

CONA Media Organizational Chart

Media Director (MD)

college student responsible for maintaining YMCA core values, branding standards and overseeing all media processes. Produces or oversees production of one newspaper prior to the conference for distribution on the first day of the conference. Selected year previous from senior delegates by media advisers with input from media delegates.

Broadcast Production Manager (BPM)

oversees filming and editing of debate for use on YouTube. Chooses content for daily broadcasts, sets deadlines, oversees production of materials, and keeps broadcast delegates on task. Oversees production of closing slide show and video. Student elected at the conference by fellow media delegates.

Preferably has previously served on CONA media staff.

Editor-in-Chief (EIC)

assigns and chooses content for printed paper, sets deadlines, oversees production, keeps print media delegates on tasks. Works with the SMM to ensure all YMCA appropriate stories are published. Works with BPM & PE to develop closing slide show and video. Elected at start of conference by fellow media delegates. *Must have previously served on CONA media staff.*

Social Media Manager (SMM)

Chooses content for social media platforms, manages the blog, twitter, facebook, instagram (in cooperation with PE), etc. and works with the EIC to ensure all YMCA appropriate stories are published and referenced on social platforms. Student elected at CONA by fellow media delegates.

Script writer

works with the BPM, anchors, and reporters to create appropriate, engaging stories for daily news broadcasts.

Tech support

works with the rest of the broadcast team to ensure daily deadlines are met by offering technological knowledge and expertise.

Photo Editor (PE)

receives still photos from all sources, organizes and archives photos, edits photos and works with MD, EIC and SMM to push best photos to the print, social media and broadcast (if needed) areas. Manages instagram account in cooperation with SMM. Provides BPM with photos for closing slide show. Student elected at conference by fellow media delegates.

Layout Editor

works with MD and EIC to ensure YMCA brand standards are followed while successfully creating dynamic layout for printed media. Student elected at the conference by fellow media delegates.

Copy Editor

works with EIC and staff writers to ensure all stories use proper grammar and adhere to YMCA core values. Selected by EIC.

Anchors/reporters

act as "on-air" personalities for broadcast purposes while working with the rest of the broadcast team to help create engaging and insightful stories. Can fill other roles on staff as well.

Staff Writers

works with the EIC, Copy, & Layout editors to report on various conference events, offer unique perspectives and meet daily deadlines.

Photographers

almost all media delegates should act as photographers in some capacity to ensure well rounded and complete photographic representation of the entire conference. Any photography media delegate must also write for the print, blog or social media channels.