

Producing Award-Winning Content for McClatchy Co.

Need:

McClatchy Co.-owned media organizations such as *The News Tribune* of Tacoma, *The Olympian*, the *Puyallup Herald* and the *Peninsula Gateway* of Gig Harbor, need skilled, trained and reliable freelance writers and interns to produce copy for their publications and websites. MediaLab delivers.

Development:

For nearly five years, members of MediaLab have provided copy, photos and video to McClatchy media outlets in the South Puget Sound. Students write on a variety of beats, including, but not limited to, breaking news, community features and sports. Editors and reporters contact MediaLab student team leaders or the faculty advisers with assignment requests. Qualified MediaLab students seize these opportunities to both meet the demands and advance their careers.

Product:

MediaLab students deliver high-quality content. Stories written by MediaLab students are often prominently featured and highly praised. MediaLab students strive to make a difference, and strive to be remembered for their work.