

CAMPUS PAPER MANAGEMENT: CHALLENGES, OPPORTUNITIES, AND ITS ROLES

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The campus paper plays a vital role as a platform for free yet responsible speech within the Philippine educational system. Gladie Natherine Gascon-Cabanizas (2023) mentioned that the student publications' awareness helps them become informed decision-makers for the community. While it is the campus journalists who are at the forefront, guiding these young minds are the individuals who serve as their mentors – the student publication advisers.

According to Republic Act No. 7079 Section 6, the publication adviser is selected by the school administration from a list of recommendees submitted by the publication staff. Their function is strictly limited to providing technical guidance. While this limits the scope of campus paper management, it also creates opportunities to go beyond this by empowering and training young journalists and bridging the gap in community engagement.

Effective campus paper management is crucial as it leads to the overall success of the school newspaper. According to an article provided by MakeMyNewspaper.com, a school paper adviser must strike a balance between controlling the work and allowing students to create their own newspaper that appropriately reflects the student body's viewpoint. Essentially, student publications have the same rights as other student organizations. The primary distinction is in the specific tasks and functions assigned to each party. The main objective of student publications, as stated by Ruby T. Campos (2022), is information transmission, providing readers with updates on events at the school and in their area.

Advisers for school newspapers are not exempted from challenges either. They also deal with limited resources including budget and equipment, deadlines, constant change of trends and traditions, and the fast-changing evolution of media practices. Ann Arcissa A. Nilooban (2019) conducted a study which revealed that school paper advisors encountered various management challenges during the establishment of campus journalism. These challenges encompassed aspects such as budgeting, planning, organizing, staffing, directing, coordinating, and reporting. When the adviser of the school paper makes the commitment to responsible campus journalism, the school paper management journey officially begins. Even while mentoring future journalists can be difficult, it pays off when students show a strong interest in and commitment to becoming a campus press. The ability to make significant contributions to the community with the knowledge and skills they acquire will make them value the lifelong learning.

As campus plays a significant role in building community by promoting a sense of curiosity, accountability, creativity, and civic engagement among young journalists and readers. As the campus press landscape evolves over time, under the guidance of student publication advisers, the voices of young minds will continue to be heard – one story at a time.

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