



ZU Media

STUDENT VOICE OF AZUSA PACIFIC UNIVERSITY



Rebranding Azusa Pacific University's Student Media





**“Everything begins
with an idea.”**

Successful rebrands

Some of the largest media outlets/brands in the world rebrand

THE
HUFFINGTON
POST → **HUFFPOST**

H2 → **VICELAND**

 →  **Domino's**

 **DUNKIN'
DONUTS**

History of student media

1965 - Newspaper

student voice of azusa pacific university since 1965
Clause

2010 - Magazine

COLLIDE

1999 - Radio



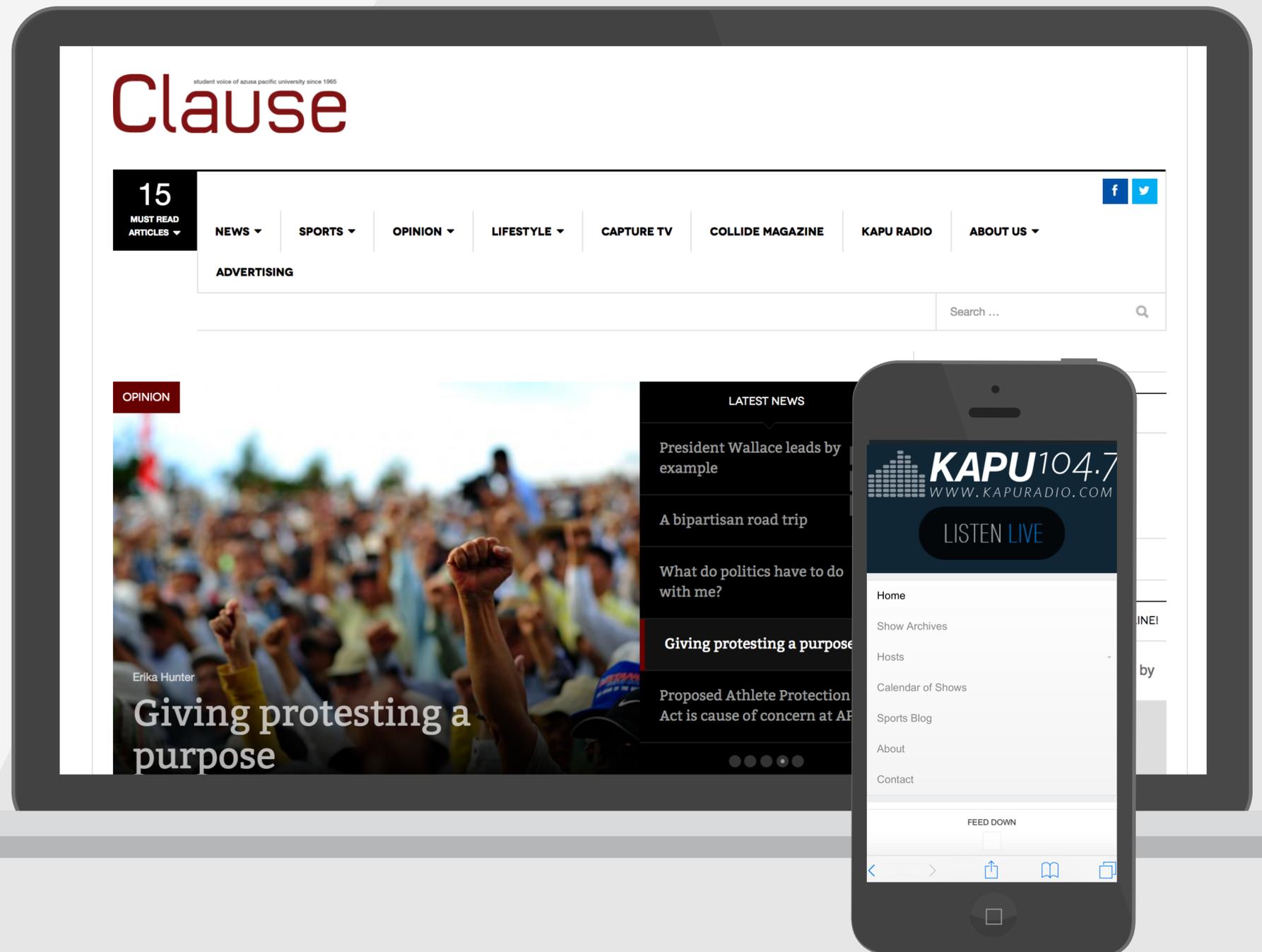
2012 - TV



The day of “silo” journalism where reporters and editors were called “print journalists,” “broadcast journalists,” or “radio journalists” is over. Taking its place is convergent, multimedia journalism where reporters, editors, videographers and photographers need to apply their skills to the requirements of all platforms.

The Problem

- Four independent student media outlets
- Independent functionality and operations
- Lack of brand awareness for certain outlets
- Dated websites
- Limited mobile experience
- Not a true reflection of professional journalistic environment



Recent Poynter Institute for Media Studies report concluded: “Journalism education will undergo fundamental shifts in how journalism is taught and who teaches it. Those who don’t innovate in the classroom will be left behind. Just like those who chose not to innovate in the newsroom.”



The new APU student media outlets



ZU News **ZU TV** **ZU Radio** **ZU Magazine**

Today's newsroom is a space where print, multimedia, and broadcast journalism collide – and to do high-quality journalism education, APU's branding of these student outlets must reflect that and is a critical change that needed to occur within Azusa Pacific University student media.

The Process

SWOT

Engaged conversations

Asked student leaders

Best practices

What prepares students

SWOT

Strengths

- Long history of student media on campus
- Established infrastructure
- Excellence track record of student leaders
- Fully student run outlets

Weaknesses

- Behind the times
- Not reflective of real world experience
- Dated resources
- Dated processes

Opportunities

- Enhance educational experience
- Create cohesive brand awareness
- Increase advertising revenue
- Maximize digital opportunity
- Grow social media presence

Threats

- New branding won't resonate on campus
- New branding will not resonate with alumni
- Unpredictable market
- Adjustment hurdles

Engaged conversations

- Brand assessment completed for one academic year
- Student leadership and journalism majors advocated and voted on change
- Over 20 names were considered
- ZU branding made sense on campus
- Endorsement from University Relations and Athletics, who founded “The ZU” in 2013



Asked student leaders

“Zu Media promotes interest, easier to remember/comprehend, values the school spirit of APU's campus, and is unique. Hip and modern.”

“It's the most common nickname for our school. You wouldn't need to explain the name to anyone. I feel that it would click right away. Students have no idea what Capture is. With a name like Zu Media, they'd know what they are getting right away. I think it is the most brandable out of the two as well.”

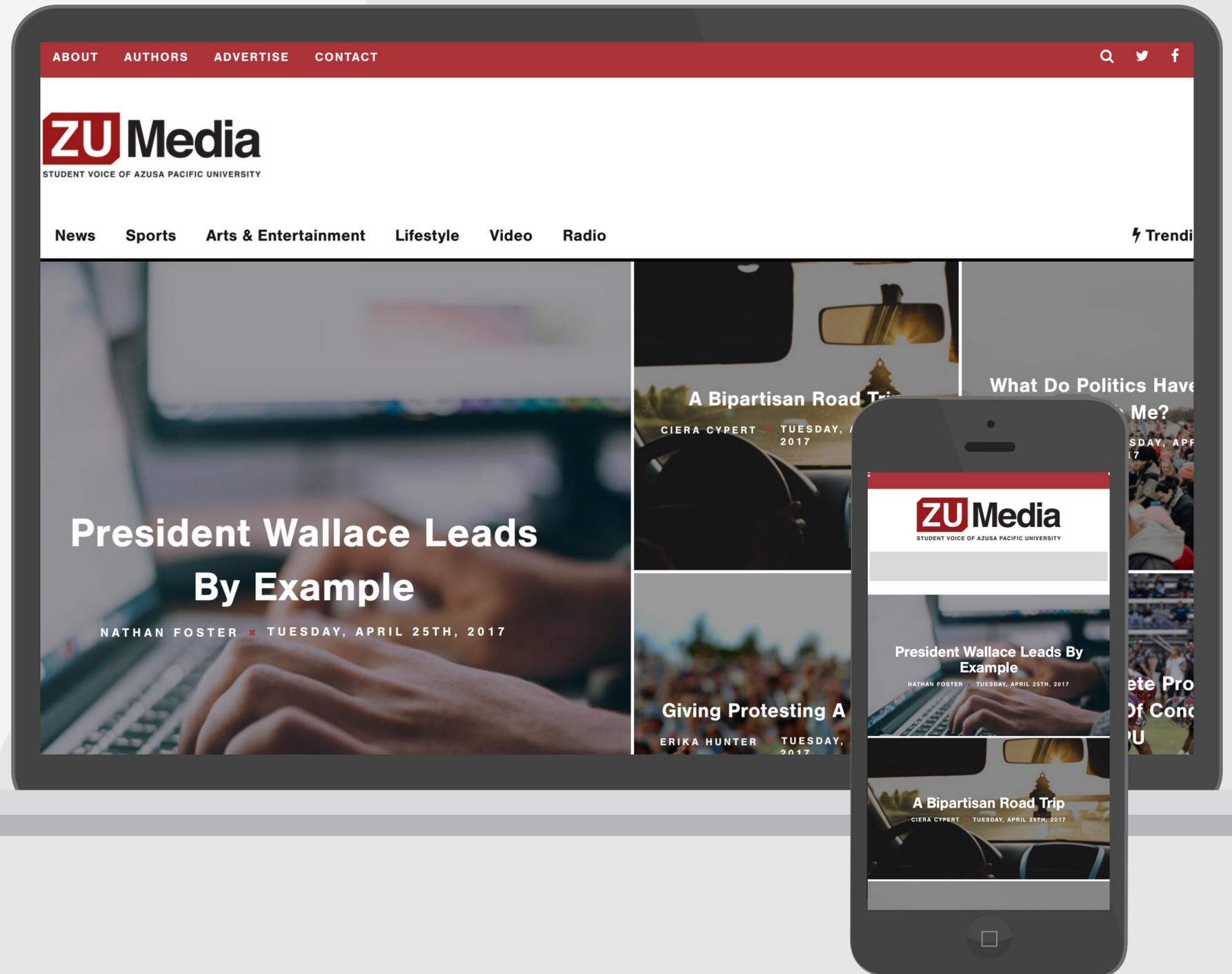
Asked student leaders

Zu Media is based on a thriving and engrained idea already present on APU's campus. I can walk into the bookstore and buy a shirt referring to the "Zu." It reflects a sense of cultural identity at APU, and we get to shape the image that it carries if it's our name.

I think that Zu Media connects more personally with the student body. With our athletics and extra curricular activities, we have "The Zu," and we have held up signs during basketball games that say "Welcome to the Zu." I think that it is a way for the students to feel as though they can have a voice, and that their voice matters.

Best practices

- Consistent Branding
- Sleeker design
- One converged website
- Mobile and digital focused
- Real time social media reporting
- Audience focused
- Maintain print presence



What prepares students?

- Converged multimedia journalism experience
- Reporters, editors, videographers and photographers apply their skills to all platforms
- Converged workshop curriculum
- Real-time social media reporting



The image features a close-up, monochromatic view of a stone wall. The stones are rectangular and arranged in a regular pattern, with visible mortar joints. The lighting is soft, creating subtle shadows and highlights that emphasize the rough, weathered texture of the masonry. Centered horizontally and vertically is the text "THANK YOU" in a clean, white, sans-serif font. The text is bold and stands out clearly against the darker, textured background of the stone wall.

THANK YOU



Don't be afraid to
DREAM BIG!

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