Kacie Long   Sam Day   Emma Mayer

COUGMEDIA

Media Kit

2020

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Code of Ethics

CougMedia Code of Ethics: Preamble

This code applies to all members of CougMedia. The code is meant to provide a helpful guide to the ethical responsibilities, management, and problem solving skills required in CougMedia. We serve the students, faculty, and our Lord Jesus Christ. Ethics are important in media practices and held in high value alongside the morals and expectations as Christians. Commitment to follow the standards of conduct of Colorado Christian University requires a professional and personal moral standpoint.

Ethical practice is one of the most important obligations of a CougMedia member. We adhere to and advocate for the Colorado Christian University community. We aim to be an accurate and professional representation of such. As we set an example for each other – and our community as a whole – we wish to demonstrate eloquent and powerful standards for performance, professionalism, and responsibility as Christians.

CougMedia Member Statement of Professional Values

The following are the core values of CougMedia. These values are a compass to guide our decisions and hold us accountable.

Accuracy

We seek to create clear and honest content that is fair to all sides. We aim to avoid sensationalism and oversimplifying an issue.

Responsible

We are committed to lifting up the CCU community and want to minimize harm done to anyone. We will not risk students getting in trouble with CCU administration, state, or federal law. We will be good stewards of the equipment we use.

Newsworthy

We aim to create relevant and newsworthy content.

Accountable

We aspire to create a culture of timeliness and professionalism.

Independent

Although we are not a professional organization and we are beneath CCU, we are a student organization with independence. We will avoid oversight from CCU administrators.

CougMedia Code Provisions of Conduct

Colorado Christian University's Standards of Conduct

As a CCU organization, we must adhere to CCU's Standard of Conduct.
Intent:

- For CougMedia to remain a student organization with minimal oversight from CCU.
- To protect our members from getting into trouble.
- To avoid division in the community.

Guidelines:
    A member shall:

- Respect the rights and human dignity of others, especially in the conduct of relationships;
- Respect the rights and needs of the CCU community to develop and maintain an atmosphere conducive to academic study and personal life;
- Respect the University's academic traditions of honesty, freedom of expression, and open inquiry;
- Tolerate and respect the different backgrounds, personalities, beliefs, and spiritual traditions of students, faculty, and staff who make up the CCU community;
- Be willing to assist others in need of support, guidance, or friendship;
- Respect federal, state, and local laws and ordinances;
- Respect the authorities, policies, procedures, and regulations established by the University for the orderly administration of University activities and the welfare of the members of the CCU community.

Examples of Improper Conduct Under This Provisions:
- A member using their position to hurt, annoy, or disrespect the CCU community.
- A member breaking CCU rules or state and federal law for the benefit of CougMedia.

Mistakes and Inaccuracies

CougMedia is committed to creating accurate content.

Intent:
- For CougMedia to be known as a trustworthy voice for CCU students.
- Members can create an excellent portfolio for future projects and careers.

Guidelines:
As an organization, members will adhere to these guidelines:

- We will do significant research and editing to avoid mistakes and inaccuracies.
- We will not oversensationalize or oversimplify an issue.
- We will admit their mistakes and work diligently to correct them.
- We will promptly edit or remove any accurate information off of social media platforms and websites.
- We will be expected to explain our decisions to other members and CCU overseers.
- If it is necessary an appropriate apology or explanation will be made.

Examples of Improper Conduct Under This Provisions:
- A member wrongfully quotes someone in an article.
- A member posts an article or video with a lot of editing or spelling mistakes.

Plagiarism

CougMedia is committed to creating original content.

Intent:
- For CougMedia to be known as a trustworthy voice for CCU students.
- Members can create a portfolio for future projects and careers.

Guidelines:
As an organization, members will adhere to these guidelines:

- We will create original and non plagiarized content.
- We will avoid using copyrighted material.
- We will avoid copying other creators and use our own unique voice.
- We will properly credit and cite our sources.

Examples of Improper Conduct Under This Provisions:
- A member uses the work of another person without or proper citation.
- A member steals designs and claims them as their own without permission.

CougMedia Member Code of Ethics Pledge

I pledge:

To conduct myself in a professional manner, with integrity, accuracy, respect, and responsibility to the community of Colorado Christian University; To improve my skills in digital media and be prepared for the real world.

I understand and accept the consequences from breaking the CougMedia Code of Conduct, up to and including membership revocation.

_____

Signature

_____

Date

Fact
Sheet

Our Mission

- **Voice** for the students of CCU

- Highlight the talent of CCU students

- Gain skills and knowledge to be used in the real world

Our Values

We provide accurate, reliable, and newsworthy content for the Colorado Christian University for information, marketing and entertainment

Our creators work hard to give back to their community in a fun, innovative, and artistic way.

We hope to lift up our university and spread creativity across our campus!

Our Story

Launched in 2020, CougMedia became a voice for students and an outlet for talent. The idea of CougMedia was originally created in a digital media storytelling class back in 2019. In this class, the students wanted a way to express themselves and to uplift their college community. Professor Jess Stainbrook encouraged students to expand upon their vision which ultimately led to the CougMedia we have today.

Press Release

PRESS RELEASE

Date: 24/9/2020

CCU ARMSTRONG MEDIA CENTER COMING AUGUST 2022

ESTIMATED to open in August of 2022, the new center will be a place for CougMedia and a number of other creative makers and students on campus to utilize the available resources including technology and ample studio space.

It will also be a space that will allow Colorado Christian University to offer more classes within the communication major, such as advanced digital media production and intraspecific research courses.

Professor Jess Stainbrook says: "We're very excited to see how much further our students will be able to take these skills into their careers. They're going to be destined for great things."

There will be a grand opening ceremony in August to inaugurate the building into campus life, which will be followed by a speech from University President Donald Sweeting, who will be explaining the center's new significance in student life.

The grand opening ceremony will also be hearing from the Dean of Humanities and Social Sciences, Ryan Hartwig, as well as Professor Jess Stainbrook.

Selected student leaders of CougMedia will also have the opportunity to share their thoughts and plans for the future of CougMedia by utilizing the center.

The Armstrong Media Center will have three levels of office space, classrooms, and a kitchen, as well as two new digital media studios and ample space for students to study and work together in study rooms.

"We're all really excited about the new center," says CCU student Kacie Long, "It has been a long time coming."

Funding for the center was given to the university by the state, as well as a number of large donations made by alumni and Board of Trustees members. The project is estimated at 1.3 million dollars.

The center will add the space and utilities needed for the school to open up a few new programs for major study, including social and digital media majors and graphic design.

It is estimated that, with the opening of these new fields of study, the CCU population will increase by 20%.

The campus will be breaking ground on the new project sometime in March of 2021 and will be completed by August of the next year.

ENDS

For media enquiries contact: Jess Stainbrook, jstainbrook@ccu.edu, (M) 303-882-8256.

Notes to Editors:

- CougMedia provides accurate, reliable, and newsworthy content for the Colorado Christian University for information, marketing, and entertainment purposes.

- Founded in 2020 by students of Colorado Christian University.

- Released over 100 articles and 4 magazines in 2021.

- Was an honorable mention at the Denver Underground Film Festival.

- The Dean of Humanities and Social Sciences, Ryan Hartwig, helped fund CougMedia.

Media Pitch

SUBJECT: CCU Grand Opening of New Media Center 2022

Amy Knight,

Please find attached and below a story about the new media center at CCU.

I thought this would be of interest to you as it is vital information for the people who live in the Denver/Lakewood community.

Estimated to open in August of 2022, the new center will be a place for CougMedia and a number of other creative makers and students on campus to utilize the available resources including technology and ample studio space.

It is a change to the area and it provides a lot of opportunities for people to get connected to our campus, and will provide more academic and job opportunities and we would love to share this with the community.

If you need any more information, please contact me.

Thank you,

Samantha Day

CougMedia
samday@students.ccu.edu
T- (123) 456-7890

Attachments: pressrelease.pdf

Issues Management Plan

Issues Management Plan

Pre-crisis Plan:

Crisis response team: Jess Stainbrook (leader), Will Klumpenhower, Jacob Peddicord, and Mackenzie Irick.

PR training: CougMedia leaders will undergo PR training and be prepared to handle crisis situations.

Spokespersons: Jess Stainbrook, Will Klumpenhower, Jacob Peddicord, and Mackenzie Irick.

Message and strategy: Emma Mayer (PR leader). Mayer will collaborate with Day to write crisis messages and strategize dissemination.

Social media monitoring: Samantha Day. Day will collaborate with Emma Mayer on writing crisis messages to disseminate. Over the course of the crisis social media will be monitored closely.

Monitoring and notification system: During the pre-crisis, crisis, and post-crisis phases customers and CCU Student Organizations will have direct access to give feedback and speak with the CougMedia leadership team.

Key audience and stakeholders: audience, the CCU community including students and faculty; Contact and inform CCU Student Organization leaders Karlee and Jensen, Jim McCormick, President Sweeting, Ryan Hartwig, and the rest of the Communication Department. A statement will be made to the CougMedia social media and website to address the CougMedia audience.

Crisis Impact:

Potential Crisis: CougMedia allows submissions for opinion pieces to spread to the community. The article causing the crisis was submitted by a student and not reviewed or edited by CougMedia members. The article hurt the community by being discriminatory, racist, and offensive. With the use of social media, students spread this article and made it the talk of the school. This article makes people question the reputation and moral compass of CougMedia and CCU could potentially cut funding if the crisis is not remedied.

Strategy list:

1. Emergency meeting with the crisis response team.
2. Internal members of the organization will be contacted through email or in person about the situation.
3. Key audience and stakeholders will be contacted through email or in person about the situation.
4. Meeting with CougMedia leadership board on how to handle the situation.
5. Meeting with the member(s) in question.
6. Meet with CCU and CCU Student Organizations.
7. Statement made on social media and websites to address the audience and community.

Crisis Recovery Statement:

Dear CCU Students and Community,

There was an opinion piece released last week on the CougMedia website that had discriminatory and offensive language. We deeply apologize to anyone who was affected or hurt by reading or hearing about the article. We did not do our due diligence in preventing this from occurring. This behavior and language goes against our code of ethics and our values as a student organization. We reject and actively fight against this type of behavior. The student author who released this article has been dealt with by the university according to the CCU Code of Ethics and has faced direct consequences for their actions. The article has been removed from all CougMedia sources. The employee who published the article without proper revision has been released from their role at CougMedia.

We would like to state that we do not condone racism, bigotry, or discrimination in any way. We sincerely apologize to those we have offended, and we are doing everything in our power to right this wrong. We are working internally with the CCU Board of Accountability to make sure this never happens again. Going forward, we will continue to be transparent and honest about our mistakes and hold true to our values. Please contact us at cougmedia@gmail.com for further questions and concerns.

Post-Crisis Plan:

1. Social media will continue to be monitored.
2. Any additional crisis that occurs: the crisis response team will return to the crisis impact plan.
3. Stakeholders will be updated and notified when the issue is resolved.
4. Crisis response team will review and assess the effectiveness of the plan and ways to improve in the future.

Internal Communication

COUGMEDIA NEWSLETTER

Term: Fall | Issue 1 | Date: October 19, 2020

King Cougar

CougMedia is working with CCU Activities to video and edit King Cougar. Students who work the event will be financially compensated by CCU Activities. King Cougar is a mock beauty pageant for male students to showcase their humor and talents. The event is being held on campus November 5th. Members may need to be available the night of rehearsals, November 4th.

Contact Will Klumpenhower if you are interested: wklumpenhower@students.ccu.edu

Students who are not members of CougMedia can email cougmedia@gmail.com for more information.

Meeting!

Our next meeting is Monday, October 26th. We will be meeting in Leprino 202 at 4:20pm. The main function of the meeting is for basic housekeeping and workshop. We will give updates on current and new projects, as well as on the website and new marketing strategies.

Members will have time to use the media room and discuss and get help with projects. If you are not attending the meeting please contact Mackenzie Irick with an update or project idea to be greenlit: kenzie.irick@gmail.com

Help Needed

CCU has asked CougMedia to participate in the annual Harvest Festival: Campus Trick or Treat. The Harvest Festival will be held on the 24th of October on campus from 10am - 11:55am. The festival is a great opportunity for members to serve families in the community. Guests will have a ten minute outdoor Trick-or-Treat experience while they walk through campus. Students may gain ministry hours for their work and serve alongside fellow members.

Contact Mackenzie Irick to sign up or for more information: kenzie.irick@gmail.com

Photos of the Week
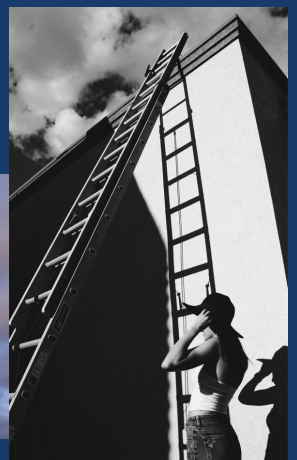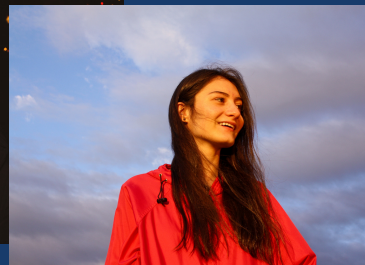
Contact: Samantha Day | Samday@students.ccu.edu | (123) 456-7890

External Communication

11.17.2020

FIVE WAYS TO BUILD YOUR BRAND

By the CougMedia Team

ON INSTAGRAM, YOU ONLY HAVE A FEW SECONDS TO GRAB A NEW VISITOR'S ATTENTION AND CREATE A LASTING IMPRESSION AFTER THEY LAND ON YOUR PAGE. BRANDING YOUR BUSINESS DOESN'T HAVE TO BE DAUNTING; IF YOU ARE LOOKING TO CREATE YOUR BRAND ON INSTAGRAM, HERE ARE 5 EASY STEPS TO FOLLOW.

Why Instagram?

Using social media for your brand can be overwhelming. You may be wondering how you can compete with big brands who have full teams of social media experts at their disposal. Owning a business can be time consuming, how do you find time to devote yourself to running your social media too? In the digital age, every brand should be involved in social media in some way.

Getting into the business side of Instagram may be intimidating, but it brings awareness to

> **The most recent report revealed that 90% of marketers feel social media is important to their marketing initiatives. Whether big or small, B2B or B2C, most businesses recognize that social media should be integrated into their marketing plans.**
> **-Tuten, T. L., & Solomon, M. R. (2020).**

your brand and helps you connect with your community of customers in a quick and professional way. So whether you're just starting to learn the ropes of Instagram, or maybe your profile only has 5 followers, and one of them is your grandmother, getting the hang of Instagram business is easier than it may seem. Wherever you are in your journey through Instagram business branding, these are a few simple suggestions you can do to build your Instagram brand.

1. **Know your Target Audience**

2. **Create A Style and Stick to It**

3. **Network with Other Creators**

4. **Be Consistent**

5. **Use the Right Hashtags**

1. Know your Target Audience

Knowing and recognizing your target audience can greatly impact how your social media is run and how your page finds its way to other content viewers. Here are some questions to ask yourself when trying to find your target audience:

- Who are the people you are trying to reach?
- What is the demographic?
- What do they care about?
- What do they value?
- Why should they interested in your content?

2. Create A Style and Stick to It

Instagram is all about the visual appeal. As a brand, you want your feed to be recognizable and aesthetically pleasing upon first glance. It is important to pick a style and stick with it when creating your content, and design your feed to match your brand.

- Create a color palette or style/mood board that will help you plan your design.
- Be sure to vary your content - you don't want every post to look the same!
- Find your brand voice: will your audience think you are a corporate power or a personal friend?
- Make sure your feed style matches who you are as a brand. Be authentic!

3. Network with Other Creators

Researching and finding other accounts similar to you in niche or style can help you gather more of an audience. You can get inspiration and advice and in return, you build a network that might help you reach more people who are similar to you and your brand!

- Follow those creators and like and comment on their posts.
- Don't be afraid to reach out and build a relationship. They appreciate the support and may support you in return!

Interacting with other people on Instagram similar to you will help you build a community and reach more consumers!

4. Be Consistent

Consistency is key to a strong brand. Showing up in your audience's feed consistently will keep your brand relevant and interesting.

- Utilize apps like Hootsuite and SocialPilot that will schedule your posts for you.
- Research the best times to post: this will increase the reach so more people will see it.
- Try to use as many Instagram functions and features as possible. For example, using Instagram Live, Stories, Reels, filters, and IGTV will boost you in the algorithm and more people will see your content.
- Respond to every person that comments or direct message as soon as possible. Most brands' response time is within a few minutes or hours.

5. Use the Right #Hashtags

Hashtags tag your posts and help channel more people to your content.

- Don't use generic hashtags (used over 20m times)
- Don't repeat the same hashtags on each post.
- Website generators tend to be outdated

- Brainstorm and stockpile hashtags
- Aim for 10-15 hashtags per post.
  - 5 niche specific
  - 5 location oriented
  - 5 post specific

Ready For Your Close-Up!

We know that social media can be an intimidating world to immerse yourself in. Whether you are a business owner, a brand manager, or anyone in between, you will quickly see how social media can play an integral role in your audience or customer reach. Being proficient in your social media business tactics will help you build a community around your brand and further your social media influence. If you can commit your time to researching your personal style, creating a network of creators, and being consistent with your social media presence, you can build a brand that will make a lasting impression on your audiences.

This article was written for CougMedia.com by Samantha Day, Kacie Long, and Emma Mayer.

For more information contact: cougmedia@gmail.com

Sources from:
Tuten, T. L., & Solomon, M. R. (2020). Social media marketing. Thousand Oaks, CA: SAGE Publishing.

Michael Stelzner, 2016 Social Media Marketing Industry Report, Social Media Examiner, www.socialmediaexaminer.com/wp-content/uploads/2016/05/SocialMediaMarketingIndustryReport2016.pdf (accessed June 16, 2017).