Editorial Decisions

The first publication came out in January 2016 just before the caucuses. The timing was ideal because people had a strong desire to learn more before participating. To time the publication in accordance with the November election, the second edition will not be published until October 2016. In the meantime, writers have worked on content and art concepts have been discussed and started.

To keep the organization active and the audience engaged with Veritas, a panel discussion was put together for March 2016 on journalism’s role in an election year. Speakers on the panel were Kathie Obradovich and Annah Backstrom from The Des Moines Register, Dave Peterson from the ISU Political Science Department and Kelly Winfrey from the Greenlee School. This was a chance to educate the Iowa State community about why and how editorial decisions are made, and since most of who attended did not have a journalism background, it was a beneficial learning opportunity.

In the meantime, Veritas ran an early campaign to offer free ad space to one campus organization (to demonstrate its commitment to working with other student organizations) and arranged for other advertisers.

Obstacles and Goals Moving Forward

- Building online presence
- Streamlining distribution
- Planning art
- Establishing reputation
- Team building
- Teaching reporting skills
- Discussion panels
- Workshops

Citations:

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Introduction

Veritas magazine is a campus publication with a focus on political coverage. The goal of this publication is to engage people with content that will help make them informed and active citizens. This publication was started as a response to issues journalism faces today, such as the tendency to reduce content to a level that is not explanatory. This magazine is intended to provide a public service unlike any other publications on campus.

Materials and Methods

The magazine required funding to operate, which was received from the Iowa State Student Government. The budget allowed for 1500 copies to be printed for the magazine’s first edition. A similar budget of more than $7,000 has been requested and approved for next year.

The magazine had to demonstrate its ability to generate revenue, which it did by selling advertising space to various organizations around campus.

Through partnerships with the Greenlee School of Journalism and Communication and the ISU Political Science Department, Veritas was able to pursue additional methods of connecting with the Iowa State Community.