

Think hard about business model

I WAS editor of my campus magazine, *Blurt!*, from March 2007 to March last year, and am an avid reader of student publications.

What vexes me is the lack of investigative journalism by passionate writers who feel for the issues that concern students and are willing to push the boundaries.

What renders our situation more difficult is the smaller pool of journalistic talent in a predominantly business school like SMU, and constant competition with other student clubs for talent. We do not give out CCA points for their efforts too.

What I suggest is a business model to pay them for contributions and reward their risk-taking. This means earning revenue from advertisers and sponsors, and moving away from school funding.

To deliver on the stories that matter, student publications have to think hard about their business models.

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