

EMILY CARMICHAEL'S EDITOR-IN-CHIEF PLATFORM 2017

STAFF FIRST.

DIGITAL FIRST.

DIGITAL

REVENUE
RELEVANCY
READERSHIP

STAFF

STRESS
COMMUNICATION
SUPPORT
GROWTH

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DIGITAL FIRST
PRODUCTION SCHEDULE

DIGITAL FIRST PRODUCTION SCHEDULE

- End the late night production night
- Increase the frequency of online content
- Decrease workload by distributing it throughout the week
- Create a more flexible schedule that can respond to the needs of staff and the needs of breaking news

SAMPLE PRODUCTION SCHEDULE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Stories assigned a minimum of 2 weeks out						
Stories due	1 story per section posted by 8:30 p.m.	1 story per section posted by 8:30 p.m.	1 story per section posted before Production	Section maintenance & Self maintenance	Section maintenance & Self maintenance	Section maintenance & Self maintenance
Resource information & past weeks top stories pushed			Production Night			

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DIGITAL CONTENT EXPANSION

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- 1) Department Expansion
- 2) Community Resource Information

DIGITAL DEPARTMENT EXPANSION

- Digital first content needs digital specific people
- Increase readership by increasing the frequency and quality of online content
- Alleviate pressure on section editors

DIGITAL DEPARTMENT EXPANSION

- Digital Director will act as Managing Editor of the website.
- Content will publish. Digital will push.
- Digital Director will take on Digital Associates. These associates will be previsionary board positions.
- The department will spear head social media exclusive content.
- Video will be posted on a weekly to bi-weekly basis.
- The department will oversee building community resource content.
- The department will be encouraged to experiment.

COMMUNITY RESOURCE
PAPER

COMMUNITY RESOURCE PAPER

- Increase relevancy by providing our community with the most relevant information to them in a clear and simple way
- Make The Hullabaloo the center of campus information
- Build relationship with other campus organizations
- Provide new sources of revenue

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HUMAN RESOURCES
DEPARTMENT EXPANSION

HUMAN RESOURCES DEPARTMENT EXPANSION

- 1) Division of Training and Recruitment
- 2) Goal-based Mid-Semester Evaluations

DIVISION OF TRAINING AND RECRUITMENT

DIVISION OF TRAINING AND RECRUITMENT

- Increased focus on both training and recruitment
- Increase in number and diversity of staff
- Improve reputation and visibility on campus
- Promote a learning and teaching environment
- Increase quality of content

TRANSITION PLAN

THE KIND OF EDITOR I
WILL BE

THE KIND OF EDITOR I WILL BE: QUALIFICATIONS

- Extensive content experience
- Oversaw, wrote or co-wrote multiple successful articles
- Trained 40 writers this semester alone
- Laid groundwork for section-specific training
- Started new recruitment initiatives
- Acted as a face for The Hullabaloo through recruitment

THE KIND OF EDITOR I WILL BE: CONTENT VISION

- Hyperlocal content
- Experimentation
- Series and deep dives
- Investigative journalism
- Create change on campus

THE KIND OF EDITOR I WILL BE: LEADERSHIP STYLE

- Collaboration and Communication
- Experimentation
- Staff first. People first.
- Dedicated and Passionate
- Mission Oriented

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- Digital First Production Schedule
- Expansion of digital content
- Expansion of Human Resources
- Hyperlocal focus and experimental content
- Qualified, collaborative, communicative leadership