Trumbull Satellite: Building for Student Voice

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Introduction

*Trumbull Satellite* (trumbull-satellite.com) is a new student media digital publication intended to represent student voice from the KSU Trumbull Campus. The project started as a multimedia hub for student works in Dr. Robinson’s Media, Power, and Culture and Writing in a Digital Age courses. Now, *Trumbull Satellite* is taking shape as a student publication beyond the classroom, with the help of an interim board made up of faculty, students, and industry experts. This year, I have been the Student Leader for this project, and as part of an assignment for Dr. Robinson’s Writing and Rhetoric in the Digital Age class, I have designed the physical appearance and the content structure.

Objectives

Through this Trumbull Campus student media outlet, students can connect virtually, creating a personal connection to the campus, through: works that range in scope from journalistic reporting to expressions of the creative arts. Furthermore, this digital venue offers an opportunity for student voice — students works done as comics and other images, in a video, in audio only, and as printed words.

Mission

*Mission:* Trumbull Satellite is a Kent State University Trumbull student-run multimedia digital magazine that aims to highlight student voices, regional campus life, and surrounding community life. Focusing on both news and entertainment, Trumbull Satellite promotes inclusivity and diversity in an equitable manner.

Vision

**Vision:** To inspire other Kent State regional campuses to invest in regional student media. To enhance Kent State University Trumbull’s regional cultural identity, and to build partnerships with Kent Student Media that unify the campuses.

Site Staff Structure

Content for the website is currently produced by students of Dr. Carol Robinson’s classes. In coming semesters, staff will be aided by an advisory committee and a board.

The planned staff structure is the following:

- **Editor-in-Chief**: Nicholas Lilly
  Manages website content
- **Web Wizard**: Nicholas Lilly
  Manages website technical backend
- **Copy Editor**: Unfilled
  Edits and reviews content for style
- **Section Editor**: Unfilled
  Manages website section
- **Staff Writer/Contributor**: Unfilled
  Writes or contributes to section
- **Social Media Director**: Unfilled
  Manages social media
- **External Affairs Director**: Unfilled
  Liaisons with community for local ads
- **Art Director**: Unfilled
  Gathers original art for website

Recruitment for these positions is currently underway, with terms beginning in Fall 2021.

Layout and Design Examples

The site is operated through the Wordpress Content Management System, using the pro version of the Mission News theme. The site currently has a clean, minimal design. The Wordpress system allows for complete customization of the user experience. The homepage is currently dynamic. Right now, the mission and vision statement are present. In the future, featured content could be placed here. The site will be hosted across three Wordpress databases. An arts and entertainment database, a news and information database, and an overall database connecting them. This will allow users to have unique, individualized experiences on the site suited to what content they desire.

On the side, there is a running column of the most recent stories.