms. We saw a need to recruit sub-editors who would have more responsibility than a general sub-editor, would provide extra support to the broader sub-editor team, and assist the relevant Editor where possible. It would also provide experiences sub-editors with the opportunity to gain more responsibility and build on their skills, and provide an extra step between a sub-editor role and a position on the Board. In semester one, we have kept the position of Executive Producer in the Radio team, we have added two Senior Content Sub-Editors to the Print Content team, and we have added a Senior Video Editor and a Senior Camera Operator to the TV team. The addition of these roles has been incredibly beneficial. We are lucky to have some very experienced and talented students filling these roles, who have been able to provide more support to the sub-editors and assist the Editors in the execution of their roles.

11. Print

Content

The Content team continues to be the biggest among all our sub-editor teams. Mia has successfully condensed the team, with only one sub-editor per section, and has included two senior sub-editors to support the team. We have also continued our umbrella sections - being Comment, Prompted, Culture, Discover, and Creative. These sections make the newspaper and our website easier to navigate, so our readers can find stories that are of interest to them.

We continue to produce pullouts in the newspapers. These pullouts are either issue based (e.g. education, activism, assault on campus), or are autonomous to students who identify within a particular department or identity. We have done this with the hope that in offering a welcoming space in our newspaper for students to share their voices – and often to interact with Woroni for the first time – they will have a positive

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experience and continue to contribute. We also try to encourage visual contributions to the pullouts, and invite students to assist in the layout process. I have been very excited to see many pullout contributors going on to make other contributors or eventually joining the team as a sub-editor. For reference, our current Content Editor, Mia, first became involved with Woroni as a guest sub-editor to the women's pullout in 2017, so this goes to show the value of these initiatives. Over time, we hope that will help to build a culture of inclusivity and diversity within our pages.

I am proud to see a diverse range of political views and perspectives reflected in our pages. We all know that the ANU is certainly not a political vacuum, and the newspaper should reflect this. It was very exciting to see a range of political views expressed in discussions about marriage equality in 2017, demonstrating that differing political views can be expressed productively.

I would like to thank the sub-editors for their continuing efforts. Editing peoples writing and arguments can often be a difficult task, but I have heard only positive feedback and, for that, I hope you are proud. I would also like to thank Mia for the countless hours she has put into her team and the newspaper as Content Editor, and for the wisdom and insight she has brought to the role. You are such an asset to the team, Mia, and I could not have imagined a better person to hand over the Content reigns.

News

News at ANUSM continues to grow with the changing social and political landscapes on campus. We now have the biggest news team ever, meaning that we have more reporters to dedicate their time to the varying aspects of student life. We have been looking at ways to improve our coverage, including focusing on stories important to ANU students and trying to work as a Board to get these stories out quickly and effectively. We are also looking to enhance our investigative news and currently have some FOI requests in the works to investigate the decisions made by ANU administration.

We have been looking to make news more accessible. This initiative has included prioritising online-only content to ensure that our coverage remains accessible,

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'breaking news' statuses, and content warnings on pieces that may be of a sensitive nature.

I would like to thank our news reporters for their continuing commitment to reporting on the different aspects of student life; we simply could not cover the stories we do without them. I would also like to thank Max for his dedication to news and the effort he has put in to upskilling his team.

Printing and distribution

Our printing run is 1200 copies, and we have maintained a consistent 48 pages per edition over the past year. I am confident with these numbers as they mean we can connect with as many students as possible, and it means that the newspapers do not become inaccessible with larger page quantities.

We recently reformed our distribution schedule to include more stops around campus. We currently have 14 newsstands around campus and distribute to 33 other places on campus. These places range from academic colleges, to libraries, residential halls, cafes, and cultural spaces. I am excited that we are reaching a greater number of spaces around campus. Now that we are one term down for 2018, I will meet with our distributor, Zareen, soon to review distribution and identify areas to improve the distribution schedule. The ongoing construction makes distribution a project that needs to be continuously reviewed and reformed. In term two, I hope to reach out to places near campus, such as cafes on Lonsdale, that students frequent to see if it is possible to include them in our distribution schedule.

Archiving

The archiving of our newspapers is an ongoing project. We are still finalising the gaps in the NLA's archive. However, it is a project that I endeavour to have finished by the end of my term. The loss of an admin assistant means that this project has fallen back onto the Executive, so we are slowly moving through it. We are also looking to consolidate and preserve our internal archiving of physical newspapers so they can be referred to in digital and physical form for years to come.

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12. Art & Design

We had a very limited capacity in Art & Design at the start of the semester. However, we have now made a complete 360. Sophie joined us as Art Editor via the casual vacancy, and we have been so lucky to have her on the Board. Sophie brings an incredible amount of knowledge and experience with her, which is evident by looking at the beautiful aesthetic of our newspapers and graphics. At the start of her term, Sophie committed to a big push to get more art & design sub-editors, and we now have eight people on our team. We have never had an art and design team of this quantity (for reference, we had a two-person team this time last year), and such a large team has brought a wealth of knowledge and skill. The casual vacancy also meant that we needed to focus on capacity building within the Board as well. Since then, Nathalie, Mia, and I have developed skills in layout and design, meaning we can support Sophie where necessary. Now that the team is fully functional and trained, we will be able to work on other projects, such as the alternate print publications, graphic work, the zine fund, and so on. I would like to thank Sophie for her hard work so far this semester. It was a steep learning curve, but Sophie has absolutely risen to the challenge and has become a true asset to the team.

13. Radio

Woroni Radio continues to grow each and every year, and this one has been no different.

We continue to grow each semester with the number of shows. In semester two of 2017, we had our largest volume of radio shows ever, with 56. In semester one of 2018, we have bettered that again with over 60 shows throughout the semester. This progress is extremely exciting and demonstrates the continuing interest in Woroni Radio and our capacity to share a broader range of narratives with the ANU student community. In the last year, we have begun broadcasting in our breakfast slots. We are treating breakfast programming as our flagship programs, which feature some of our most experienced presenters. They broadcast most days in the week, and frequently have special guests for interviews to promote different aspects of on-campus life. I have

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been really excited to watch this initiative develop, and cannot wait to see it grow over the coming semesters as we build a bigger audience and develop the skills of our presenters.

We have also seen significant changes to the Radio team structure. The introduction of the producer roles means that there will always be someone in the office to support presenters and workshop new ideas for content on their shows. We also saw the introduction of a breakfast radio producer in semester one of 2018 who solely supports the breakfast radio presenters. We do have occasional tech and sound issues, but these are to be expected with technology and an internet connection. As we continue to grow, we will be able to improve our equipment and skill capacity to ensure that this important platform continues to flourish.

I would like to take this moment to thank the radio producers, who are there supporting presenters whenever they are on air, Radio simply could not go ahead without their passion and support. I would also like to thank Zoe and Oscar for bringing their skills and commitment to Radio throughout their roles over the last twelve months. ANUSM has been so lucky to have them, and both Oscar and Zoe have brought something new and refreshing to Woroni Radio.

14. Television

Woroni TV is now into its second year of operation, and I am so proud of the progress it has made. We now have several video series, such as How-to-ANU and Student Spotlight, which aim to connect students with the varying narratives on campus. The ANU-to-CBR series aims to connect students with a range of alumni and the stories they have to share. Vox Pops aim to promote dialogue about varying issues or events that are important to student life, such as the marriage equality vox pop. We also seek to shine a light on art and cultural events around Canberra and the ANU.

The key focus for the last twelve months has really been capacity building and identifying what we can (and cannot) do within the Television team. In 2018, we are seeing the team diversify our audiovisual content, to include news videos and more creative videos. We have also entered into a collaboration with Bossy where we are

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producing a series of videos together that will serve each of our audiences. At the moment, the team is working on our first web series which is scheduled for publication this term. If this project is a success, and I believe it will be, we will be looking to focus on more creative projects within Woroni TV.

I would like to thank Linda for all her hard work as TV Editor. Linda has been a true asset to Television and has been instrumental in its growth. We are very lucky to have some dedicated sub-editors now who I am confident will continue to take Woroni TV to new heights once Linda has finished her term.

15. Alternate Publications

Our 2018 SSAF bid saw us making a commitment to alternate print publications, alongside the fortnightly newspaper. These were the annual creative magazine, the cookbook, and the zine fund.

The annual creative magazine

We have previously had a semesterly creative magazine. While this was a success and always had a high quality and quantity of creative content, it meant that we struggled to source regular creative content for the newspaper. Instead, we have moved to an annual creative magazine to see a greater focus on developing multimedia creative content and to see more creative content featuring in the newspaper. I am excited that we have seen an increase in the creative content in the newspaper, with a minimum of two pages of content for every edition so far this semester. We have also seen an unprecedented amount of unique art in our editions this year. This model allows students more opportunities to develop their creative work before submitting to the creative magazine, and with a greater focus on multimodal work. We will begin preparation for the 2018 creative magazine at the start of semester two.

The cookbook

The cookbook is a project I am personally very excited about. It is not something that Woroni has attempted before, however, it is a challenge that has been well and truly

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embraced by our team members. The cookbook will be more than a resource, but a snapshot of student life and the relationships that we, as students, have with food. The cookbook was initially scheduled for an earlier release, however, the diminished capacity of our Art team over summer and at the start of semester meant that the project has been delayed. We have now finished our final content push and have begun planning the design and stylistic aspects of the cookbook. The layout and release will begin soon after. Now that we have a large Art team, and increased design and layout capacity on the Board, I am confident we will be able to produce a quality publication in due time.

The zine fund

The zine fund is another project that I am very excited about. The zine fund will be an opportunity for students to pitch zine ideas to ANUSM and then have the opportunity to work with members of our Art and Content teams to develop their ideas. ANUSM will then assist with the printing costs of the zine. The zine fund allows students the opportunity to develop their skills in design, writing, and editing without any formal commitment to ANUSM and also means that ANUSM can assist to alleviate some of the financial burdens associated with producing creative content. I will begin working on the zine fund this term with Sophie.

16. Services

We are continuing to expand the services available to students and student-run groups for use on campus.

Live streaming

Woroni TV has been offering live streaming over the last twelve months to great success. Live streaming is a useful service for events where accessibility may be an issue. The ongoing construction and unreliability of ANU Secure has made live streaming very difficult and we are currently reviewing the viability of this service.

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Equipment hire

ANUSM offers an equipment hire service to students for use in student-run initiatives. Students can request the service via the form on our website and can use it at the discretion of the Managing Editor. We generally ask students to sign a liability agreement and submit a refundable deposit. At the moment, the service is currently suspended as we are conducting a recall and review of the service due to suspected loss or theft of equipment. Once we have completed the recall and review, the service will be active once again. We are currently in the process of purchasing some new equipment for use in our audio and audiovisual projects, so I am excited to be able to offer this equipment to other students.

MC hire

The MC service is new to ANUSM in 2018. We envisage this service will be available at larger events where an MC is required. Already, we had three MCs on stage at ANUSA's Friday Night Party in O-Week and a number of smaller events throughout the semester. I am excited to see this service develop in the coming months, and to see our MCs develop their skills as well.

Live Music

Woroni Radio is available to play live music at events throughout the semester. We frequently invite DJs to join us or can make customisable playlists depending on the type or theme of the event. Most recently, we were very active throughout O-Week, and continue to provide this service at events since.

17. Elections

The upcoming elections will be the first under our new constitution. From now on, ANUSM will be holding direct elections for the positions available on the Board at that time. At 17 June, the terms of myself, Nathalie, Linda and Sophie will conclude, meaning that the positions of Art Editor, Television Editor, and Deputy Editor-in-Chief

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will be available for nomination from the student body. Under the new system, we will elect the new Editor-in-Chief for semester two in the coming weeks, and the position they vacate will also become available at the elections. We are still finalising the election schedule and will have more information in the coming weeks.