
#TheRealUW



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

A Story a Day

Prepared for: Office of the Chancellor, Dean of Students

Prepared by: [REDACTED]

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EXECUTIVE SUMMARY

Context and Objective

As a result of recent happenings on campus, UW-Madison has experienced a wave of negative commentary accompanied by a rise in racial tensions on campus. The Real UW movement is an attempt to combat this negative tide and show the beauty of diversity and unity on the UW campus. To further the impact of The Real UW movement and amplify its effect I propose the creation of a monthly journal that highlights the stories and backgrounds of students on campus.

The Real UW movement has achieved great success in raising awareness of racial slurs and the harmful effects they may have. The journal I am proposing will take this one step further by telling the actual stories of the students and allowing them to voice their opinions. I chose to refer to this journal as A Story a Day. It can act as a safe and open medium for students to connect and better understand one another.

Goals

The University of Wisconsin-Madison is home to over 40,000 students. A campus this large provides for infinite possibility. However, it can also cause stratification and a lack of a unified student community. The student journal I am proposing will help to bridge this gap and create a more unified and understanding student community. It will act as a constant reminder to step outside one's comfort zone and see the world from another's perspective.

The ultimate goal of A Story a Day is to create a more understanding and accepting student body by connecting students in this journalistic medium. I believe that the UW campus is filled with very bright students with different backgrounds and stories to tell. All students on campus can benefit from the stories of others. As of now, there is no all-encompassing, University sponsored medium to highlight the stories and backgrounds of students.

Project Outline

A Story a Day will take the form of a small booklet to be published monthly and distributed to students at different locations on campus. However, the print form will not suffice to fulfill the objectives of the Story a Day project. As such, I have proposed other forms of publication to amplify the effect of the project on campus and to encourage the greatest possible number of students to participate.

- The print form: as previously stated, the print form will be a small booklet, published monthly with a different student's story occupying each page. To increase the personality and readability of the booklet, each page will have a picture of the student being interviewed and a short one paragraph blurb, articulating their story and the message they wish to relay to students on campus. [REDACTED] and have experience interviewing and writing stories in this manner.
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- The social media platform: One of the easiest and quickest ways to reach out to and connect people is social media. As such, I believe University sponsored Instagram, Facebook, Twitter pages etc. for the A Story a Day project will help maximize the positive impact of the project on and around campus.
 - Instagram is an excellent medium for quick previews of what is to be published in the monthly journals. Furthermore, video footage from interviews with short soundbites can be included to make the overall presentation more personal and effective.
 - Facebook is the most successful medium for media sharing and will help to make the journal and its contents known on campus.

Conclusion

Finally, I believe a project like this is absolutely necessary at this point in time on the UW campus. Such a journal will allow UW to lead a movement that encourages student connectivity and highlights diversity. It is at Universities where students work to turn themselves into the people they will be in the professional world. The habits we form at University will stay with us for the rest of our lives and it becomes very important to teach students to keep an open mind. With a campus as big as the University of Wisconsin-Madison, it is hard to create programs to teach this idea and reach the greatest number of students on campus. The model I am proposing will maximize impact by reaching out to students through multiple mediums and bringing them together in one cohesive project that will complement The Real UW movement.

On a more personal note, [REDACTED], I know what it is like to have insensitive comments thrown at you. More often than not, these comments are not meant with malice, they are merely the result of voluntary ignorance. For a campus like UW, where many students go to school in the state they grew up in, “different” can become synonymous with “wrong”. The UW mission statement reads:

“The primary purpose of the University of Wisconsin–Madison is to provide a learning environment in which faculty, staff and students can discover, examine critically, preserve and transmit the knowledge, wisdom and values that will help ensure the survival of this and future generations and improve the quality of life for all.

The university seeks to help students to develop an understanding and appreciation for the complex cultural and physical worlds in which they live and to realize their highest potential of intellectual, physical and human development.

It also seeks to attract and serve students from diverse social, economic and ethnic backgrounds and to be sensitive and responsive to those groups which have been underserved by higher education.”

I believe that a journal like the one I am proposing can help bring us closer to this ideal. [REDACTED]

[REDACTED], I am prepared to work tirelessly to conduct interviews, transcribe them, and create a story students on this campus can learn from. I experience the UW campus every day and nothing would make me happier than to help others feel safe and at home at UW. I hope after consideration you will allow me to make this project a reality
