

Editor-in-Chief Platform 2017

By: Canela Lopez

“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*

4 Main Points of Improvement

- 1) Building **Community** both in and out of Hullabaloo
- 2) Making **Digital First** a priority with tangible solutions
- 3) Branching out of our sections and creating **Collaborative** stories
- 4) **Clarifying** the roles and expectations of each position on the Hullabaloo

Community Building - Training & Recruitment

Training Chair

Section Specific Training

Addition of Copy Specific Training

Includes basic sensitivity training (i.e. pronoun protocol)

Take colors of leadership personality test

Work with copy to create condensed list of copy basics

Public Relations Chair

Recruiting writers from all backgrounds and interests

Building relationships with different organizations on campus

Working with orgs to give press releases and prior warning of events

Create list of org events

Community Building - Emphasis on Personality quizzes

- Evaluate how each board member works in leadership setting
- Have open discussion about how we all deal with conflict
- Post the color of leadership each person is on their desk
- Approach people the way they need to according to color
- Conversation between editor pairs and within managing about conflict

The Four True Colors

-  Blue
Relationship Oriented
-  Gold
Structure Oriented
-  Green
Cognitive Oriented
-  Orange
Impulse Oriented



Community Building - Inclusivity

Mandatory CEA trainings for all Board members during training (3 hrs)

LGBTQ 101

Trans 101

Racism 101

Creation of List of identity terms and definitions (i.e. Transfeminine)

Posting of that list on website along with policy on why we have standard terms

Pronouns on name tags for desks (if person if comfortable)

Digital First - Clarification of Digital Director's job

In charge of 3 Digital Associates (Video, Digital Layout, Social Media)

Runs Hullabaloo social media accounts (Twitter, Facebook, Instagram, Vimeo)

Acts as social media consultant for Section Editors

Humanizes us as people on our social media (basically makes us lovable online)

Liaison between all of the editors and digital section

Must know or be trained in basic WordPress

Oversees SEO optimization

Strategizes with section editors on how to increase viewership

Digital First - Three Digital Associates

Social Media Associate

in charge of scheduling all Tweets and Facebook posts

Background in Copy Editing

consultant to section editors on social media

Digital Layout Associate

In charge of formatting online top stories for each section on prodo night

works with visual sections to make sure images translate well

embeds Soundclouds,

Video Associate

Turn Video Editor position into an Associate position

Oversees Vimeo and Youtube Account

Comes up with video ideas and produces

Meets with Section Editors to plan video

Digital First - Use of More Digital Tools

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 Storytelling

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

Discussion of how story will be told by all mediums

Creates a collaborative process

More collective print issues based on themes

I.e. Sex Edition or Race Edition or Education Edition

cover a broad story topic from all angles in all sections

Associates have to spend at least one week doing Fact Checking and learning copy editing during production night

Section Editors need to create content for another section at least once a semester

Online Publishing Schedule

Sunday

All online
exclusives
turned in

Online stories
for next
week
assigned/pl
anned

Monday

- Online stories fact-checked and copy edited
- Checked by Managing and EIC
- Scheduled for publishing for week

Tuesday

- Associate Editors draft FB and Tweets and submit to Digital
- Social Media Associate Copy Edits posts
- One article from all sections published a day

Wed, Thurs, Fri, Sat

- Section Editor makes sure one article a day from each section is published
- Section Editor copies and pastes copy edited social media posts and schedules them

Print Publishing Schedule

Sunday

Print Story priority list made 2 weeks out

Top stories decided

Monday

- Team for top stories in each section assembled

Tuesday

- All print stories submitted to editor by 5 pm
- Section Editor does initial read and puts on backend
- Top story is edited by Section Editor

Wednesday

- Production Night
- Digital Layout Associate lays out Top print stories for each section
- Associates write FB and Twitter posts
- Social Media Associate copy edits and schedules all social media posts

Thurs

- Social Media Associate Schedules all social media posts early in morning
- Teams for top stories meet

Clarifying Roles

Additional Intersections Editor

Creating big visual poster of **work flow of story** on production night

Associate's have unified guideline for expectations

Clarifying Role of Art Director

Setting up clear expectations for Editors in their roles

Why Me?

Experience across sections (graphic design, A Knowledge)

Knowledge of WordPress

Dedication

Spirit of Innovation (created Intersections)

Humanistic

Strong Connection with freshman

Invested in incoming writers and mentorship

