

**Transcend:** *verb* tran·scend \tran(t)-'send\  
To rise above or extend notably beyond ordinary limits

The first time I attended a Production night, I was in the second week of my freshman year. Someone sat me down at a layout desk and told me to design the sports section, sit quietly and try to figure out the answers to any questions I had on my own. I loved The Hullabaloo from day one, but I felt that I was not to speak unless spoken to and that my place for the next four years had already been limited to a corner of the office, doing as I was told. Since then, I have laid out sports, arcade and news, written and reported for news, views and arcade, expanded the design team dramatically, served on managing board, served as a news editor, attended the ACP/CMA conference and received the Impact Award through a vote by my peers. These diverse experiences within the paper, as well as my time abroad trying to maintain my participation in The Hullabaloo have taught me to transcend the boundaries and expectations that we too often inscribe onto our processes. They have showed me how critical the idea of transcendence is to the vitality and prosperity of our newspaper.

#### 1. **Transcend our boxes**

When I wrote my first article as a layout editor, it went across the then Editor-in-Chief's desk and she told me that she could not remember ever having a layout editor write a story. Since then, writing articles has become a regular practice for layout editors, copy editors and photo editors and I feel that trends like these are where transcendence begins.

- There is no such thing as a non-content position
  - i. Everyone should always be at content meetings (with business as an ethical exemption) and should have a say in what we publish and how we cover stories through a substantive open forum process – suggestions and concerns will be recorded and sent out with weekly minutes
  - ii. Each section's managing board representative will get allotted time in board meetings to speak for the interests of their respective teams and also present information that would be useful to others (e.g. Digital Director could show everyone a tool on the backend that might promote online content)
- Semester training sessions and editor training sessions
  - i. All content sections as well as copy, layout, art, photo and business will give presentations once every semester on their processes, how they do what they do, what helps them and what does not so that others will develop better understandings of how all sections and people contribute to the newspaper we produce each week
  - ii. Managing Editor will run editor training with help from Training and Recruiting Coordinator so that editors across sections maintain standards of communication and organization
  - iii. Contracts for board positions and associates will be more standardized and enforced so that everyone understands and maintains their responsibilities
- Hiring for board positions/ associates on a semester basis
  - i. Hiring board and associate positions each semester will increase transparency, allow for diverse experiences, encourage those who choose to go abroad to come back to the paper, discourage complacency and help to solve problems with position burn-out

- ii. Associate hiring and training will also be done on a semester basis and will be more standardized across sections
- General Associate positions will continue with revisions
  - i. General associates will work directly under the managing editor and will check in with other sections according to a rotating schedule
  - ii. By the end of each semester, general associates will have written at least one story for each section

## 2. **Transcend the basement**

Many people in our community feel that The Hullabaloo is not as accessible as it could be to people who are not already involved with it. We need to work strategically to figure out ways to maintain our relevance on Tulane's campus and in the Greater New Orleans community.

- Collaborations with media organizations
  - i. Partnerships with TUBE and WTUL will give us outlets to promote our content and name and foster relationships with these media organizations on campus
  - ii. Collaborations with the Literary Society to publish some of their content online will increase our online viewership and encourage their members to participate in The Hullabaloo
  - iii. Overall strengthening of these relationships will make the Media Board stronger and improve the relationships that all media organizations have with the Tulane community
- Recruit in diverse spaces
  - i. Strategic recruiting will expand our art, design, business, photo and digital sections rather than just focusing on recruiting writers and reporters
  - ii. We will expand on the efforts of Intersections and continue to recruit among organizations like the Office for Multicultural Affairs, the Black Student Union, GENTE, SOAR and others (We will also add a second Intersections Editor)– fostering relationships with these organizations in all sections of the Hullabaloo will make our content relevant and credible to all students
  - iii. We will participate in diversity and intersectional training to make the idea of Intersections a mindset for the entirety of the Hullabaloo
- Getting the Hullabaloo into the hands of as many people as possible
  - i. Continued efforts of passing out newspapers on McAlister every Friday should continue and operate on an organized schedule
  - ii. Allowing for a subscribe option on the website will get us a list serve of people who we can send content and links to directly – we can also use this to sell ad space
- Campus and community relationships
  - i. We will send reps to USG senate meetings for open forums to maintain those relationships
  - ii. We will encourage section editors to organize regular meetings with their community contacts (e.g. News editors with TUPD reps, Sports Editors with Athletics reps, etc.)
  - iii. We can expand on our ad deal with Loyola to create a collaborative partnership with The Maroon staff for content-related resources

## 3. **Transcend our circumstance**

We do not have a journalism program at Tulane and we maintain financial independence in order to stay autonomous and publish what we want. Moreover, journalism all over the world is changing – it is becoming

faster, more accessible and less profitable. These are circumstances that we must learn to overcome if we want to continue to exist.

- Digital team restructure
  - i. We will add the position of Digital Editor onto Editorial Board – this person will run our day-to-day digital endeavors including the creation and maintenance of a section-based daily schedule for online editors to follow regarding their respective section’s social media posts
  - ii. The Digital Director will then be freed up to focus on long-term strategy, the website and how to best utilize our resources to promote content and increase revenue
  - iii. Each content section will designate one online associate and one print associate – the online associates will work directly with the Digital Editor and Digital Director on online content promotion each week
  - iv. We will eliminate the position of Video Producer – in three years, the video team has produced only a small handful of videos and video journalism is moving in a different direction; the online associates and digital team can work with their section editors to shoot, produce and publish videos as packages with articles so that video becomes incorporated into each section rather than a stand-alone team
- Working with other organizations / publications
  - i. Our ad deal with Loyola should be in place by the fall – this will be a productive partnership for business but we can also leverage it into a partnership with our publications as a whole
  - ii. Continuing to attend conferences is important and we will implement a system in which we utilize conferences as networking opportunities to build relationships with other university publications and glean industry knowledge
- Maintaining our monopoly and telling campus stories
  - i. The Hullabaloo is the only legitimate journalism outlet on campus – we must capitalize on this when it comes to recruiting and producing quality content
  - ii. We must also remember that journalism, at the end of the day, is about telling stories – anyone with an interest in telling stories can be a valuable contributor and anyone interested in hearing stories is a potential reader
- Efficiency
  - i. Increasing our efficiency is crucial to transcending our circumstance – I believe that many of the abovementioned ideas will do this
  - ii. The system of section-based daily schedules will improve efficiency and communication among the many teams working to produce the paper each week