

*The Daily Texan*  
**Managing Editor**  
**Summer/Fall, 2012**

**Applicants:**

Aleksander Chan

**Application Form  
The Daily Texan Managing Editor  
Summer 2012 Semester**

**INSTRUCTIONS:**

Please read instructions thoroughly and complete all sections of this form. Return completed application to the Office of the Director, Texas Student Media, (HSM 3.304) by Noon, Tuesday, April 17, 2012. Attach to your application all items listed below in Section III of this form. Applicants will be interviewed by the TSM Board of Operating Trustees at the meeting at 1 p.m. on Friday, April 27, 2012 in the LBJ Room #5.160 of the CMA Building, 2600 Whitis Avenue.

**SECTION I: Name and Address**

Aleksander Chan

Name

akc664

UT EID

1907 Woodland Ave. Apt. B

Local Address

510-748-3316

Local Telephone Number

Austin, TX 78741

City, State, Zip Code

Journalism / Amer. Studies

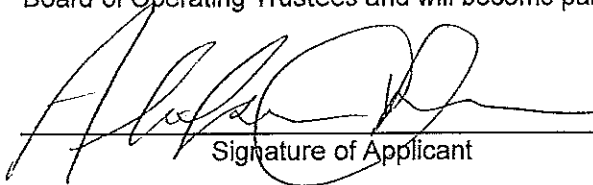
Major

alekschan@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

30 MAR 12

Date

**SECTION III: Attach the Following to this Application**

- A. Resume
- B. Samples of published work (2-5 samples, on 8 1/2 x 11 sheets)
- C. Letters of recommendation (At least 3, from professional journalists, administrators, faculty members, etc.)
- D. Letter to the TSM Board (outlining goals, plans for position, and information on your qualifications.)
- E. UT Transcript

SECTION IV: Experience Record

My experience at *The Daily Texan* consists of:

Life and Arts Staff writer, Life and Arts associate editor,  
Life and Arts editor and associate managing editor.  
Helped produce special editions and inserts.

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SECTION V. Certification (according to the official UT transcript)

Circle One

1. Is applicant a registered student in residence at The University of Texas at Austin during the semester in which the application is made for the position? If application is made in the summer, registration during the previous spring Semester shall be considered sufficient to satisfy this requirement.  Yes No
2. Has applicant completed at least 60 hours of college work?  Yes No
3. Has applicant completed at least 30 hours at The University of Texas at Austin?  Yes No
4. Does applicant have a minimum GPA of 2.25 on all work done at The University of Texas at Austin?  Yes No

SECTION V. Certification by Texan Adviser

5. Does applicant agree to fulfill all the duties of managing editor during the full term of appointment and agree to sign the managing editor's contract?  Yes No
6. Show competence in News Writing in one of the following:
- A. Have completed J.315 (reporting) and have completed J.320D (reporting) with a grade of C or better; or be registered for it at the time of filing and will receive credit for the course before taking office; or the academic equivalents for the courses?  Yes No

OR

- B. Have completed the following:
- (1) One semester as a full-time reporter, or
  - (2) Two semesters as a part-time reporter, or
  - (3) professional equivalent, including internship.

Certification, continued

7. Show competence in editing in one of the following ways:

- A. Have completed J.330 (editing) with a grade of C or better and have completed J336 or be registered for it at the time of filing and shall receive credit for the course before taking office, or the academic equivalents for the courses.  Yes No

OR

- B. Have completed the following:  
(1) One semester of full time editing, or  
(2) Two semesters of part time editing, or  
(3) Equivalent professional experience.

8. Show competence in Management by serving in a Daily Texan management position with supervisory and makeup responsibilities for at least one semester or summer session.  Yes No
9. Show competence in Ethics by completion of J360 (Media Law) or the academic equivalent, or be registered for it at the time of filing and receive credit before taking office.  Yes No
10. Have served at least once per week for nine weeks on the editorial staff of *The Daily Texan* during each of at least two semesters (or one semester and one 12-week summer session). The official record of the applicant's experience will consist of the Texan staff box.  Yes No
11. Have completed at least one semester as a permanent staff member of *The Daily Texan* in any desk, except opinion; completed at least one semester as an issue staff in another area.  Yes No

OR

Have satisfied the above via an internship approved by the TSM Board.

Douglas M. Warren  
Signature of Texan Adviser

4/17/12  
Date

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

[Signature]  
Signature of Applicant

4/17/12  
Date

# ALEKSANDER CHAN

alekschan@gmail.com • aleksanderchan.com

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## WRITING EXPERIENCE

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*The Daily Texan* (student publication)

- Associate Managing Editor (present)
  - Guide and edit every article prior to print for AP style, clarity, authenticity and voice
  - Head editorial planning meetings, determine page play for every department's content
  - Proof pages to create bold, visually striking designs
  - Work closely with team of department editors to meet tight printing deadline
- Life & Arts Editor (Aug. 2011 - Dec. 2011)
  - Hired and edited team of diverse, skilled writers and editors; created expansive content packages
  - Collaborated with multimedia departments to tell compelling, visual stories
  - Developed department's editorial direction to create a distinct voice
- Life & Arts Associate Editor (May 2011 - Aug. 2011)
  - Created and designed "Pop Index," weekly graphic of the best and worst in culture
- Life & Arts Staff Writer (Jan. 2011 - May 2011)

Freelance Work

- *The Huffington Post* (present)
  - Blogger for College vertical
- *The TV Addict*, contributing writer (2008-2011)
  - Special package: created "Fall TV Preview" e-book

## COMPUTER/SOFTWARE

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Hardware: Windows and Mac OS X

Software: Photoshop, InDesign, Illustrator, Microsoft Office, social media

## EDUCATION

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The University of Texas at Austin

Bachelor's of Journalism, Copy Editing and Design sequence, Dec. 2012

- Concentration in American Studies
- Awards: Jon Meacham Scholarship in Journalism, 2011

# Apple co-founder, innovator dies at 56

By Aleksander Chan  
Daily Texan Staff

Apple co-founder and visionary Steve Jobs died Wednesday, Oct. 5, of pancreatic cancer, Apple announced. Jobs stepped down from his role as CEO of Apple in August, and the newest iteration of the company's popular iPhone, the iPhone 4S, was revealed yesterday by new CEO Tim Cook.

Jobs, who co-founded Apple with Steve Wozniak in 1976, was perhaps the most high-profile and influential celebrity CEO since John D. Rockefeller. After being fired in 1985,

Jobs returned to the computer company in 1996 and ushered in a wave of advancements that would forever change how an entire generation of consumers would think about



Steve Jobs, who co-founded Apple in 1976, died Wednesday from pancreatic cancer.

Courtesy of Associated Press

its relationship with technology and media.

In 2001, under the guidance of Jobs, Apple released the first-generation iPod. It was a thick, brick-like device that had a low-resolution black-and-white screen and five gigabytes of storage space. At the time, it was only compatible with Macintosh computers and retailed for \$399.

Ten years later, the current iPod model, the fourth-generation iPod

Touch, is comprised of a glossy touchscreen display, can hold up to 64 gigabytes of data, can record and play back high-definition video and features a front-facing camera for video conferencing over the Internet. iPods currently make up 78 percent of the portable music player market share.

The speed at which new developments came from Apple under

JOBS continues on PAGE 2

## JOBS continues from PAGE 1

Jobs' command helped create a culture of commerce that values immediacy. In addition to its nearly annual refreshment of its product lines, which includes iPods, laptop and desktop computers, tablets and mobile phones, the launch of the iTunes Store in 2003 dramatically shaped how the entertainment industry entered the digital age.

More importantly, Jobs made the crucial distinction that entertainment and technology are inherently tied to each other by the Internet. iTunes was a bold reversal to the pervasive digital piracy of the '90s and early '00s — its massive success (iTunes is now the largest and highest-grossing music retailer in the world, with more than 16 billion downloads) proved that consumers are more than willing to pay for digital content when the program is attractively designed and easy to use.

Design and ease of use became the guiding *modus operandi* for Apple under Jobs to reach great creative and financial success. The iPhone, perhaps Jobs' greatest and most influential creation, has defined the mobile device market-

place since its release in 2007. Its sleek, intuitive design, user-friendly interface and unshakable cool-factor has become the standard for consumer electronics.

But the largest reason for the iPhone and Apple's success is Jobs' careful construction of his company's emotional narrative — he made computers and phones feel human. In Jobs' keynote presentations and in the commercials and advertising for Apple products, the emphasis is laid on how the products foster intimate, almost poignant human connections.

In one of the first ads for the iPhone — the first to feature the FaceTime video conferencing technology — a mother and her newborn child conference call with her husband, who is away for work; grandparents get to see their granddaughter's graduation; and a couple are able to use the camera to speak to each other in sign language. Jobs blurred the distinction between living with technology and living through technology — an inspiring, effective touchstone of a brilliant career.

### ON THE WEB:

The life of Steve Jobs in tweets.  
video  
bit.ly/  
DTobsStory

change how an entire generation of consumers would think about

# Students to switch accounts on first Bank Transfer Day

By Aleksander Chan  
Daily Texan Staff

UT students will be participating in Bank Transfer Day on Saturday, where they will close their accounts at commercial banks and open new ones at local credit unions.

While Bank Transfer Day is not officially affiliated with Occupy Wall Street, its goal has garnered support from the movement and the protesters in its satellite occupancies.

The planned event comes after commercial banks announced new and increased service fees for their customers. Kristen Christian, a Los Angeles-based art gallery owner, created the Bank Transfer Day event on Facebook in response to imposed fees and poor customer service from Bank of America.

Credit unions, such as the University Federal Credit Union, are usually smaller and locally based. Commercial banks, such as the Bank of America, are financial corporations with branches across the world.

Bank of America announced plans in September to start charging customers \$5 a month when they use debit cards to make a pur-

chase. Within days, Citi Bank raised the monthly maintenance fee on its mid-level checking account to \$15 a month from \$7.50 a month and upped the required minimum balance of linked accounts from \$6,000 to \$15,000.

After a month of public outcry over the new fee, Bank of America dropped proposed plans to charge debit usage fees Tuesday.

These debit fees are in response to legislation passed earlier this year that imposed a federal cap on debit card. "swipe fees," or the fees charged to retailers by major banks every time a customer pays with a debit card. The legislation capped those fees to 21 cents per trans-

action from a previous average of 44 cents.

Last year, congressional legislation also required banks to give customers the option to have transactions declined instead of being charged overdraft fees.

To recoup those lost revenue streams, the Wall Street Journal predicted earlier this year, banks would start charging for services.

“Credit unions weren't complicit in the bailout and they weren't complicit in the predatory lending.”

— Trevor Hoag,  
Rhetoric Assistant Instructor

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BANK continues on PAGE 2

## 2 NEWS

# BANK continues from PAGE 1

UT's own Occupy satellite will be participating in Bank Transfer Day. Headed by rhetoric and writing assistant instructor Trevor Hoag, the group consisting of 35 Facebook-confirmed participants will be walking down Guadalupe Street to the Bank of America, Wells Fargo and Chase branches to close their accounts Saturday morning.

Hoag said he transferred to the University Federal Credit Union, which is based in Austin, two weeks ago after learning that they offered the comparable services to what he was receiving at Chase. He also said that UFCU was the more ethical banking option for himself.

"Credit unions weren't complicit in the bailout and they weren't complicit in the predatory lending," Hoag said.

The past month has seen bank transfers similar to Hoag's. According to a poll conducted by Inde-

pendent Community Bankers of America, 60 percent of responding independent banks saw an increase in new account openings.

That movement of consumers is happening in Austin as well.

UFCU spokeswoman Sheila Wojcik said at the three branches in the central Austin area, the number of new accounts opened in October was twice their original projection.

"People directly said in many instances that they were transferring from a big national bank like Bank of America," Wojcik said. "We have seen an impact."

Senior finance lecturer Regina Hughes said the primary difference between credit unions and commercial banks is the ownership.

Hughes said commercial banks, like Bank of America and Wells Fargo, are for-profit entities owned by shareholders. Credit unions are controlled by its members, who di-

rectly make policies for other members and are not necessarily looking to make a huge profit. They also do not provide the same variety of services, such as types of investments, offered by major commercial banks. Commercial banks, she said, are corporations that invite people to become customers, but their goals can be different and separate from those customers.

The services offered by credit unions are enough for architectural engineering and philosophy sophomore Kathleen Hetrick, who said she will be participating in Bank Transfer Day.

"This doesn't have anything to do with capitalism. It has to do with companies not functioning right and stealing from people. It's a morality issue almost," Hetrick said. "I can't really do too much about the bank structure itself, but I can take my money out of their bank"

# THE DAILY TEXAN

STUDENT NEWSPAPER AT THE UNIVERSITY OF TEXAS AT AUSTIN

TEXAS STUDENT PUBLICATIONS BLDG. 2.122

P. O. BOX D, AUSTIN, TEXAS 78713-8904

PHONE 471-4591

April 12, 2012

Board of Operating Trustees  
Texas Student Media

To Whom It May Concern:

I'm writing today in support of Aleksander Chan's candidacy for the position of managing editor of The Daily Texan for the summer and fall semesters. I've worked with Aleks for more than a year at the Texan, the newspaper and website serving the University of Texas at Austin, where I am the editorial adviser.

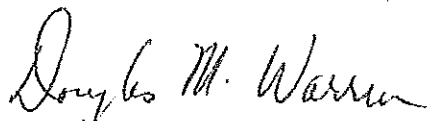
During that time, Aleks has progressed from being a reporter in the Life & Arts department to assistant Life & Arts editor, to Life & Arts editor and now to associate managing editor. In each position, Aleks has done an outstanding job. Along the way, he has become a key player in the management of the Texan.

Aleks' background and experience hasn't been in news, but he has displayed excellent news judgment in every position he has held. He has a clever, active mind that is constantly sending out interesting ideas for stories and coverage. He has high expectations for himself and for the staff he works with and supervises. He meets deadlines and he inspires those around him with his dedication and his sardonic wit.

I've worked with many intelligent young journalists during my 30-year career in newspapers. Few have what Aleks has to offer as a newsroom leader. I'm looking forward to continuing to work with him at the Texan.

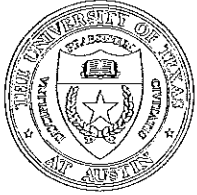
I think Aleks is an outstanding candidate for managing editor of the Texan and I'm excited he's willing to make a two-semester commitment to this vital position. I cannot recommend him highly enough. Please let me know if I can offer further input or if you need additional information.

Sincerely,



Doug Warren/Editorial Adviser, The Daily Texan  
Email: dmwarren@mail.utexas.edu





SCHOOL OF JOURNALISM

THE UNIVERSITY OF TEXAS AT AUSTIN

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Office: 512-471-1845 • Fax: 512-471-7979 • [journalism.utexas.edu](http://journalism.utexas.edu)

April 16, 2012

Texas Student Media  
Board of Directors

Recommendation for Aleksander Chan,  
applicant for Daily Texan Managing Editor

I know Aleksander as an active student contributor in my classes and as a diligent staffer at The Daily Texan. I am impressed by his ability, his news judgment and his commitment to good journalism.

He has affirmed that commitment through his ongoing staff presence in the Texan newsroom and through leadership positions of increasing responsibility.

Aleksander is curious and questioning and he has a keen eye for presentation that makes the news a desirable commodity. His innate journalistic ability makes him an outstanding candidate for managing editor for the summer and fall terms.

I believe Aleksander's news savvy and his zeal to continue the Texan's tradition of excellence will enhance the news product and the continuity in the newsroom.

I am happy to support his quest to become managing editor of The Daily Texan, an institution that has benefited from his four semesters of contributions. I would be glad to amplify my comments if you care to contact me.

Regards,

*WANDA GARNER CASH*

Wanda Garner Cash  
Associate Director, School of Journalism  
[wgcash@mail.utexas.edu](mailto:wgcash@mail.utexas.edu)  
512.471.1965



TEXAS STUDENT MEDIA

THE UNIVERSITY OF TEXAS AT AUSTIN

*P. O. Box D • Austin, Texas 78713-8904 • (512) 471-5083 • FAX (512) 232-5793 • [www.tsp.utexas.edu](http://www.tsp.utexas.edu)*

To the Members of the TSM Board,

I worked closely with Aleks Chan last fall when I was the Texan's managing editor. I can say with complete confidence he is an excellent choice to lead the paper for the next two semesters.

I hired Aleks to be Life & Arts editor because I knew he was a great writer who consistently pitched strong story ideas. He wrote about everything from new television pilots to the gay rights movement. Aleks also started Pop Index, a weekly graphic looking at the best and worst in pop culture that has become a staple of the Texan's entertainment section. I knew if Aleks could continue to come up with these kinds of ideas, he would be a perfect fit to oversee the Life & Arts pages. He didn't let me down.

Although his background was in writing, Aleks transitioned easily into the editor role. He had a feature package ready to go for the first day of the semester, which is usually frantic for everyone involved. Throughout the semester he read every story that appeared in his section, and he wouldn't let anything run unless it was up to his high standards. I always looked forward to editing Life & Arts stories, because they were usually clean by the time they got to my desk. I'm very confident in Aleks' editing abilities, and I know as managing editor he'll be just as thorough and detail-oriented.

During his time as Life & Arts editor, Aleks was always willing to do whatever necessary to make sure his section looked great on a daily basis. If I called him frantically at 1 a.m. to clarify a quote or pull another piece of press art, he wouldn't hesitate to help – even if it meant driving back to the office in the middle of the night. It wasn't uncommon to see him in the basement just before the paper went to press, checking the pages for errors we might have missed. I'm sure Aleks will bring this level of dedication to the entire paper if he is selected to serve as managing editor.

Aleks was promoted from Life & Arts editor to associate managing editor this spring because of his commitment to the Texan. Working as AME sharpened his news judgment and helped prepare him for any challenges he might face in the future. I wholeheartedly endorse him for this position.

Sincerely,

Lena Price  
Daily Texan Managing Editor Fall 2011

To the Board of Operating Trustees/Texas Student Media,

In my time as a writer and editor at The Daily Texan, I have been fortunate enough to see how every piece of writing, including traditional news reports, longer features and sports recaps, is taken through the long process of getting published in the paper and placed in newsstands.

I've learned how to write stories for the Texan, edit its content for clarity, conciseness and style and shape its editorial direction and voice; to work with a team of skilled editors, designers, photographers and web experts to create a compelling product.

It is my experience as a writer, editor and manager at the Texan over the course of four consecutive semesters that I believe to be a qualified candidate for the position of Managing Editor. I have served as an editor for three semesters: twice in Life & Arts and as the Associate Managing Editor.

This exposure to the front and back end of the Texan's production cycle I think has been most beneficial to both my editing and managerial style — it helps to be able to see the larger picture. Additionally, I have worked closely this semester with the Managing Editor to hone my news judgment and how I arrange pages of stories for coherence and newsworthiness.

Having learned intimately how the Texan works, I have laid out the following as projected goals and plans if the Board were to select me as The Daily Texan's Managing Editor for the summer and fall of 2012:

- Make Daily Texan Online a destination news source by moving toward becoming a nine to five, multiplatform news operation and modifying the website's design and our editing structure.

Because of how our website is currently structured, a majority of the content uploaded are stories from the print edition. My goal is to modify the website within the logistical parameters set by the TSM web engineer. Namely, I would like to flesh out each department's respective blog and have content uploaded throughout the day.

To ease the transition, this workflow change would first be utilized in the news department. The best and the most newsworthy stories would be published in the next day's print edition. To accomplish this, staff and entry level writers would be primarily writing for the website; senior writers would be writing for print. Most importantly, I want stories to be published to web as soon as they have completed the editing process.

I do not think the quality of the writing and editing will suffer from this change in workflow. I think we are currently working in chunks of time (first reporters write, then editors edit, then copy editors check, then designers design, etc.) that could be spread out for greater efficiency.

I believe that this increased focus on the website will help generate more traffic and pageviews — which I hope in turn leads to more opportunities for advertising. I think by slowing moving the workflow toward a more web-based production, the Texan will be in a better position to adapt to an uncertain future in publishing. I think that this summer will serve as a good test period for how effective this new process would be.

- Increase interdepartmental collaboration for alternative storytelling.

This semester, I believe we have done a great job of telling stories with multimedia components. Our multimedia department has been developing slideshows and original videos almost every day and have smartly imbedded QR codes into the paper to encourage readers to view their digital work in our analog product. I would work closely with department editors to find ways to incorporate more multimedia elements into more stories.

- Cover the 2012 presidential race with comprehensive reporting on the issues directly impacting the UT community.

I would like to assemble a team of skilled and trusted writers who will be devoted to making the Texan the leading resource for students to understand how candidates and their platforms will affect them. I would like this to become a dedicated section of website.

- Collaborate with other TSM entities. I would like to have more discussions with our colleagues at TSTV and KVRX to find ways to work together.

I understand that some of my goals are ambitious and maybe lofty, but I believe that given the opportunity to be Managing Editor for summer and fall semesters, I will be able to smooth the transition and maintain some continuity. But I also believe these that the goals I've set myself for the forthcoming summer and fall are reflective of my dedication to the Texan and its staff.

I appreciate the opportunity to be considered and I look forward to hearing further from the Board.

Sincerely,

A handwritten signature in black ink, appearing to read 'Aleksander Chan', written in a cursive style.

Aleksander Chan