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FOR IMMEDIATE RELEASE

Lake Front Transformed  
*Lake Front News has rebranded itself to Lake Front Media*

SAN ANTONIO – Our Lady of the Lake University’s (OLLU) official student news group has rebranded itself to Lake Front Media as of the 2022 fall semester. After years of being the Lake Front News, Lake Front has now reformed into a media organization.

In addition to delivering the latest editorial news, Lake Front Media has expanded its services to reach more audiences through public relations, news production, print publication, digital broadcasting and podcasting. As a student-led organization, Lake Front Media is dedicated to educating, entertaining and communicating news to all OLLU students, staff, faculty and the San Antonio community.

“When the new Lake Front team started in the summer, it was always a plan to do some rebranding,” Gabriel Cook, Editor-in-Chief of Lake Front Media, said. “The point is to inform everyone that we are no longer just a newspaper, but we are now a media group.”

As a result of the rebranding, Lake Front Media offers students with more on-the-job opportunities in editorial, public relations and social media roles while they're still in college.

This award-winning organization has reported the latest news to the OLLU community and citizens of San Antonio since 1988 and with the help of a new team, continues to do so with the most recent edition of Lake Life Magazine and the September issue of the digital newspaper as of fall 2022.

If students are interested in joining Lake Front Media, please contact Editor-in-Chief, Gabriel Cook at [gccook19fl@ollusa.edu](mailto:gccook19fl@ollusa.edu) or visit the Lake Front Media’s office, found at Main 219, behind the glass doors of the Veronica Salazar Media Center.

Lake Front Media is a student led media organization at Our Lady of the Lake University (OLLU). Lake Front Media distributes accurate news and information relating to students, faculty, staff and the San Antonio community. In 1988, the first published copy of Steeple Chase hit the OLLU campus and in 1996, the newspaper was renamed The Lake Front. As of 2022, the organization has since then made a transformation from a newspaper to a media group, reaching a broader audience. Lake Front Media now publishes a monthly digital newspaper during the spring and fall semesters and the Lake Life magazine that prints at the start of every fall and spring semester. The organization also publishes a printed black and white graduation newspaper that comes out twice a year and is handed out to the attendees at OLLU's graduation ceremonies. While not all stories get to print, the evolution of multimedia journalism has allowed the Lake Front journalists to expand their reach all over the world through its website and social media platforms. The Lake Front Media website is found at [lakefrontollu.com](http://lakefrontollu.com) which is home to stories written by student journalists and connects readers with links to Lake Front’s ever-growing social media platforms including Instagram and Twitter @lakefrontmedia\_

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