

Print Media – Magazine: Produced by Students

Cowboy Journal

Oklahoma State University

Objective or purpose of project:

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Audience:

Primary audience is dues-paying members of the Ferguson College of Agriculture Alumni Society, potential students of the college and financial donors (actual and potential). Secondary audience includes current students, faculty, staff, legislators and friends of the college.

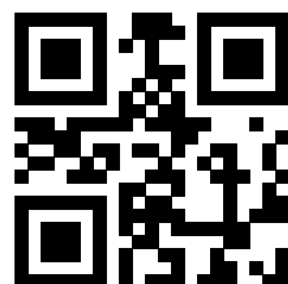
Project Outcome:

The magazine is mailed to more than 5,000 alumni of the Ferguson College of Agriculture as well as given or mailed to all identified prospective students (500+). In recent Facebook posts about the magazine, the reach was as much as 2,000+ with as many as 347 engagements on a single post.

What makes this project exceptional?

Each semester, a new staff builds this publication from idea gathering to printed publication in 16 weeks or less through a senior capstone course. The staff of agricultural communications seniors works together as a cohesive unit to ensure a high-quality product to represent the university, the division, the college, the department, the academic program, and themselves. Each step in the process provides the opportunity for the students to hone the skills they learned in core classes and learn the complex steps in the publication process.

The work includes (1) collecting donations for the ad-like sponsorships, designing those layouts or placing provided PDF files, and getting final approvals from sponsors; (2) brainstorming stories, researching topics, conducting multiple interviews, writing the features, and getting the accuracy of the content approved by sources; (3) designing the layout with the story and with photos they capture or secure from other resources; (4) developing the page ladder; (5) proofing multiple times as a staff and as individuals; (6) creating and correcting page pdfs; and (7) finally uploading pdfs to the commercial printer.



Read the
Cowboy Journal
online.