

Student Media

PURPOSE AND MISSION

The Mission of Student Media & Publications is to recruit, train and create an excellent news learning, leadership, and production environment for students of UVU who qualify as members of the UVU REVIEW News news team. We research and produce news and information for the students and campus community of Utah Valley University.

News Production Channels

uvureview.com:

uvureview.com is the hub the UVU REVIEW news story dissemination with the UVU student community. The fall semester recorded a massive surge of over 4 million users during the month of September with the advent of a campus tragedy.

Social Media:

UVU REVIEW employs social media as the "tip of the sword" for pushing and sharing news with our UVU student community. Total audience increased more than doubled over fall and spring semesters.

New News Feature Magazine:

UVU REVIEW moved forward with our first news magazine, adding to our news channel offerings.

IMPACT DATA



365,000+

Website users (*adjusted from the 4 million user surge in September)



13,000+

Social Media Followers 2x increase.



420+

Posting/Printing of individual news stories to the UVU student audience



65+

UVU REVIEW student news producers



6 New!

Six new broadcast shows featuring news and information, sports and student life.

Our news team goals: **Tell Stories That Matter** (National Kirk coverage, United Healthcare, Franke sentencing; **Raise the Bar**: (16 NBCU certifications, news tours, weekly trainings; **Work As One Team** (Weekly retros, cross story tracking system); **Grow Our Audience** (2x + growth in every news channel category); **Find Unheard Voices** (creation of a news feature magazine); **Develop Our Talent** (professional level certifications, 100% student produced, weekly skill leadership training).