

The Hullabaloo is a Tulane institution. Since the turn of the twentieth century, The Hullabaloo has delivered accurate, timely news, held the administration accountable and told the stories of the greater community. For this reason, a healthy Hullabaloo is crucial to a healthy Tulane.

At the same time, a healthy staff is crucial to a healthy Hullabaloo. Staff determine the scope and quality of The Hullabaloo's content, and whether or not it goes to print in the first place.

When asked why they love the The Hullabaloo, every Board member cited the people they work with. From business to design, it is these people and their love for each other that allows the The Hullabaloo do its job and do it well.

In light of the importance of both of staff and the newspaper, the health of one should never be sacrificed for the health of the other. Staff should not be forced to choose between either taking care of themselves or producing a quality product and The Hullabaloo should not force this upon them.

The Hullabaloo, however, is still trying to find its niche in the new digital media landscape, navigating how to find readership and revenue. This pressure combined with The Hullabaloo's reliance on print-first news creates an environment where the health of the paper and the health of its staff too often find themselves at odds.

To create a healthier Hullabaloo and a healthier staff, I propose:

- **A digital first production schedule**
- **Expansion of digital content through the establishment of The Hullabaloo as a community resource newspaper, and the expansion of the role of Digital Director**
- **Expansion of Human Resources through the division of training and recruitment and the addition of a goal-based, mid-semester evaluation**

---

## **Digital First Production Schedule**

### **The Schedule**

The goals of digital first production schedule are to:

- Reduce staff stress levels by distributing work more evenly throughout the week and shortening production night
- Prioritize digital content by increasing frequency online content posting and creating a more flexible schedule that allows for breaking news coverage

Instead of concentrating the editing and publication of content within the span of production night, this process will be distributed throughout the week. The online priority list will become the main priority list.

- All stories will be due before content on Sunday.
- Each section will edit and post one article a day before 8:30 p.m.
- Print will turn into a highlight reel of the best of online content, as well as debut the top story of the week. It will focus more on longform pieces, article series and showcase design.
- At production night, the focus will be on editing the top story for the week and the remaining two stories that have yet to be published. At the start of production, there will already be three published articles to pull from for print decreasing the chance of last minute print changes.
- After production night, this remaining time is for working on the section, workshoping with writers, getting ready for the upcoming week and allowing staff time to take care of themselves.
- Sunday will not feature new articles, but post community information such as upcoming events, and re-push the biggest articles of the past week.

Sample Production Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Stories assigned 2 weeks out						
Stories submitted before content + events and top stories of past week re-pushed	1 story per section	1 story per section	1 story per section (fully edited before production night) + Production night- by end of production stories for rest of week edited and scheduled to be published	Section maintenance(training, writer workshops and check-ins on stories)	Section maintenance(training, writer workshops and check-ins on stories)	Section maintenance(training, writer workshops and check-ins on stories)

Publication outside of production night will be handled primarily through groupme. Each section groupme include the Editor-in-Chief, the Managing Editor, the Chief Copy Editor, the Digital Director, the assigned section copy editor and both section editors. Copy editors will be assigned to a section on a bi-semesterly basis. Section editors can break up editing responsibilities as they choose.

Breaking news will take precedent over scheduled content.

**Digital Director**

Digital director will become the Managing Editor of the website and social media.

- Like a Managing Editor reads for content, the Digital Director will read for digital optimization.
- The digital director will have multiple associates who help optimize content and undertake digital initiatives. These associates will be previsionary board positions, potentially becoming board members in the next semester or academic year.
- Videos will be produced on weekly to biweekly basis.
- The Digital Director will also play a large role in overseeing the push towards creating community resource paper.

**Community Resource Paper**

I want to put The Hullabaloo at the center of Tulane. It is our job as a paper to deliver the information our community wants and needs to know. This information is not limited to event coverage, previews, recaps, features, editorials and investigative features. People want to know where to eat, where to drink, how to get involved on campus and more.

As The Hullabaloo struggles with relevancy and readership, we need to meet people where they're at, which means turning The Hullabaloo into not only an informational news resource, but a community resource.

The website will contain resource information such as:

- Review, menu, and pictures of every restaurant and bar within a mile radius (or walking distance) of campus
- A TUCP calendar
- Classifieds lists of houses for rent, jobs on campus
- Daily Bruff menu

- List of campus organizations and contact information
- Profiles of all member of USG, as well as clarification on how USG actually works
- Postings about on campus jobs, and possibly other local jobs in the area
- List of community service opportunities

The Hullabaloo will work to obtain some of this information through partnerships with other campus organizations such as TU Spoon, CACTUS, TUCP and USG.

As we increase our digital presence, it will also increase our value to advertisers. In addition, classified lists present a potential new source of revenue as people like landlords pay a small fee to list with The Hullabaloo.

---

## Expansion of Human Resources

### Division of Training and Recruitment

Due to the workload and importance of both training and recruitment, I think they should be separate positions who can each hire their own associates.

- The Training Coordinator will focus on the internal training of The Hullabaloo. They will train new writers and keep up with them through their first article to help increase writer retention. Training will also be more deeply incorporated into board, with training attending content meetings to give weekly trainings based on the last weeks issue, and supporting board members through providing them and their staff members with increased training and feedback.
- The Recruitment Coordinator will focus on the external pull of The Hullabaloo. They will act as the PR and brand manager, working to improve The Hullabaloo's campus presence. Recruitment will use this improved presence in addition to targeted recruitment strategies to attract new writers and readers.

### Mid-semester Evaluations and Goal Setting

I want to invest in the learning and growth of our staff. This will make The Hullabaloo a more valuable experience for both our readers, as the quality of content increases, and for our staff, board, and managing board members, as they develop a wider variety of more finely tuned skills they can carry on into the rest of their lives.

I also want to further define and reorient The Hullabaloo towards our mission and vision. We do what we do because we believe in the core tenets of journalism—telling stories that need to be told, holding institutions accountable, empowering the citizen with information—and believe this work is vital to our campus community. Goals will align themselves on our mission and vision. In my opinion, a healthy Hullabaloo works primarily in pursuit of its mission, not its deadlines.

Goal setting will include:

- Yearly and semesterly goals set at staff retreats at the start of each semester
- 3 weekly goals set at content meetings

Mid-Semester evaluations will rely on the goals set during content meetings. Each person will set their weekly priorities, and have a conversation with a member of managing board reflecting on how they met their goals for the previous week, and how they will meet their goals in the upcoming week. Managing Board members will collect data on whether or not goals were met and why on a google doc shared with all of Managing Board. One of these goals can be unrelated to The Hullabaloo, but Board and Managing Board members will not be evaluated on such goals.

For mid-semester evaluations, Managing Board will evaluate this data. The Personnel Director will present each person with a graph of how they are meeting their goals, as well as observations about what is impacting their performance. The evaluation will consist of a conversation about this quantitative and qualitative data, as well as how these goals are working towards yearly and semesterly goals.

It has been an honor to work with The Hullabaloo during all of my years at Tulane. Thank you for teaching what it means to work hard, work well, and be a part of family. No matter what happens, I look forward to with each person on The Hullabaloo in the pursuit of creating a healthier, happier Hullabaloo and a healthier, happier Tulane.