What is the long-term vision of Student Media?

We will strive to become the Pacific Northwest's preeminent student media program, one that maintains a national reputation for excellence. We want to become a destination program for media students who wish to train in a vibrant urban setting at the forefront of intellectual and creative culture in the region.

At the heart of this vision is an emphasis on leadership development and social change. Our success will be measured, not simply by the abilities of our students, but by their preparedness to be mindful contributors to their professional fields and to their communities.

What are our values?

We operate under the values of SALP, which houses Student Media:
- Integrity - Ensuring that our actions reflect our words, especially when it comes to being active listeners, honest, accountable, and respectful.
- Student Centered - Full awareness of the responsibility that SALP has to help students actualize their full potential.
- Education and Growth - Supporting students by equipping them with the skills and knowledge needed to meet the challenge of applying in-class principles to real-life situations.
- Community - Intentionally creating an atmosphere that encourages students to discover and express all aspects of their identity, to make meaningful connections with others, and to have fun.
- Continuous Improvement - Seeking and incorporating feedback and best practices.

Additionally, the following values guide our operation as we continue to evolve:
- Media as a public good - We strive to minimize the influence of corporate agendas, providing an approach to media that emphasizes benefit to society.
- Independent and critical thinking - We encourage our students to question basic assumptions that challenge hegemonic constructions.
- Innovation - We encourage exploration of not just what is, but what can be.
- Diversity and Inclusion - We welcome and respect all students and the marginalized identities they may hold. We actively work to create a safe, supportive and uplifting environment by acknowledging and working against systems of oppression and injustice.
- Web Equity and Accessibility - We create and advocate for digital spaces and content that are equitable for all people, no matter their abilities or demographics.

How much editorial control do professional staff have over content?

Student Media organizations are student-run, and professional staff do not make any editorial decisions. There is no prior review of content by professional staff before publication, only discussion and guidance about general concepts, particularly related to media law and ethics. Detailed feedback is provided only after publication to ensure full protection of students' [First Amendment rights](). Additionally, we adhere to the advisor's [code of ethics]() from the College Media Association.

What if I want to give feedback on something that was published?

If you have questions or would like to provide feedback on something that was published, contact the editor/manager of the publication directly. If there was a clear factual error, the publication is ethically obligated to issue a correction. If something was technically correct, but still problematic due to context or possible misinterpretation, the publication may decide to issue a clarification statement. If there were no factual errors or potentially confusing material, but you are still concerned with some element of the content published, please remember that the more specific your feedback, the more effectively the issue can be addressed by publication if needed. Of course, our organizations would also love to know what they're doing well!