

Transcend

Editor-in-Chief platform

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2017-18 academic year

Transcend

verb tran·scend \tran(t)-'send\
/

To rise above or extend notably
beyond ordinary limits

1. Transcend our boxes
2. Transcend the basement
3. Transcend our circumstance

Transcend our boxes

- Hiring for board/ associate positions on a semester basis
 - Reasons
 - Process

Transcend our boxes 2

- There is no such thing as a non-content position
 - Run meetings to reflect this
- Semester training sessions
 - Section
 - Editor

Transcend the basement

- Collaborations with media organizations on campus
- Recruit in diverse spaces
 - Ensure that we are also trained in diversity
- Getting the Hullabaloo to as many people as possible
- Maintaining community/ campus relations

Transcend our circumstance

- Digital team restructure
 - Addition of board position
 - Associate divide
 - Video changes

Digital Director

- Will work to learn ins and outs of website
- Will teach others how to best use website to promote content
- Will work with business on methods to generate revenue on the website
- Will work with DE on long-term strategy for best ways to push content online

Digital Editor

- Will make and enforce the daily online editor schedule
- Will be responsible for all social media platforms and will delegate their uses
- Will work with online associates to push online content
- Will work with DD to hire digital associates

Thurs	Initial	Fri	Initials	Sat	Sun	Initials	Mon	Tues	Initials
10 a.m. publish top story to Facebook		10 a.m. publish third story to FB and schedule top online story post for 10:30		11 a.m. publish fifth story to FB and schedule any other online stories on website	10 a.m. publish top story with new caption on FB (+tweet)		9 a.m. make sure all online drafts are published from previous week & schedule fifth story to FB with new caption	10 a.m. FB post weekend crime and anything else not published twice by now	
Noon publish top story to Twitter & publish top online story to the website		Noon publish third story to Twitter & text photo editors about next week's assignments		1 p.m. publish last story (if applicable) and tweet fifth story out	Noon publish third story to FB and Twitter with new captions + check in with writer of your top story for next week		11 a.m. Publish weekend crime and tweet out link + check in with all writers for upcoming issue	Noon Check in with your layout editor and photo editor to ensure that graphics are in order	
2 p.m. publish second story to FB		2 p.m. publish fourth story to FB & Twitter		5 p.m. tweet out notable campus events for the week	2 p.m. Publish fourth story with new caption		2 p.m. Facebook post online article(s) with new caption	5 p.m. all stories on backend	
4 p.m. publish second story to Twitter		4 p.m. publish top story with new caption		7 p.m. Share second story on FB with new caption	5 p.m. Send weekly update of stories to EIC, ME, CCE - go to content		5 p.m. have FP story for upcoming week on backend	7 p.m. Live tweet USG senate	

Transcend our circumstance 2

- Working with other organizations/
publications
- Maintaining our monopoly
- Telling stories
- Increasing efficiency

