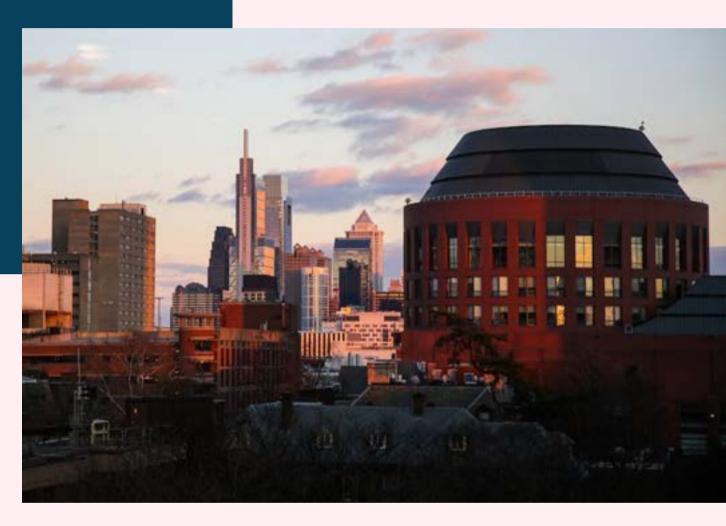
# 2023



# The Daily Pennsylvanian Dyaa JUNE REPORT



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### JESSE ZHANG, C'24 **PRESIDENT**

When I began my position as President six months ago, I was told that this would be one of the hardest jobs I will ever hold.

Sure enough, they were right. From building out a nascent marketing campaign to late nights working on the budding DP Foundation, the job proved to be taxing. Though what came was also a deep sense of pride, fulfillment, and gratitude for those who make the Pink Palace a better place to work at every day.

From the outset, we wanted to take a community-driven approach to everything we do: writing what those around us need to know. I am proud of our news team for revealing Penn's dining hall health code violations, prompting a response from the University. 34th Street Magazine solidified its process of producing the new monthly issue, creating a resounding campus presence. The analytics team is helping our editors better understand our audience through their newly built metrics dashboard.

We also strive toward expanding the DP's presence beyond Penn, meeting our readers where they are. Our marketing executed several campaigns that not only engaged current Penn community members but prospective families as well. The business department is developing several initiatives to collaborate with local business as well as other college newspapers. We have also seen a higher level of communication between the DP with Philadelphia media organizations.

In addition, the newly established DP Foundation will serve as a hub for our strategic planning and alumni engagement. Through the foundation, we are hoping to safeguard the DP's future by setting long-term goals and integrating the organization with the age of cyber media. The foundation will also serve as another portal for alumni and students to engage one another, concretizing mentorship and guidance.

Lastly, we witnessed some exciting news in the alumni community. The DPAA welcomed its new President, Peter Canellos, C'84, who is looking to bring all of you together to better support the students of the DP. I have also had the pleasure of hearing from many of you, not just through the bi-weekly Pink Palace newsletter (which I hope has been enjoyable) but by you reaching out for your love of this 139-years-old startup.

Thinking back to those early days at bootcamp in January, I can now confidently say that we are closer as a community and better as journalists, managers, and friends. It remains my honor to serve as the DP's president this year, and I look forward to working with more of you in the coming months to guide our students and create a vibrant alumni community. I hope, at the end, we all leave the Pink Palace a little better than we found it.







In my first weeks as head of the DPAA, I've been amazed by the number of alumni who've shown an interest in getting involved in DP activities. My response is always the same: Please do, and don't wait for an invitation. This is a challenging time at all levels of journalism, as we strive to seize the potential of the internet, build new business models and adapt content to meet the needs of emerging audiences. Nowhere is this more true than on campuses, where the next generation is establishing its own information channels and preferences.

Our goal at the DPAA is to create new vehicles to make it easier for alumni to share their enthusiasm and expertise. We're busy formulating a new committee structure, including mentorship and journalistic advice (headed by Stefan Fatsis, C'85, Mike Wisniewski, C'13, and Amanda Suarez, C'16), digital innovation (overseen by Hillary Reinsberg, C'11), diversity (chaired by Olivia Doherty, C'05), and our annual conferences (Lauren Feiner, C'17). We are also creating a new Young Alumni Initiative, dedicated to building continuity between the current staff and its immediate predecessors, and also bringing the perspective of more young alums into all our committees. The President of the 138th Board, Alessandra Pintado-Urbanc, C'23, has agreed to lead that initiative. And we are bringing together a committee on the alumni experience, whose first order of business will be to plan a reunion celebration for our 140th anniversary in 2024. Mary Ellen Huesken, C'86, is taking the reins.

If you have interest in any of these areas – or just want to offer your time more generally, please feel free to reach out to me, Steven Molberger or any of our dedicated committee chairs. It's a chance to build on the legacy of your own time at the DP, and to create a stronger institution for the future.



### **DPAA COMMITTEES**

#### MENTORSHIP & JOURNALISTIC ADVICE



Amanda Suarez, C'16



DIGITAL INNOVATION



**DIVERSITY** 



**ANNUAL CONFERENCES** 



YOUNG ALUMNI INITIATIVE



**ALUMNI EXPERIENCE** 





Hi DP Alumni!

To begin, I would like to highlight this year's fellows cohort, which consists of four talented students selected from a large pool of applicants who wished to participate in a program that empowers those from historically underrepresented backgrounds. Alumni and I have revised the program to provide structure and support to ensure our fellows have the best possible experience.

In addition, participants of the diversity committee, student leaders throughout the organization, and our fellows have made significant progress on projects to restart our affinity group program, document our institutional history, provide opportunities for our BIPOC staffers, track the demographics of our sources, and contribute to reflective workshops.

Meanwhile, managers, editors, and I have ensured that every department has received training on how to be inclusive in their work through individualized workshops.

I am so proud and excited that staffers, alumni, and prostaff alike have a shared interest in advancing diversity and inclusion within the company. I look forward to the semester of hard work ahead.

# MATTEO BUSTERNA, C'25 DIVERSITY & INCLUSION DIRECTOR



# The current fellows with Matteo at dinner!

Special shoutout to their alumni mentors: Amanda Suarez, C'16, Julia Rubin, , Martin Siegel, C'77, Olivia Doherty, C'05, and Seth Grossman, C'01.



(From left to right) College junior Oscar Vasquez, College first-year Angele Diamacoune, College sophomore Nethra Wickramasinghe, and Wharton first-year Dalila Gafar.



This year's fellows hail from places across the United States and the globe. They are interested in working in a wide variety of departments across the DP, Inc. from writing for the Daily Pennsylvanian and 34th Street to working with cross-publication departments and business.

Wharton first year Dalila Gafar, who hails from Semey, Kazakhstan, is studying business, entrepreneurship, and business analytics. She will join the business department as a consulting staffer.

"As an international student with an interest in the media industry, I was both drawn to the idea of working on a DEI-based project and fascinated to learn how it is tackled at an established student-run news publication," Gafar said. "For me, this is an amazing opportunity not only to connect my interests with my current on-campus involvements but also to gain invaluable work experience."

College junior Oscar Vasquez, who comes from Chicago, is studying communications and design. He is a returning staffer in the photo department. Vasquez said he is excited about the opportunity to connect with a mentor from the DP alumni network.

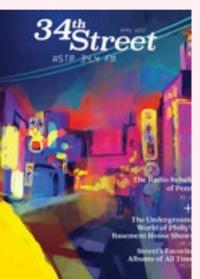
"I'm also looking forward to working with my mentor to learn more directly from an industry professional on the ways in which I can advance and improve my own media content production," he said.

College first year Angele Diamacoune from Allentown, Pennsylvania is studying communications. She will join Street as a staff writer and is working on creating an archive documenting the DP, Inc.'s institutional memory - a collection of its triumphs and failures throughout its more than 138-year history.

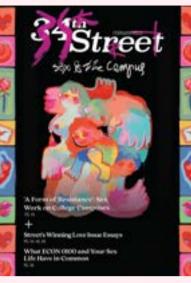
"I am excited to take up the institutional memory project because it's really important that acknowledgment is held for how the DP wasn't perfect in the past so that we can be better in the future," Diamacoune said.

College sophomore Nethra Wickramasinghe is a transfer student from Sudbury, Canada, studying political science. She will join the sports department as a staff reporter.









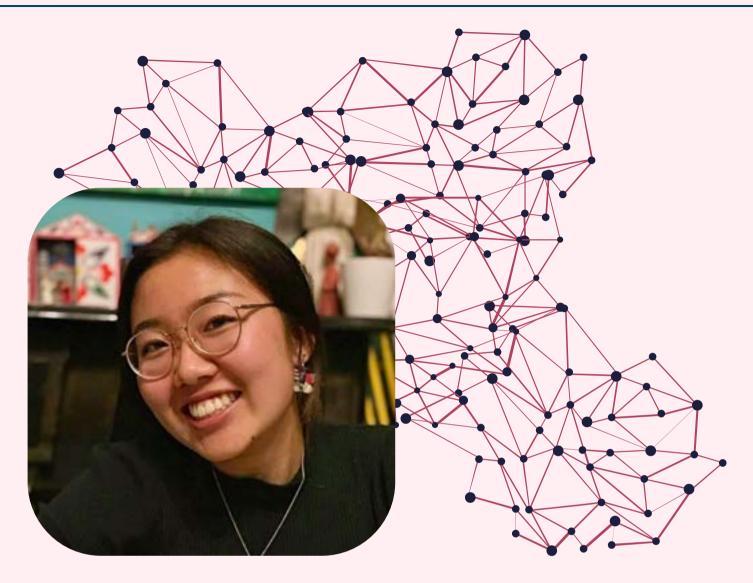


# WALDEN GREEN, C'24 34TH STREET EDITOR-IN-CHIEF

Leading 34th Street this year has been far and away the most rewarding part of my time at Penn—and we're not even halfway done. Our writers, editors, and designers have been able to give voice to the passions and preoccupations—sex, music, failure, mental health, growing up—that define our undergraduate experience. Now in its second semester as a glossy, monthly magazine, Street has never looked better, and we've distributed thousands of copies directly into the hands of Penn students.

On the digital side of things, we've rebranded our newsletter (which you should absolutely be subscribed to if you aren't already). The Toast is delivered to subscribers' inboxes three days every week, and is hosted by our section editors and digital managing editor. In addition to being a great entry point for our content, it's a fantastic way to get to know our current team. We also have a very exciting website redesign coming down the pipeline, so be sure to keep an eye on 34st.com when the beginning of fall rolls around.





# GRACE DAI, C'25 ANALYTICS MANAGER

Serving as the Analytics Manager for the DP was an experience that was both gratifying and educational. From bringing in guest speakers from the New York Times Subscription Growth team to conducting our first ever NLP-driven content analysis, the team was engaging in different tasks every week. We also heavily focused on social media analytics this semester, creating a framework for monthly social media metric tracking.

Outside of the Analytics Team, getting to work with the other Business Managers made me feel and see the impact of our work, not only as a team but as a company. Hearing about the constant work of the Marketing, Engineering, and Product Teams at our weekly board meetings highlighted the importance of responsive and dynamic analytics, pushing me to also think about innovative ways in which we could better understand our audiences. With a culture of continuous growth and improvement, I am excited to continue working for the DP in the fall semester.





As we reflect upon the past year, I wanted to take a moment to express my deepest gratitude for your unwavering support, both in terms of your generous financial contributions and your invaluable volunteer hours. Your dedication and commitment have played a vital role in the continued success of The Daily Pennsylvanian.

Alumni support will continue to be the fuel that keeps the DP fires burning. Looking ahead, I am excited to share some important updates regarding our organizational transformation for the upcoming year. We have several significant initiatives in the pipeline that will shape the future of the DP and ensure its relevance in the digital age.

First and foremost, I am thrilled to announce that the DP will be on the move soon. This ambitious endeavor aims to provide the DP with a modern and state-of-the-art facility, equipped with cutting-edge technology and resources to support our student journalists and operations. Your support will be instrumental in making this vision a reality, and I am confident that together we can create an inspiring space that fosters creativity and excellence as well as properly pay homage to our unmatched history and important legacy. We will provide additional details as soon as we are able, once the purchase has been completed and our confidentiality agreements expire.

In addition to the physical transformation, we are embarking on a new organizational plan for the future, with a strong focus on digital media and new, diversified revenue streams. The way news is consumed continues to evolve rapidly, and it is imperative that we adapt to these changes. The DP continues to deliver award-winning student journalism and editorial experiences. Our goal is also to ensure that the DP remains at the forefront of digital innovation, reaching our audience through apps, newsletters, websites, podcasts, and other digital platforms.

I am immensely proud of the DP's legacy and its enduring impact on the lives of countless students. It is a testament to the unwavering dedication of our alumni community. As we navigate the evolving media landscape, I believe it is incumbent upon us all to ensure that the DP remains a vibrant and influential force in the realm of student journalism.

In the coming year, I invite you to join us on this exciting journey as we shape the future of the DP. Your continued involvement and support are critical to our success. Whether through financial contributions, mentorship programs, or sharing your expertise, your participation will make a significant difference. Every dollar and every volunteer hour counts, and together we can empower the DP to thrive in this new era.

Thank you once again for your incredible support and for being an integral part of the DP family. Together, let us forge ahead and create a legacy that will inspire generations of students to come.













STRATEGIC BUSINESS ADVISORY BOARD (SBAB)

The Strategic Business Advisory Board (SBAB) is fully committed to providing comprehensive support to DP business students across all facets of the business domain, ranging from ideation to successful implementation and beyond. With the primary objective of furnishing DP students with a valuable platform, the board strives to equip them with the necessary knowledge, skills, and connections essential for triumph in the dynamic world of business. To achieve this, the SBAB has devised specific initiatives and programs aimed at assisting DP students:

#### Alumni Pitch, Approval, and Allocation Program:

DP students are encouraged to present their innovative business ideas to the SBAB for successful approval and the allocation of resources and funds to facilitate the realization of the students' DP business ventures.

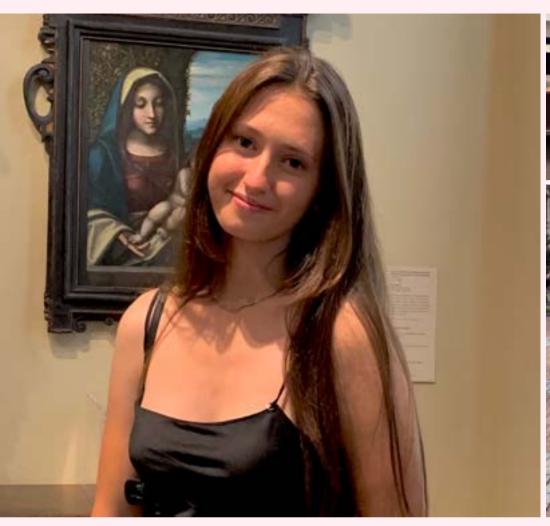
#### **Exploration of Revenue Generating Opportunities:**

The SBAB undertakes comprehensive research to identify promising revenue-generating avenues for the DP and its students.

#### **Learning and Professional Development:**

SBAB members will organize, host and participate in a series of panel presentations, discussions, and other educational events.

By joining forces with the Strategic Business Advisory Board, DP students gain access to a plethora of invaluable resources, mentorship opportunities, and platforms that are pivotal for their growth and accomplishments in the field of business.







# MARKETING MANAGER

As a member of the marketing department from the fall of my freshman year, I always knew that the DP offered an unparalleled sense of community. My tenure as marketing manager has affirmed this sense of community and allowed me to develop skills in planning and management.

After completing a successful recruitment cycle for the DP, we welcomed five new members to the marketing department. With our small team, we conducted a readership survey to gain valuable insights into our readership base, organized focus groups to receive feedback on the DP+ app, and promoted our newsletters to generate over 800 new subscriptions! In addition to these more tangible goals, the marketing department really became a supportive and collaborative environment that fostered both creativity and connections among staffers.

I look forward to leading this team to promote the DP's content and continue to make the marketing department both a fun and educational experience. Working at the DP has been one of my most valuable experiences at Penn and I hope to make it a great experience for my staffers too.









# ABHIRAM JUVVADI, C'26 NEWS PHOTO EDITOR

Wow. Just wow. Looking back at this past year, I've had a blast working with the DP.

I had the privilege of serving on the Internal Board of Editors. Coming into the office for newsletter ranking was by far the most exciting part of my day—I felt like I was a part of a team enacting real change in the community. Wednesday print production nights were even more fun (albeit did get a little stressful at times), making a draft of the print paper and editing the news photos while lounging on the Pink Palace sofas. I thoroughly enjoyed working with everyone and was delighted to pick up a copy of the paper every Thursday morning: a testament to the work the team had put in.

Breaking news... As we say, "when it rains, it pours"! The Slack notifications would often rush in the middle of the day with the news team working so diligently to bring a piece together. It was these moments where I really felt the impact of my job, where I was tasked with shooting and editing photos in a time crunch!

From the collaborative nature of the company to the opportunities to capture significant moments, the DP has been an incredible platform for my growth. Through each assignment and interaction, I have gained a deeper understanding of the power of visual communication and its ability to evoke emotions, spark conversations, and create a lasting impact.

Onto the next year!



It is you, the torchbearers of our mission, who hold the key to our organization's future.

In this era of rapid media evolution, we stand at a pivotal crossroads. Our mission demands innovation, creativity, and a relentless pursuit of excellence. Together, we possess the potential to take the DP to new frontiers, redefining the very essence of student-run media.

Why settle for mediocrity when we can surpass all expectations? The DP's destiny lies in the hands of leaders like you – former DP staff members who understand the power of media in shaping minds and influencing the world. Our concerted efforts and dedication can leave an indelible mark on Penn's landscape and extend far beyond all our expectations.

Achieving this feat will require increased and ongoing philanthropic support from those who have been impacted and benefited most from their time and association with the DP. If those who truly understand our mission and "majored in the DP" do not provide for our organization, then who do we expect will?

Our DP ADVANCES annual campaign has grown to become a vital endeavor that helps to sustain the core operations of the DP. By supporting the ADVANCES campaign, you empower us to continue delivering the highest standard of journalism, maintaining our print and digital platforms, and fostering an environment of growth and learning for our talented student journalists.

Furthermore, we are on the brink of launching the public phase of our DP FUTURES capital campaign, an initiative that seeks to secure the resources necessary for our organizational transformation. Through the FUTURES campaign, we aim to renovate a new home that will serve as the center for student media at Penn, house our operations, modernize our newsroom facilities, and fortify our endowment and financial stability for the next 140 years. By joining us in supporting the FUTURES campaign, you directly contribute to the long-term sustainability and expansion of the DP, enabling our student journalists to flourish in the ever-evolving media landscape.

I extend a heartfelt invitation to each of you to embark on this remarkable journey with us. Whether it be through ongoing annual support or a transformative capital gift, let us embrace our collective potential and envision a DP that surpasses all expectations. Your unwavering generosity and dedication will propel the DP to extraordinary heights. Together, we will champion the power of independent journalism, secure our legacy and continue to shape the minds and perspectives of generations to come.

Thank you to those who continue to answer the call for our students and organization. If you have not yet, please do not hesitate to be in touch to discuss the most appropriate ways for you to give to the DP.

Molberger@thedp.com or 215-422-4645.



### **DONOR SPOTLIGHT**

We extend our gratitude to the following individuals whose generous contributions to the **DP ADVANCES** annual campaign have played a vital role in advancing our mission in the past year.

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