

SCOT Analysis	Helpful	Harmful
Internal	<p>Access to AS programs, clubs and community</p> <p>Paid writing and photography staff in yearlong positions</p> <p>Printing budget not based on advertising sales</p> <p>Editorial discretion and openness in writing styles</p> <p>AS framework of inclusivity and service to student body</p> <p>Weekly event notifications from Comm Office</p> <p>KUGS too songs</p> <p>Work study photographers</p>	<p>Lack of real website or integration with AS website undermines credibility and accessibility</p> <p>Lack of response from AS employees</p> <p>Lack of continuous understanding about role by Editors leading to lack of voice, frustration</p> <p>Location in PC is less than ideal, easy to forget about</p> <p>Low staffing hours budgeted for writers</p> <p>Conflicting and confusing job descriptions and mission statement</p> <p>Confusing relationship with covering AS Board</p> <p>Feel like AS employees confused about role / how to take advantage of our coverage</p> <p>Lack of codified reporting/editing training</p> <p>Office hours during business hours don't always reflect best times to do work</p>

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External	<u>Trust in reporting brand</u>	<u>Lengthy routine schedule inhibits timeliness</u>
	<u>Cross campus distribution</u>	<u>Low social media following</u>
	<u>Claim to student voice</u>	<u>Competition for writers + photographers with Western Front</u>
	<u>Trust from community we cover</u>	<u>Struggle for relevance without strong news reporting</u>
		<u>Transition to digital-first media landscape</u>