Manifesto for the role of Deputy Editor-in-chief: Jenny Sterne

I have found my past year as News Editor and briefly Societies Editor very rewarding and I have become increasingly passionate of and committed to The Mancunion, and its progress as an incredible model of student journalism. I have developed a keen understanding of how the paper is run presently and how it can be improved in the year to come. If I was given the opportunity to work as the Deputy Editor-in-chief I would work hard to ensure the great work of this year is continued but built upon, to ensure the Mancunion continues to flourish.

While I believe that during this year The Mancunion, due to the incredible efforts of our team of editors, has consistently created weekly issues of a high standard, I still believe there are areas in which we could improve the paper further.

Firstly I would seek to address the issue of distribution. I would take efforts to ensure that every week The Mancunion reaches all corners of the campus and would put increased efforts into advertising the content of each week’s paper online. Publicising the content of sections over twitter, Facebook and other social media platforms is essential to ensuring that students are aware of what we have to offer.

Within the News Section of The Mancunion, I would pursue the idea of including a national/international news round-up page. I believe that, while we are fore mostly a hyper-local newspaper, the majority of the students that we are targeting come not only from all over the country but also the world. We have a duty to provide them with coverage of the important news from their home areas, and I feel this would re-invigorate the news section.

Much of our focus this year has been on print, while most of our readers probably read our articles online. I strongly believe that print is still vitally important, a newspaper without a physical entity loses some credibility; however, in order to gain attention from students across Manchester we need to have a lively online presence. I would propose, in line with other UK student newspapers, that we create specific online editor roles to manage and enhance the online side of The Mancunion.

In line with this strategy, I would focus much more on ensuring that the publication of every section’s articles is equally prioritised and that we keep on top of publishing the articles online every week. This would be helped by the introduction of editors whose specific role would be to manage this work.

Finally I would always welcome any ideas from other editors and contributors throughout the year as to article ideas, ways to improve the newspaper or our online presence. This year would not have been as successful as it has been, if our team of editors had not worked so well together; therefore whilst I would look forward to adopting a leadership role at the paper, fundamentally I would want to ensure The Mancunion was run democratically, as a strong team, with nobody feeling like they couldn’t have a voice on the direction the paper takes next year.