

*“Don’t be in a hurry to condemn because he doesn’t do what you do or think as you think or as fast. There was a time when you didn’t know what you know today.”*  
— Malcolm X

It is my personal belief that in order to have the strongest publication possible and produce the highest quality content we must have a strong sense of community and collaboration between our staff members. Importance must be placed upon building strong connections not only between our publication and the community at large, but also with each other as peers and fellow storytellers. I want to work towards a collective product, not a series of stand alone articles and images. In order to build this strong sense of community, I feel we need to move towards a model of creating stories holistically and in a team-based way.

In addition to building a strong sense of community in the Hullabaloo, we need to explore innovative ways of telling stories from all angles. Limiting ourselves by valuing content and the written word above other modes of journalism does a disservice to the larger Tulane community and to our content creators. Putting our website first and truly making the push for Digital First can be made possible through the exploration of different means of social media journalism, as well as team collaborative reporting.

Finally, rather than approach each other as just peers and coworkers, I feel that we need to place on emphasis on seeing each other as people first. A more humanistic approach to the way we handle personal and conflict situations in the office will help further a sense of community needed for us the thrive.

My main areas of focus in order to achieve this spirit of collaboration and effective storytelling will be:

- Community
- Digital First
- Collaboration
- Clarifying roles

## Community

- More superstars from Managing Board and praise of not only writers but also editors and media producers
- Creation of Separate Training Chair and Recruitment Chair (Changed to Public Relations Chair)
  - Training Chair (section specific training, addition of copy specific section training,
  - Public Relations Chair (recruiting writers, building relationships with other organizations on campus in order to have open pathways of not just recruiting but also press releases and information about events before they happen)
- Emphasis on Training quizzes we took in beginning of the semester (colors of leadership)

- Post the color of leadership each person is on their desk and a chart in the office saying how each color approaches conflict
- Having an honest conversation about how we need to be approached in a conflict in order to not shut down or blow up before the semester starts so we are all aware of how each other operate
- Trans 101, LGBTQ+, Racism 101 training for Board
- Posting of identity terms and definitions (ie transfeminine) online and in the office

## Digital First

- Clarification of the Digital Director's role
  - Oversee's three digital associates
  - Runs Hullabaloo social media accounts
  - Acts as Social media consultant for Section Editors when deciding how to cover an event with social media as well as through writing an article
  - Manages Snapchat and Instagram in order to not only share our stories and photos, but also to humanize us as a publication and show there are actual people who put out the Hullabaloo
  - Is liaison between Digital section and Production Manager, EIC, Chief Copy, Section Editors, Managing Editor and
- Three clear digital associates
  - Social Media Associate (in charge of scheduling all Tweets and Facebook posts, has background/will be trained in copy editing, acts as consultant to section editors on social media)
  - Digital Layout Associate (In charge of formatting online top stories for each section, works with artists, graphic designers, photo editors and print layout editors to make sure images translate well for online format, embeds Soundclouds, Tweets and other social media)
  - Turn Video Editor position into an Associate position for first semester in order to give it guidance to grow
- Emphasis on different modes of storytelling
  - requirement in sections to find at least one element of social media to embed into each article (i.e. finding a related Tweet, soundcloud of an interview clip, etc.)
- Photo Section has more stand alone pieces (i.e. Photo galleries of events, feature on front of site saying Photo of the Week)
- Role of Associate Section Editors to write the Facebook posts and Tweets for each article being promoted on social media for the week and send them to Social Media Associate

## Collaboration

- Team stories

- Top stories in print for each section assigned two weeks out (with the exception of breaking news that needs to be online)
- Not just assigned to writer two weeks out (meeting between the writer, Copy Editor, Photographer/graphic artist, Section Editor, Print and Online Layout Editor)
- This meeting will help create brainstorming across all parts of the editing process and make more holistic content
- More collective print issues based on themes (i.e. Sex Edition), where we cover a broad story topic from all angles in all sections
- Associates have to send at least one week doing Fact Checking and learning copy editing during production night

### Clarifying Roles

- Additional Intersections Editor
- Creating big visual poster of work flow of story on production night for the office
- Associate's have unified guideline for expectations, so we don't have an imbalance of duties among associates
- Clarifying Role of Art Director

I feel that the future of the Hullabaloo depends on the community we are able to build within our office. I hope that we continue to make strides towards more inclusive and humanistic space, because regardless of the decision, my dedication to the Hullabaloo will remain.