

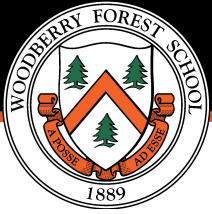
# WOODBERRY FOREST SCHOOL

## Balancing Student Leadership with Adult Expectations in Student Media

# WFSPN

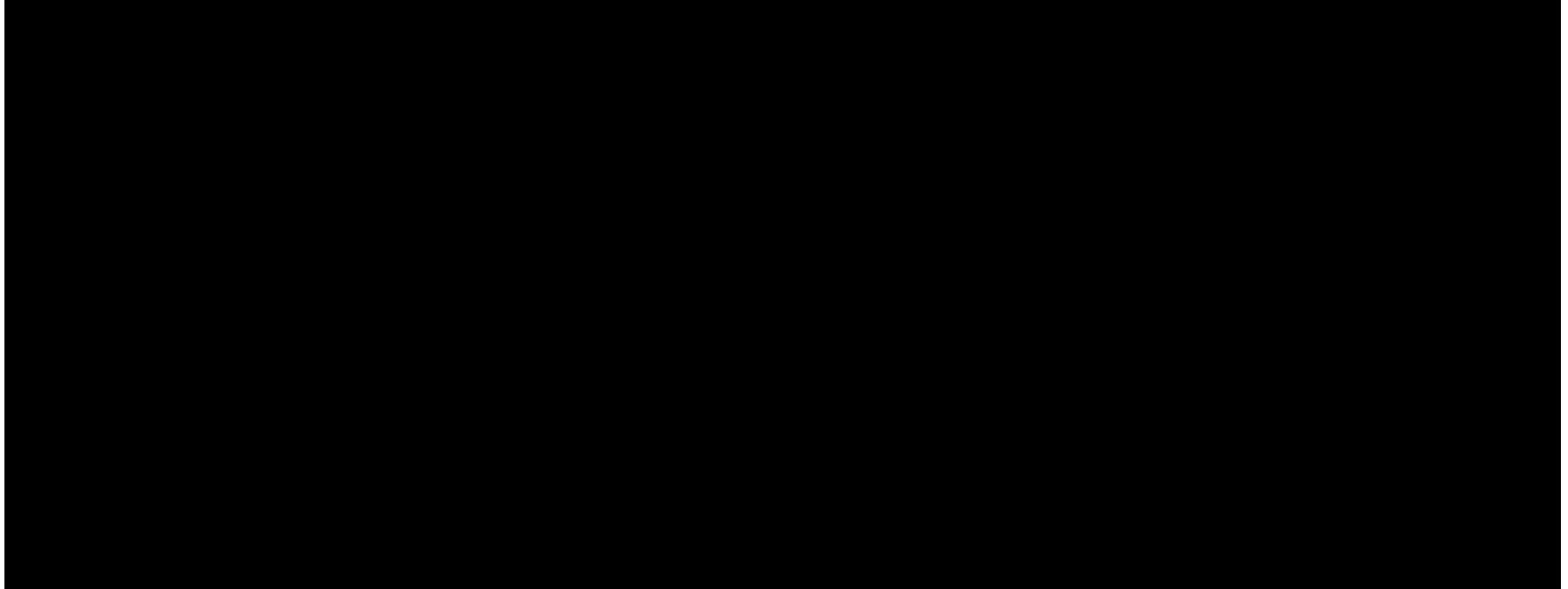
WOODBERRY FOREST SCHOOL PRODUCTION NETWORK

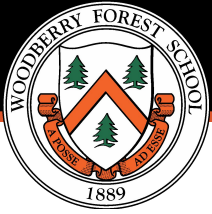
Jacob Geiger  
Director of Strategic Communications  
Faculty Advisor to WFSPN  
Woodberry Forest School



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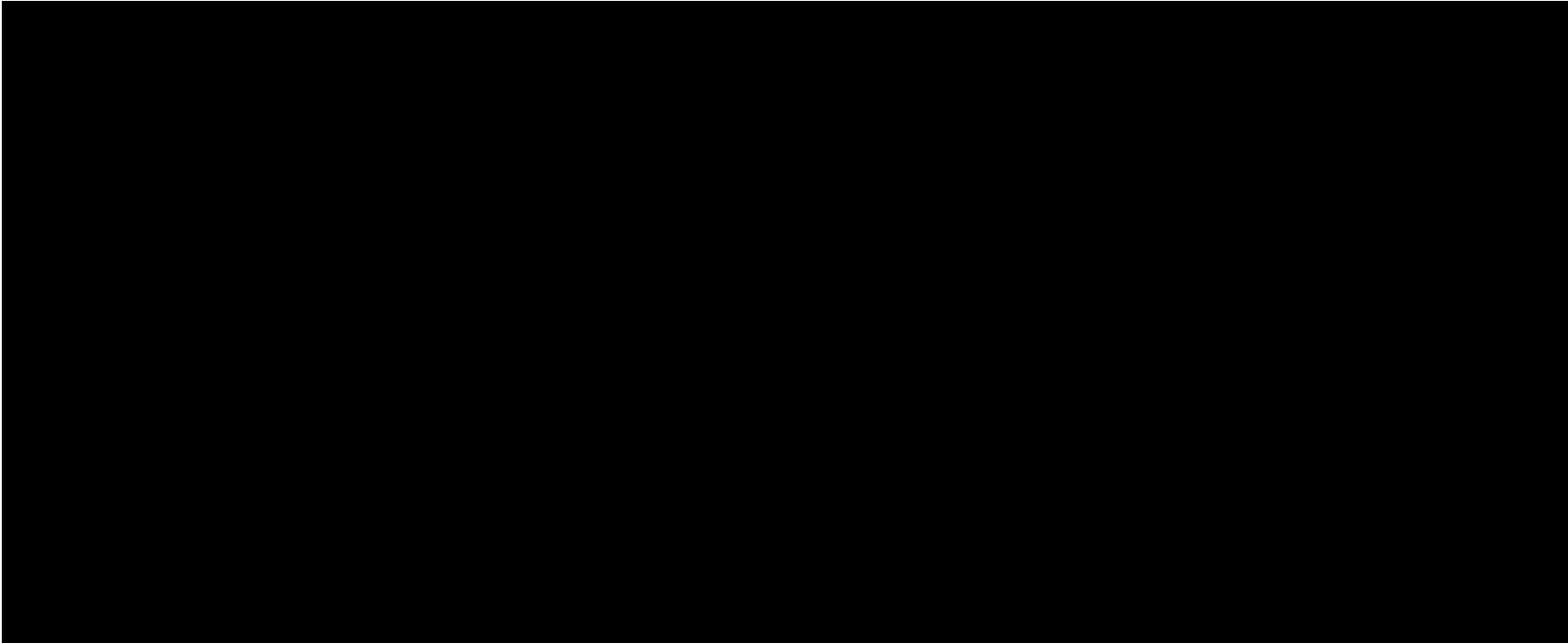
What is WFSPN?

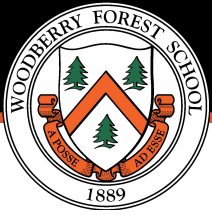




# WOODBERRY FOREST SCHOOL

What is WFSPN?





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## What is WFSPN?

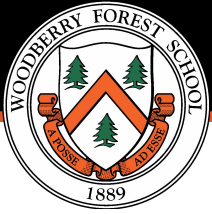
The Woodberry Forest School Production Network.

Started in fall of 2015 by Gray Robertson, then a Woodberry sixth former (and now a broadcaster and communications major at the University of Alabama).

A student-run organization, led by a board of 6-8 students, advised by faculty.

Online radio and video broadcasts of school sporting events, primarily, but also certain campus speakers or events.

Funded by an initial gift from a parent, now by a small bequest or with money from Communications office.



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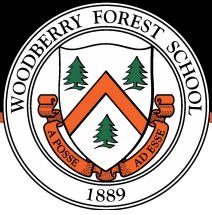
## The Challenges

WFSPN is popular! Both a good and bad thing.

Coaches or parents get mad if their sport isn't featured as much as other sports (this could be due to student availability, logistics, and perceived fan interest).

The Admission, College Counseling, and Development Offices want to use WFSPN to promote their programs and activities — free labor and publicity.

Disagreements about how “professional” WFSPN should be.



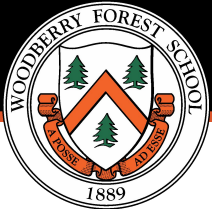
# WOODBERRY FOREST SCHOOL

## When have we run into trouble?

When adult leaders demand coverage rather than asking the boys.

When departments/offices around campus ask the faculty advisor (me) for something rather than asking boys and want me to be the messenger.

When boys get stubborn and feel like adults are demanding and dictating coverage. If the boys aren't invested in the project, the end product is not good.



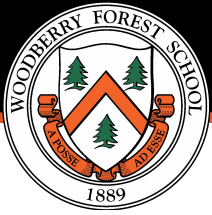
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## When have we had great success?

When a coach, teacher, or administrator approaches the student leadership of WFSPN to ask for help with a project.

When the adult takes time to get buy in from the boys, explaining to them why their help is needed and how it will make a difference to the school.

**The best example:** OneWoodberry... our 24-hour fundraiser for the Amici Fund (Woodberry's annual fund). The past two years, WFSPN has been a key part of One Woodberry's success.

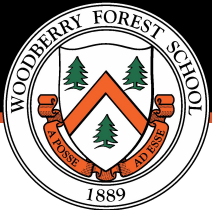


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When have we had great success?







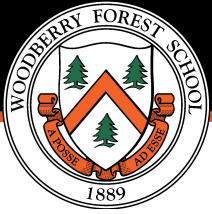
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## Some conclusions

The balancing act never ends. The best results come when both the students and adults show flexibility.

Sometimes a good solution when there are school needs but a lack of student interest or availability is to use the WFSPN platform/equipment but let adults (me or other members of the communications staff) run a broadcast.

If you engage with students and show them how WFSPN can help advance school programs, and why you want to work with them, you can get a good response and a good product.



# WOODBERRY FOREST SCHOOL

## Questions and Discussion

You can learn more by visiting [www.wfspn.org](http://www.wfspn.org)

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# WFSPN

WOODBERRY FOREST SCHOOL PRODUCTION NETWORK

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