

PEER TO PEER

Student Life in Washington Square and Beyond

Bringing Back an Old Standard

Through a new print publication, NYU Stern undergraduates are exploring the student experience, building pride, and engaging the community

By **Karl Brisseaux**

The Gould Standard, Stern's undergraduate student newspaper, was founded during the spring 2012 semester. However, it embraces a medium whose demise has been predicted for several years.

Maria Xing (BS '15), the newspaper's editor-in-chief, said that although *The Gould Standard* is available online, the newspaper's executive board felt it was important that the publication was available in print as well.

"In a sense, the newspaper is like a yearbook," said Xing, a Stern senior whose concentrations include finance and marketing. "It's a physical copy – something students can keep forever – and we distribute the newspaper so that it's available and visible throughout Tisch Hall."

The idea was conceived by Lin Ling (BS '14), the paper's first editor-in-chief, while she was having lunch with Stern Undergraduate College Dean Geeta Menon in her junior year, together with several other students. Ling thought that *The Gould Standard* would be a great way for her peers to feel a sense of pride about Stern. Dean Menon encouraged Ling and her friends to investigate whether there was traction for this idea.

"In this digital age, I was surprised that a print newspaper would have appeal among this generation of undergraduate students," said Dean Menon. "However, the idea that a physical paper planted strategically at elevators and other public areas would encourage students to pick up a copy and read was an intriguing one. Additionally, I thought it was a great idea for generating Stern pride and a feeling of community. I'm always happy to see students take pride in the school. It can be a really powerful community builder."

Today, *The Gould Standard* has a strong team of students working on all aspects of the newspaper's execution. A design team works alongside the editorial staff to execute layouts, and students map out a distribution and marketing



Undergraduate College Dean Geeta Menon, student Maria Xing, and Professor Jeffrey Younger take a look at the latest issue of *The Gould Standard*.

plan to spread the word about each issue.

In the fall 2014 semester, Stern Professor Jeffrey Younger joined *The Gould Standard* as its faculty adviser. He has helped the newspaper's executive board take steps to develop long-term strategies to ensure *The Gould Standard's* longevity, especially as the current executive board graduates over the next few years, and also advises on editorial strategy.

"One of my goals has been to encourage students to move from summary to analysis in their writing," said Younger, who teaches management communication at Stern. "They have done a great job focusing on issues that are important to students." Recent issues have covered the roles women take on in the business workforce and student entrepreneurs, among other topics.

"Professor Younger has been great. He's helped bring a lot of structure to our organization," said Xing. "Each meeting starts with updates, then we pitch ideas and break out into sections and teams to discuss editorial, design, communications, marketing, and distribution strategy."

Xing, who graduates in May 2015, came to Stern with a passion for writing; in high school, she took creative writing classes at a local university in Iowa. She also serves as a digital media correspondent for Liverpool Football Club, publishing original content for the soccer team's website.

"Writing is important, no matter what field you end up in," said Xing. "I enjoy writing about soccer, but I also wanted to focus specifically on business writing, and through *The Gould Standard*, Stern provided a great opportunity to do that."

"There are lots of parallels between business writing and journalism," said Younger. "Both are about getting to the point and recognizing that you need lots of evidence to support your claims, and you have to structure your arguments logically and produce engaging content. The students have done a great job of that." ■