EVERYTHING YOU NEED TO KNOW ABOUT

THE MOUNTAINEER

The Details Always Tell the Story
WHO WE ARE

2018-19 EDITORIAL STAFF

EDITORS IN CHIEF
• Emily Hsiang ('19)
• Kyla Hunter ('19)

MANAGING EDITORS
• Lina Petronino ('20)
• Maimoonah Shafqat ('20)
• Sandhya Rajagopalan ('20)
• Elizabeth Hirschfeld ('21)
• Liam Chavez ('21)

ADVISORS
• Ms. Urriola
• Ms. Seibert
HISTORY OF THE MOUNTAINEER

HOW WE GOT HERE
2014

• The Mountaineer launches as a digital newspaper with a small staff
• The move to digital was largely a response to a loss of interest among students in the print edition
• Beset with problems including a string of advisors and server issues
• Building readership on the new platform was a crucial issue
2014

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WHY WE SWITCHED TO DIGITAL

EXPERIMENT WITH VIDEOS, PICTURES, AUDIO CLIPS, GIFS...

- Interactive
- Mirrors changing “real world” of journalism
Why we switched to digital

- Interactive
- Mirrors changing "real world" of journalism

WHAT WE'VE DONE

OUR BEST ARTICLES, MEDIA, & SOCIAL MEDIA
Our Best Articles

ML Responds to Wave of Resignations
2,643 views
Michael Riccardi tackles the wave of resignations MLHS faced in 2018.

HERD Tradition: Sacred or Sexist?
2,373 views
Lina Petronino questions if an age-old football tradition is sexist.

Valentine’s Confessions
550/453 views
The Editorial Staff’s annual Valentines article concerning love/friend confessions.
Our Best Articles

Unspeakable? The “N Word” at MLHS

452 views
Zofia Ferdanini and Laini Sweifach write about the alarming use of the N-word in MLHS.

Laker Pride?

338 views
Emily Hsiang studies MLHS' apparent decline in school spirit.

The Wise Words of Olga Menczer, Holocaust Survivor

295 views
Emily Hsiang writes of Olga Menczer's experiences in a concentration camp.
“I believe when the sport originally began it had sexist intentions, but nowadays I believe that it is all in good fun.”

MEDIA

HOW WE'VE IMPROVED

- As of this year we have implemented more media into our articles
- We have begun to use media to make our articles pop and for quotes
- Article design has improved; more pleasing
WHERE WE HAVE BEEN

- Dinner then perhaps a romantic kiss
- Chuck E. Cheese!
- 31 December
- Monster jam with the boys
- Lunchroom fries
- A day with Butler
- Roller rink and snacks
- Sitting in the grass under the stars
- Throw down in Mario kart
- Navin Ranganathan
- Cuddling w Tatiana Infante
- One that doesn’t end badly
- Bookstore, meal at good food place
- Dinner at Benihana & a movie
- Hanging out with Nick Wexler
- Walk in the park. Sky zone. The usual.

WHERE WE ARE

Presentations are communication tools.
As of this year we have implemented more media into our articles. We have begun to use media to make our articles pop and for quotes. Article design has improved; more pleasing.

Social media presence has become a huge part of popular news sites such as NYT, Vox, Time. Our Instagram presence began by advertising our website but now we write individual articles/posts. Our most popular articles have been on MLK Day, Into the Woods, and the Coffee House. In a fast-paced world, many would rather read an ig article under 150 words.
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In the world of instant info, students would rather watch videos than read.
PRINT NEWSPAPER

WHAT WE’VE DONE

• Special Senior Print Edition, published every June
  • College Map, Senior Wills, Senior Shout-outs, pictures, and more
  • Distributed at Senior Luncheon as keepsake
• Canva - graphic design tool website
WHAT WE WANT TO DO

OUR FUTURE, PLANNED
PRINT NEWSPAPER

WHAT GOOD DOES IT BRING?
- More accessible
- “Event” of publication day
- Increased interest in writing (↑ membership)

HOWEVER...
- Logistical difficulties
- Different form of storytelling

PROPOSAL
- Best of Fall/Spring/Senior
VIDEO MEDIA

WHYVIDEOS?

• Videos are more comprehensive than text or images
• Videos are more entertaining to watch
• Interviews are easier

HOWEVER...

• Video editors needed on team
• Editing software required: costs money

BOTTOMLINE

• A digital newspaper should take advantage of all forms of digital media
We wish to extend social media presence to Facebook. Already using Twitter, Instagram. Many ML parents use Facebook. Spreading to Facebook would boost viewership.
THANK YOU FOR YOUR TIME