APPLICATION FORM
MANAGING EDITOR OF THE DAILY TEXAN
TEXAS STUDENT MEDIA

Please complete all sections of this application and return it to HSM 3.200 (William Randolph Hearst Building, 2500 Whitis Avenue).

Application Deadline: Monday, November 17, 2014 at 12:00 p.m.

This position will be appointed at the TSM Board of Operating Trustees meeting on Friday, November 21, 2014. Please plan to attend the meeting to discuss your application with the Board of Operating Trustees.

SECTION I. Name and Address

Jordan Rudner
Full Name
jr46779
UT EID

3200 Duval Street, Apt. #304
Local Address

Austin, TX 78705
City, State, Zip Code

jordan.rudner@gmail.com
Email Address

SECTION II. Authorization for Release of Information

I hereby grant permission for the Office of the Director, Texas Student Media, to verify the information requested below for the purpose of application for an elected or appointed office of Texas Student Media. Further, I understand that the information will be provided to the TSM Board of Operating Trustees and will become part of the public record of TSM.

Signature of Applicant: Jordan Rudner
Date: November 14, 2014
SECTION III. Include the following with this application:

A. Resume

B. Two samples of published work (on 8 1/2" x 11" paper)

C. Two letters of recommendation

D. Cover letter outlining your qualifications, goals, plans for the position

E. UT transcript of all work done at the University (unofficial is ok)

F. Signatures from at least five staff members of The Daily Texan supporting your application

SECTION IV. Experience Record

My experience at The Daily Texan consists of (list positions and dates):

News Editor, spring 2014

Associate News Editor, fall 2013

Special Ventures Reporter, fall 2013

Daily Texan Podcast Co-Host, fall 2013

Senior Reporter — UT System and Administration, spring 2013

General Reporter, fall 2012
SECTION V. Qualification

*** This section is to be filled out by the TSM Director, Editorial Adviser, or a TSM Business Office employee designated by the Director.

The Board of Trustees will follow the Handbook’s qualifications to determine the eligibility of applicants.

1. Is the applicant currently an enrolled UT Austin student? 
   Yes / No

2. Does the applicant meet the minimum GPA requirements? 
   Yes / No

3. Does the applicant agree to complete and pass a media law and libel test administered by the Editorial Adviser prior to taking position? 
   Yes / No

4. Has the applicant obtained signatures from at least five staff members of The Daily Texan supporting their application? 
   Yes / No

5. By the start of their term of office, will the applicant have completed at least two semesters as a permanent staff member of The Daily Texan in an area other than opinion? 
   Yes / No

6. Has the applicant served in a Daily Texan management position with supervisory and design responsibilities for at least one semester? (See DT Handbook for description of management positions.) 
   Yes / No

7. Has the applicant submitted all application materials? (See Section III) 
   Yes / No

I certify that to the best of my ability I have given true and accurate information concerning my scholastic and experience qualifications.

______________________________
Signature of Applicant

______________________________
Date

November 14, 2014
Jordan Rudner
3200 Duval St. Apt. #304  ■  Austin, TX 78705  ■  (214) 604 8315  ■  jordan.rudner@gmail.com

EDUCATION
The University of Texas at Austin  05/16
Majors: Plan II Honors, History  ■  Minor in Journalism

WORK EXPERIENCE
The Supreme Court of the United States, Washington, D.C.  09/14 – Present
Visitor Services Intern, Office of the Curator
- Develop programs and materials to make the Court accessible to younger visitors
- Deliver daily courtroom lectures about the Court to crowds often exceeding 100 people
- Provide informative walking tours for personal guests of Supreme Court Justices
The Daily Texan, Austin, Texas  08/12 – 05/14
News Editor  01/14 – 05/14
- Managed a department of 22 students, including associate editors and all news reporters
- Directed all news coverage in the print and online editions of The Daily Texan
- Bolstered the department’s ability to react immediately to breaking news
- Ran weekly “Freedom of Information Act Friday” program to enrich coverage
Associate News Editor  08/13 – 01/14
- Assigned and edited online content on a daily basis
- Mentored four general reporters and helped them acclimate to newsroom culture
Enterprise Reporter  08/13 – 01/14
- Wrote in-depth, investigative stories about University finances and sexual assault
Daily Texan Podcast Co-Host  08/13 – 01/14
Senior Reporter — UT System and Administration Beat  12/12 – 05/13
- Wrote 3 to 6 articles weekly covering all administrative issues, with a focus on University finances and the UT System Board of Regents
General Reporter  08/12 – 12/12
The Lyndon B. Johnson Presidential Library, Austin, Texas  08/13 – 02/14
Plan II Archives Intern
- Helped publish content for online exhibits, focusing on JFK assassination and civil rights
- Transcribed and summarized Oral History recordings to increase public ease of access
Duke University Talent Identification Program, Boone, North Carolina  06/13 – 08/13
Residential Counselor
- Planned extensive programming for 200 gifted and talented 8th and 9th graders
Vogel Alcove, Dallas, Texas  06/11 – 04/12
Teacher’s Assistant
- Planned events that brought high school students to work on crafts with homeless children

AWARDS
The Liz Carpenter Award for Excellence  06/03/14
Awarded to an outstanding staff member who also has an interest in advancing the gender, racial and cultural diversity of The Daily Texan.

SKILLS
Computer Software: Microsoft Office, InDesign, InCopy, Adobe Photoshop
Social Media: Facebook, Twitter, Tumblr, WordPress, familiarity with most popular platforms
Reporting: Breaking news coverage, extensive writing and editing experience, AP style
Writing Sample #1

**Sexual assault remains under-reported on campus, despite growing awareness** (Originally published: The Daily Texan, 10/3/2013)

Fifteen months ago, Kaila Schedeen was sexually assaulted by someone she knew.

The incident changed the course of her life, but on paper, it was statistically typical. More than 80 percent of rapes involve a perpetrator known to the victim, and roughly 70 percent involve alcohol — both true in Schedeen’s case.

There was something uncommon in Schedeen’s story: she reported the crime to authorities. When she returned to campus at the end of the summer, she also reached out to UT Counseling and Mental Health Center for help. The vast majority of sexually assaulted UT students will never take either step.

“If you look at the national statistics, they’ll say one in four college women is likely to be a victim of sexual assault by the time they complete college, and for men it’s one in six,” said Jennifer Hammat, institutional Title IX coordinator and assistant vice president for student affairs. “For a campus population of 50,000 [students], that means we should be seeing 12,500 cases a year. And we’re not.”
There were only 18 forcible sexual offenses reported in 2012, including those occurring on campus properties, residence halls, non-campus buildings and adjacent public property, according to the University’s Annual Security Report released last month. The year before, there were 16.

Erin Burrows, a Voices Against Violence health education coordinator, said these low statistics should not be interpreted to mean UT students experience radically lower rates of sexual assault compared to students at other universities.

Burrows said survivors face many barriers when deciding whether or not to report to police. Those barriers are often personal and psychological and are aspects of the culture of silence surrounding sexual assault.

“They include a fear of not being believed … or that the disciplinary action at the end of the process will not be worth the process itself,” Burrows said.

Students might have grounds for being skeptical of the reporting process. In the past two years, several public and private universities across the country have come under fire for their handling of sexual assault cases.
At the University of North Carolina at Chapel Hill, the former assistant dean of students recently filed a complaint alleging pressure by administrators to underreport cases of sexual assault.

Earlier this year, 13 students from the University of Southern California filed a federal Title IX complaint alleging campus administrators had failed to respond to claims of sexual violence on campus. One student said administrators dissuaded her from filing a report with the police, saying the detectives would be tough on her, and that she wasn’t technically assaulted because “he didn’t orgasm.”

Psychology sophomore Lauren La Riva, another survivor of sexual assault, said the cultural stigmas surrounding sexual assault meant she didn’t identify as a survivor until she came to college.

When she was a freshman in high school, someone she thought was a good friend took her outside after school to show her what he called a “pretty area,” according to La Riva. Soon, he was on top of her.

“I said no,” La Riva said. “I was crying. But he didn’t stop.”

La Riva said she didn’t realize she had been assaulted for months following the incident.

“I kept asking myself, ‘Why didn’t I do more to stop it?’” La Riva said. “I didn’t want to feel like a rape statistic.”
Eventually, she recounted the story to a friend, who told her the experience sounded like rape. It wasn’t until her first Voices Against Violence meeting this year — almost five years after her assault — that someone told her she was a survivor.

La Riva said her sexual assault has had a lasting effect on her, but she’s become more comfortable with recounting and dealing with her experience, in part, because of the resources she’s found on campus.

According to Burrows, experiences such as La Riva’s are not unusual. People often don’t realize they’ve been assaulted because there are many culture-wide misunderstandings about the meaning of consent and such a skewed picture of what most rapes look like, Burrows said.

Jane Bost, associate director for the University’s Counseling and Mental Health Center, said the key is to spread awareness of what consent is as widely as possible. If someone tells a group of friends about an assault, Bost hopes at least one of them will have heard about the resources the University offers.

“We want people to know we’re here,” Bost said. “But talking about sexual assault at all is very new and really has only happened for the past 50 years, so we’re only at the beginning of a very long journey.”

When Schedeen falls back into depression, or has a bad day — the kind of bad day she says she never had before her assault — Schedeen said she remembers a metaphor the center’s social worker, Laura Dannenmaier, provided her.
“Healing from this trauma isn’t a straight line,” Schedeen said. “It’s more like a mountain you’re climbing around. Sometimes you’ll end up at that same rough point in the mountain, months or even years later, and you’ll feel like you haven’t progressed — but you’re still higher than you were.”

Voices Against Violence also helps survivors through the Survivor’s Emergency Fund, which covers costs that survivors may encounter as a result of being sexually assaulted. This includes situation-specific costs such as changing the locks in a student’s apartment or paying for a medical examination a student might not want to show up on his or her parents’ insurance.

Schedeen used the fund to help pay for new glasses after her old pair was smashed during her assault.

“It was one less thing I had to think about,” Schedeen said. “They just took care of it for me.”

Hammat said the University is working with the federal government to expand and clarify the people charged with “mandatory reporting.” Mandatory reporting legally requires certain University employees to report incidents of sexual assault they’re told about.

That list currently includes deans, department chairs and residential assistants, among others, but some responsibilities aren’t clearly defined.

Burrows said it’s unclear if a teaching assistant must report incidents of sexual assault to the University if told about an incident by another student.
Despite efforts to move away from the culture of silence, the conversation about sexual assault remains difficult for some survivors.

“I usually don’t tell people my story,” La Riva said. “I don’t want to make you feel uncomfortable.”

For Schedeen, silence is largely a mechanism of self-preservation.

“People never know what to say,” Schedeen said. “They try to empathize or tell me they understand, but if you haven’t been sexually assaulted, you just can’t understand. You just don’t know what it’s like.”

Schedeen said a professor she admires told her not to mention her assault on her applications to graduate school.

“He said they would think I was mentally unstable,” Schedeen said. “And he’s right. There is a conflation of mental illness with surviving sexual assault — and that’s awful.”

But in telling her story, Schedeen said she wants people to realize they should take ownership of their experiences.

“If you’re an assault survivor, that isn’t your fault, it is in no way your fault,” Schedeen said. “I want to stop feeling ashamed about my story.”

Burrows says people who work on sexual assault prevention wrap themselves in kind of a “cloak of contradictions” — they want to hear about more assault even as they want to reduce the assaults that occur.
“The more assaults I hear about, the more I know I’m doing my job right,” Burrows said.
“But that also shows me just how much further we have to go.”

Though Schedeen still struggles, she said she’s moving on. She said she still has bad days, days when she can’t get out of bed, days when she doesn’t care about being alive. But they occur less and less now. Schedeen said she’s not the person she was 15 months ago before she was assaulted, but she’s doing all right.

“I’m moving up the mountain,” she said. “That’s progress.”
Writing Sample #2

Powers’ speechwriter works in references, clarity
(Originally published: The Daily Texan, 02/22/2013)

As a college student in the late ’80s, he worked in the Jester Center cafeteria. A few years later, he fronted a classic-rock band called The Plan. In 1990, he was a file clerk at a freeze-dried food plant. Today, he is UT President William Powers Jr.’s official speechwriter.

From his office on the second floor of the Main Building, Avrel Seale helps craft many of Powers’ longer addresses, but he’s quick to point out that speechwriting is only about half of his job. When Seale isn’t writing speeches, he’s researching facts, gathering relevant statistics and even finding out whether or not Powers will be speaking from behind a podium.

“Often my job means doing research and serving as a sounding board,” Seale said. “I’m the caddy and he’s Tiger Woods.”

Each year, Seale helps Powers prepare for roughly 200 speeches, including his annual State of the University address and the presentations Powers gives to the Board of Regents. Preparing the State of the University is a roughly six-week process and Seale said the first draft — which he writes — usually has little in common with the finished product, 13 drafts later.

“We go back and forth a lot on that speech,” Seale said. “I try not to get too attached.”
Seale worked as editor-in-chief of *The Alcalde*, the Texas Exes’ alumni magazine, for 17 years. Tim Taliaferro, the current editor, said Seale’s background at the magazine helps make him an effective speechwriter.

“Avrel comes from a background that prizes anecdotes, evidence, clear expositions,” Taliaferro said. “President Powers, God love him, is an academic. He can go sprawling off in any direction, which is a blessing and a curse. Avrel keeps him pointed.”

Seale said when it comes time to craft speeches for the president, Seale’s personal voice takes a backseat to the voice of the institution.

“There is an institutionally appropriate voice you have to find,” Seale said. “It’s conversational, but not chatty. Formal, but not stilted. Active, but not passive — and graceful but not flowery.”

Seale also cited clarity as a key goal in any speech because Powers often delivers presentations on broad or conceptual topics. Kim Gundersen, associate director of the Texas Exes, said making the abstract picture relatable is one of the things Seale does best.

“A speech is memorable when it resonates with the individual, when there’s something about it that goes beyond the brain and into the heart,” Gunderson said. “To do that, you have to understand your audience, and Avrel does.”

Seale said Powers adds an individual touch to every speech. Powers is a particular fan of “Moneyball,” a book by Michael Lewis that focuses on the importance of correct resource allocation in baseball. Seale said Powers’ arsenal of references is still deep enough to surprise
him. Earlier this month, Powers addressed a group in the Cockrell School of Engineering using an extended metaphor from “The Hobbit.”

Seale also gets to work references into Powers’ remarks every so often. In a recent speech about the Committee on Business Productivity, Powers used a metaphor involving an obelisk that stood in the middle of Saint Peter’s Basilica in 1586.

“Sometimes I’ll get a particular idea I want to introduce,” Seale said. “I was particularly glad he liked the obelisk.”

When asked if he ever suggests those frequent Moneyball references, Seale shook his head and laughed.

“Oh, no,” Seale said. “Those are always him.”
To the members of the Board,

I write this letter to give my complete support and recommendation of Jordan Rudner as the Managing Editor of The Daily Texan in the spring 2015 semester.

As news editor last spring, Jordan used her engaging personality and attitude to overhaul the news department and lead a team to produce quality work. Time and again, Jordan has proven herself to be a person with excellent communication skills, and those skills are crucial for the job of ME. She is well versed in dealing with personnel issues and has dealt with both receiving criticism and delivering it. Jordan will be an adept manager.

Additionally, Jordan’s passion for the Texan is unparalleled. She cares so much for both the work produced and the people producing the work, another tenet every managing editor must have. I was often overwhelmed by Jordan’s charisma last spring, as it was unmatched by anyone else on staff, and I regularly felt that Jordan was unknowingly giving me a lesson in empathy. To be a good leader, one must care, and Jordan surely does. She will be an excellent mentor to her department heads.

But perhaps the most valuable thing about Jordan in relation to the managing editor position is her desire to innovate and excel. The Texan will need to get on the map with digital innovation, and Jordan can lead that journey. She is a voracious reader and researcher, and her ability to apply lessons she’s learned outside of the basement to the Texan and its vision will be critical.

Jordan is confident, but humble, a combination that will lead her to better the Texan as a whole. She will be a firm leader with clear goals, and her unwavering commitment to the learning opportunities that Texan provides is truly admirable. Jordan has done nothing but excel during her time as a staff member at the Texan, and she will continue to do so as the managing editor.

With all sincerity, I encourage you to certify her candidacy. Should you have any questions or concerns, please feel free to contact me.

Thank you,

Elisabeth Dillon
Daily Texan Managing Editor
To the Texas Student Media Board of Operating Trustees:

It is a great pleasure to write to this board again, this time to support the candidacy of Jordan Rudner to serve as managing editor of The Daily Texan for spring 2015. I worked closely with Jordan for three semesters — twice as her direct supervisor, including her stint last spring as our crackerjack news editor — and it is an honor to be able to recommend her for this position. Jordan’s savvy news and content judgment, strong leadership skills, and unmatched dedication would make her an excellent fit to help the Texan continue charting a path that aggressively encourages innovation while maximizing the best elements of its deep tradition.

Jordan has established herself as a shrewd, capable judge of content. As a senior reporter, she covered the heavily politicized UT System and Administration beat, providing context and color to an issue of deep importance but little habitual interest. She proved to be an even stronger editor in the coming semesters, challenging reporters to ask the right questions and to clearly explain the implications of the issues of the day. Jordan also has a well-honed sense of social media and digital analytics — on multiple occasions, she proposed better ways to reach readers and maximize the Texan’s impact than the people managing her did. Most importantly, Jordan is unafraid to speak truth to power and is capable of shifting the status-quo thinking when it comes to reporting on the surfeit of topics that impact our readers, a skill which will have a positive impact on all the departments she would manage.

Jordan has also proven herself to be a talented leader. Last spring, she effectively captained a bustling news team that had members of diverse backgrounds, including a number of whom were older than her. Her “What’s best for the team?” approach to leadership inspires her teammates to work hard and encourages a reciprocal sense of trust and loyalty. She is also a strong evaluator of character, an underrated skill that helps her skillfully managing a host of personalities. As a news editor, Jordan displayed a sheer joy in collaborating with other departments, and this earnestness will carry over at not only the Texan but also at Texas Student Media, where cross-entity collaboration can always be improved. Finally, Jordan possesses the most crucial element of leadership, which is the deep-seated belief that tomorrow can always be an improvement upon today. This humility and constant quest for critique will make her an excellent managing editor.

Perhaps Jordan’s greatest strength is her seemingly preternatural ability to inspire energy and enthusiasm from the people she works with. The Texan is a peerless training ground at the University — and it serves as such because it is not treated as such. Instead, it is individuals such
as Jordan who inspire its legitimacy among the staff. At an organization where the pay is paltry and the hours can be long, Jordan always remained upbeat and coaxed more effort and better work from her colleagues. From her first interview to the last night of print, Jordan’s dedication to the Texan and her coworkers was unmatched, and they make her superiorly qualified to serve as managing editor.

I had the great fortune of working closely with Jordan over her first few semesters at the Texan as she rapidly moved up and around the organization. She would adeptly carry on the great work of her predecessor, Elisabeth Dillon. There are very people who could hold the position of managing editor and make me want to come back to school to serve under them; Jordan tops that list. I strongly encourage you all to certify her candidacy. If you have any questions, please feel free to contact me, and I would happy to speak more.

Thank you for your time,

Shabab Siddiqui
Former managing editor of The Daily Texan
Fall 2013 – Spring 2014
November 14, 2014

To the Texas Student Media Board of Operating Trustees,

My name is Jordan Rudner, and I am applying to serve as managing editor of The Daily Texan in the spring of 2015. I am a Plan II and History major working on a minor in journalism (though, as I tell anyone who asks, my real major is the Texan), and I plan to graduate in May of 2016. With this letter, I hope to lay out my qualifications for the position and discuss my vision for The Texan in the coming semester. The challenges that the Texan faces are vast, but they are also wholly surmountable, and I feel confident that my experiences at the paper and elsewhere have equipped me with the skills necessary to take them on.

Though I’m slightly embarrassed to admit it, one of the reasons I came to the University of Texas in the first place was The Daily Texan; both my parents are UT alumni who spoke incredibly highly of the paper throughout my childhood, and even during the college application process I was certain I wanted to be a journalist. Accordingly, I headed to the basement on my very first day of class — and was a little bit disappointed with what I found. At 8:00 a.m., the basement was almost entirely empty. Still, I got my tryout assignment from a bleary-eyed news editor, and when I returned at the end of the day, I was greeted with an entirely different scene: students crowded around every computer, editing artwork, trimming down stories, yelling across the room and gesticulating wildly for no immediately obvious reason. As I sat down for my brutal first round of Daily Texan edits, I felt thrilled to be a part of such goal-oriented chaos. More than two years later, that thrill has not gone away.

Over the course of four semesters at the Texan, I have served in every position of the news department, from general reporter to news editor, and worked as a Daily Texan Podcast Co-Host. Though I have not personally worked in other departments, I have been fortunate to operate alongside gifted individuals from all sections of the paper. I’ve engaged closely with reporters, photographers, videographers and comics artists to create compelling content and watched eagerly as hard-working RIM folks elevate said content to a new level of professionalism. A few of the major projects I helped lead as news editor, including our non-stop coverage of the LBJ Presidential Library’s Civil Rights Summit and our one-year anniversary package of the West, Texas explosion, required intense cross-departmental cooperation, and benefited hugely from the variety of perspectives involved. Even the news department’s ambitious primary election coverage would not have been possible without the heroic efforts of the design team, who were willing to stay up late with us to watch election returns and create an informative and visually stunning product. As a result of these projects, and after watching a “typical” paper come together night after night, I have gained a thorough understanding of the production process, from the first keystroke to the last phone call to the printer. I know what it takes to push content into existence, and I understand how intrinsic teamwork is to that effort.

Because of my experience watching the production process, I also understand that there are key areas in which we should, and in fact must, do better. The media landscape is rapidly evolving, but it also simply has evolved already — and the Texan has not done all that it can to catch up. If we hope to maintain our position as a central source of information for our audience, we must act proactively, not reactively, to the demands of the 24-hour news cycle. Further, we must restructure the newsroom to more effectively wield the tremendous resources we already have. If I am selected as managing editor, here are some of the major issues I will focus on during — and before — my tenure:
1) Acknowledging and responding to the special challenges of being a student newspaper. As anyone who knows me well can attest, I tend to scoff when people refer to the Texan as “just a student newspaper” — to me, the phrase patronizingly connotes the idea of a newsroom that is somehow lesser, which is absurd given how much we expect out of our staff members. The Texan has always held itself to the standards of a fully professional newspaper, and our audiences do not expect anything less of us just because we are their age. That said, a student newspaper is what we are, and we need to recognize the implications of that identity. Early one morning last spring, former DT adviser Michael Brick asked me why there were not any associate news editors in the basement at a particular moment — and the answer, of course, is that they were in class. As it stands now, there are huge stretches of the day when the basement is entirely unoccupied, and when breaking news happens, there is always a scramble to find reporters, photographers, videographers and copy editors ready to head out into the field. It is unrealistic for our production cycle to remain contingent on a staffer’s willingness to skip class, over and over again. Further, though some events are of such magnitude that they are worth skipping class for and other students are just naturally inclined toward truancy, we should not be making our staff members choose between being a student and working for the Texan.

The first step in solving this problem is to restructure the hiring process from the get-go — to make sure that, before classes begin, each department is equipped with staffers prepared to be free throughout the day. Though past managing editors made valiant efforts to encourage many departments, especially news, to staff the basement throughout the day, those efforts began after the add-drop period, which immediately curtailed their feasibility. Though making sure each department is prepared to staff the basement throughout the day will be complicated, the transformation will be eminently more achievable if it is enacted before class schedules are fixed for the semester. If we want to operate on a 24/7 basis, we must acknowledge the limits standing in our way, and then work to find solutions. Our staffers already work as hard as they possibly can — the answer isn’t to demand more work, but to be smarter about the way we operate, in light of our competing academic obligations.

2) Putting in place systems to retain institutional memory and knowledge. Another limitation a student paper faces is a high turnover rate. Without fail, at the end of each semester, we lose valuable and knowledgeable staff members for silly reasons like “study abroad” and “graduation.” Though I facetiously claim to be in favor of simply banning DT staffers from graduating, I do think there is more we can do to stop the inevitable loss of experience-based knowledge. By putting together internal contact directories, summaries of major stories from semesters gone by, and letters of advice from departed staffers, we can retain at least some of the institutional wisdom other newspapers take for granted. News teams often start from scratch when compiling critical contacts each semester; sports reporters encounter prickly coaches who were once burned by a Texan story, and have no conception of why the coach is wary of an interview. When I began as a UT System senior reporter, I was forwarded a massive email from six System SRs gone by, and I duly passed on the wonderful but unwieldy email to my successors. Let’s formalize these structures. They will require minimal effort, and prove immensely valuable.

3) Utilizing the community for recruitment and content. As it stands now, many students and professors do not have the Texan on their radar screens, simply because they feel the Texan’s content is not relevant to their daily lives. There are a variety of tactics we should employ to dissuade them from this belief. First and foremost, we should implement our recruiting strategies more broadly; we must make it clear that the Texan is not just for journalism students, and that we welcome students from all backgrounds and experience levels. Further, we should do more outreach to communities who do not have a representative presence in the basement — as a newspaper, we cannot claim to speak for or be relevant to the student body at large if we are blind to the issues faced by minority students on campus. Finally, we should promote the idea of the Texan as a tip-gathering entity. With one tweet every few days encouraging people to contact us if they know of an interesting story or witness breaking news, we could
quickly and painlessly widen our information-gathering net, and help build relationships with our readers. For Life and Arts online content, we might ask if there are particular CDs or books our readers want to see reviewed; we could crowd-source nominees for our recurring “Campus Characters” feature; we might even solicit requests for recipes, if Elisabeth Dillon or one of her successors is willing to assist. The possibilities for engagement are endless, but we have to be willing to reach out and get creative.

4) **Taking advantage of space restraints, or lack thereof, on our print and online products.** For the last several years, the Texan has faced a bit of an identity crisis, as we try to balance the demands of a daily print publication with the desire to generate new content throughout the day. As I already mentioned, we stand to benefit hugely from restructuring the staff so we are more prepared to work on within that schedule; we should also widen the range of content we produce. As many previous managing editors have proposed, we ought to find online-only columnists to write niche blogs and entertainment stories, which will increase our relevance in students’ daily conversation and generate more web traffic. The print publication is limited in space, and must focus on original reporting and thoroughly researched work — but movie reviews and club sports recaps present information that is no less valid and certainly as entertaining. We should be honest about our readers’ interests, and meet them where they are — perhaps if they come to the website to read an album review, they will stay to read about a newly opened business on the Drag, and find both pieces equally informative.

Though I could go on for pages about my vision for the Texan, ultimately, the ideas I have presented here are only one small piece of a much larger puzzle. If I am certified by TSM to be the spring 2015 ME, I will first look to current Texan staffers, who are the heart, strength and backbone of the organization. Nobody understands the daily struggles and triumphs of the Texan better than those currently serving in the trenches, and between current staffers’ day-to-day knowledge and the big-picture perspective I’ve acquired in my semester away, I feel fully confident we can enact change quickly and effectively. I strongly believe the Texan’s staff organization and workflow process must undergo serious structural changes if the paper hopes to thrive in today’s media landscape, but I know that together we are ideally positioned to adapt.

I have incredible faith and confidence in the staff of The Daily Texan, and it would be an honor to serve as managing editor for such a remarkable team. Thank you very much for your time, and for your consideration of my candidacy.

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**Jordan Rudner**

Jordan Rudner
By signing this document, I acknowledge my support for Jordan Rudner’s application to be Managing Editor of The Daily Texan in spring 2015:

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Brett Donohoe</td>
<td>Copy Desk Chief</td>
</tr>
<tr>
<td>Reuna Keenen</td>
<td>Associate Managing Editor</td>
</tr>
<tr>
<td>Jacob Kerr</td>
<td>News Editor</td>
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<tr>
<td>Eleanor Dearman</td>
<td>Senior Reporter</td>
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<td>Alex Wiits</td>
<td>Senior Reporter</td>
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<tr>
<td>Owen J. Lymania</td>
<td>Design Editor</td>
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<tr>
<td>Kat Sampson</td>
<td>Associate L+ A</td>
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<tr>
<td>Lauren L'Amie</td>
<td>L+ A Editor</td>
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<tr>
<td>Jonathan Garza</td>
<td>Associate Photo Editor</td>
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<td>Elizabeth Dillon</td>
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<tr>
<td>Garrett Calhoun</td>
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<td>Anderson Boyd</td>
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<tr>
<td>Nicole Cobler</td>
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<td>Hannah Hadidi</td>
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<tr>
<td>Shelby Tauber</td>
<td>Senior Investigative Reporter</td>
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<tr>
<td>Julia Breuillette</td>
<td>Video Editor</td>
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<tr>
<td>Daniel Rosler</td>
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<td>Natalie Sullivan</td>
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<td>Hirvan Barlas</td>
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