

## EDITOR-IN-CHIEF PLATFORM



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Sports Editor



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Despite being two people with very different Fulcrum experiences, **we share similar values and a passion for the publication**, and we are grateful for the opportunity to be in a position where we can help make it the best it can be.

Throughout our platform, we'll outline the different skills we have to offer as well as ideas and improvements we'd like to implement in the Fulcrum's future.

You might be wondering why we chose to run as co-EICs. A lot of it boils down to the fact that we have more to offer as a team rather than as individuals. Between the two of us, **we bring a myriad of skills and experience to the Fulcrum team**, and have gained valuable expertise in how the Fulcrum approaches writing, multimedia and production. Simply put, we have the knowledge and abilities to help lead the Fulcrum team through the 2022-23 year.

We appreciate you taking the time to read this.

**I**'ve been involved with the Fulcrum for the past four years and have genuinely grown to care about the publication so much. In my time as a contributor, sports associate, and back to back terms as sports editor (not to mention some time as the opinions editor and as Dear Di) I've seen three different EICs do their thing, meaning that I have been involved with and know a lot of what works and more importantly, what doesn't work.

Throughout the time I've spent in other positions, I have been able to develop new goals and a vision for what the Fulcrum could be. I'm confident in my experience at the Fulcrum, but I'm also confident in my ability to lead in a thoughtful, effective, and efficient way and help the Fulcrum grow into a respectable and impressive student publication.

In addition, as someone who's gone through the path that I have as a student journalist, I have experienced both the good and the bad that come along with one's Fulcrum journey. Because of this, I would love the opportunity to help students and young journalists find their own successes and their own paths.

**T**hough I'm new to the Fulcrum for this school year, I believe that only gives us the advantage of having both a returning and a newcoming perspective of the publication and the work that goes into it. In my time as multimedia director, I have worked closely with our current EIC, section editors and the multimedia team, and I have noticed things that could be improved upon for the upcoming year in all areas of the Fulcrum and its publishing process.

I am confident that over the last year, I have proved myself to be a valuable employee and supervisor. Besides my time at the Fulcrum, I also believe my prior experience with aJoara novels and my work with Her Campus has left me with the necessary expertise for the EIC position. My varying skills and abilities make me a unique candidate as my experience in both writing and multimedia set me apart from others. I truly believe that I could be influential in changing the Fulcrum for the better and pushing us into the future, and I would be grateful for the opportunity to prove that.



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# GENERAL

**T**here are number of things that could use reworking at the Fulcrum at a general level.

It all begins with training, which we believe should be significantly improved to ensure that everyone in every role feels comfortable and confident in their position. To achieve this we should put focus on each individual role at the beginning of the year and address the concerns and questions that came up repeatedly over the last few months. Specifically, we want to be clear on the expectations of every role and how people can best succeed in them.

As an edboard, we are a team, and we want to put emphasis on how we all work together as one publication. By teaching everyone the

skills necessary to succeed in their roles, we can ensure that the team is consistent, efficient, and able to help each other when necessary.

We would also like to create a more in-depth WordPress tutorial so that everyone on the team knows exactly which tools are available, and how to use them. There are plenty of options for widgets and infographics that we did not capitalize on this year that we could use to make the Fulcrum's website and accounts more appealing.

That said, the Fulcrum needs to remember its audience and ensure sections (both editorial and multimedia) are covering, to some extent, events that relate directly to the U of O and its community. With this, there needs to be week-to-week

consistency in every section to make sure that there is proper coverage of U of O content. After all, we have a mission statement to fulfill.

We'd like the addition of an end of the year or end of semester issue for staff and board members with the biggest stories covered in that period. It's a great way to commemorate the hard work that was done throughout the year, as well as provide everyone with a sweet souvenir from their time at the Fulcrum.

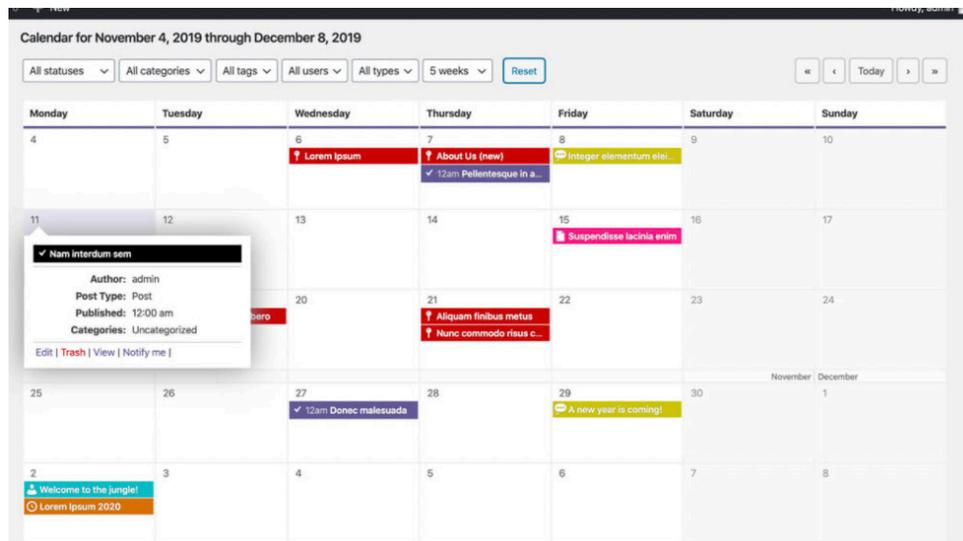
Finally, we want everyone to feel like this is a team and a place where they are welcomed and accepted. Because of this, we'd like to incorporate more team bonding events to create a stronger, more comfortable team environment.

# SECTIONS

The Fulcrum has a great range of sections in place, however, it could benefit from adjusting the number of subsections. When you click on the arts section, you might see something called ‘It’s Lit in the Library,’ or ‘Ready Set Woah.’ Have you ever read anything in that section? Probably not, because there’s literally nothing there. We need to dive into these extra subsections and decide as a group whether to keep and actually contribute to them or to take them offline.

Going off of that, subsections are a great tool to keep readers engaged. There are definitely readers excited for niche updates, but this means these sections cannot be forgotten about throughout the year. We should remain diligent about updating those subsections that we choose to keep, whether that means weekly or biweekly additions.

Currently, the Fulcrum makes an effort to publish all articles on Sunday afternoons, but there is almost definitely a more efficient way to do this. The Fulcrum could benefit from implementing a publishing schedule, much like how Facebook posts are currently handled via HootSuite. This can be done specifically on a calendar available on WordPress, and would make it so that articles can be posted throughout the week rather than in bulk over the weekend. This could be beneficial for a variety of reasons, most obviously for news and sports articles, or those pertaining to holidays and events. Additionally, anyone who visits the website multiple times a week will constantly find new material online, not just on Mondays.



EIC’s should also be held accountable in the same way that section editors are expected to be. We recognize that if we expect section editors and writers to stick to a set schedule then we should too. EIC’s and the managing team should have set days and times for editors and writers to expect us to have things done by in order to avoid scrambling or missing timely content. This would also apply to weekly editorials in that we would send documents out earlier in the week to allow for every member of the editorial team to have the chance to share their opinions. In the event of any changes or conflicting schedules, it should be agreed upon at the beginning of the week, and not last minute, by everyone.

# NEWS

A lot of the issues within the news section stem from quotas. We'd like to suggest a smaller weekly quota. This will make articles more substantial, give the news team breathing room, and encourage the addition of more stories throughout the week as news occurs rather than relying on filler stories to fill the section at the beginning of the week. Still, a consistent flow of coverage is necessary as U of O events take place.

We would like to bring back the associate news position as we believe having someone dedicated to helping the news editor will help create that consistent, substantial, news section we're aiming for.

We see CUP Wire as an important part of the news content we provide, it is integral in connecting the U of O campus with other universities across Canada. With two EICs instead of one, we believe that we will be capable of maintaining the CUP Wire section and keeping up to date with countrywide events.

The arts section currently has the highest number of unused or "dead" subsections on the Fulcrum website. As we mentioned earlier, we'd like to reconsider which of those should be kept on for next year, and which we should instead take offline.

That being said, Desiree has put visible effort into reviving some of the old subsections, such as Campus Creations last week, and this is something we'd like to encourage in the future. Campus Creations, specifically, is one that we would like to see updated more often, as it provides a fantastic platform for U of O students to have their work featured online. More than that, it allows for us to comment on new artwork that is directly related to the U of O community and campus.

# ARTS

Sports coverage is at its best when it's fast and visually appealing. Because of that, the @instafulcrumsports account is essential to the success of the section and should be treated the way that pro sports franchises treat their own accounts. They're fun, interactive, and encourage the fanbase to cheer along with them.

It would be great to have a template ready to be filled out after each Gee-Gees game to highlight statistics and cool moments on the @instafulcrumsports account in a way that is visually consistent. Between 33 Gee-Gees athletics programs, there are a lot of games and tournaments throughout the year, and the Fulcrum sports account

has the opportunity to be the hub for all Gee-Gees scores and news.

This is also a place where multimedia should be utilized, as there are sure to be great clips and photos from games that can be used as posts on Instagram (reels or main feed) and other social media accounts. This kind of content is more likely to be shared by athletes and the Gee-Gees community, and it's something other universities are already doing.

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## SPORTS

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## SCIENCE & TECH

Over the past year, the science and tech section has put out a wide variety of STEM articles that cover a huge range of topics and themes. There have been ample opportunities for volunteers to pick up articles that centre around different subjects every week. Over the course of next year, we hope to see the same level of enthusiasm in this section, and that it continues to educate readers, and staff, on what's happening in science and technology at the U of O (and hopefully see more diagrams during ed-board).

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## FEATURES

The features section provides unique content to the publication, and we must provide weekly content for readers. We want to aim for at least one features piece a week, understanding that these articles take time and effort to handle well.

Additionally, there were a number of tomatoes that proved to be really beneficial in terms of website engagement over the year, however, as of late it has not been treated as a priority. Tomatoes are excellent for sparking conversation and drawing in new readers, as we saw with articles such as "Tomato: Café Nostalgica converted into Spirit Halloween". Even though they're more for comedy than anything else, we should still be publishing one every week.

## DEAR DI

**D**ear Di has recently become a more difficult section to deal with. At times, there is a discomfort in writing it because really, are any of us qualified to give sex advice, and is it wrong for us to handle certain subjects as a joke? Other times, it's a battle of not having content or ideas. Serious thought needs to be put into this section, and

we'd like to give the editorial board more of an opportunity to discuss the future of this section and its direction.

For now, we feel the addition of an anonymous submission form or a separate email address would help keep content flowing for Dear Di should the editorial board decide it is something we'd like to continue with.

**T**he opinions section is one where the editor has a lot of freedom and ability to make it their own. This past year, we've had a great opinions section featuring a wide variety of content. Moving forward, we hope to continue at this level and maintain a strong opinions section capable of providing both fun and serious discussions.

## OPINIONS

## MULTIMEDIA

There are a number of ways in which multimedia at the Fulcrum can be changed in order to better contribute to engagement and production.

We have already taken steps towards improving the Fulcrum's contributor and freelance program, specifically in terms of multimedia. This past month, we altered the process for photo and graphic contributors in that now they need only submit three photos in order to qualify for freelance status. Prior to this change, multimedia contributors could only achieve freelance status when three

of their graphics were published. We have also altered the process for photo contributors, posting them later in the week so as to combat photographers from being hindered by pushed articles that are out of their control.

The multimedia team at the Fulcrum could sincerely benefit from the addition of a multimedia page on the website. Just like any other section, podcast and video are just as important to engagement and outreach. Having podcast episodes and new videos directly accessible from a clear page could help improve views and analytics by a drastic amount.

We would like to reintroduce the staff photographer role. One thing we would like to see next year is the addition of photo essays, especially for big events or protests. There were a number of articles this year that could have greatly benefited from having a dedicated photographer there to catch powerful moments, and having a photographer on staff would make this more achievable.

## SOCIAL MEDIA

The Fulcrum needs to up its social media game. Other publications and organizations have funny, interactive, and engaging social media accounts. To put it bluntly, the Fulcrum's social media platforms are dry when it comes to community engagement.

We could even look to our neighbours Father & Sons or the Gee-Gees as examples of social media accounts that keep students and the community engaged and interested.

That said, capitalizing on trends and hashtags are important in 2022, as the world looks to the internet for answers, discussions, and unfortunately, a place to fight. The Fulcrum needs to be up to date and able to contribute to these discussions to become

relevant in social media. This will help the Fulcrum grow and develop relationships with our audience.

Another way to take advantage of the social media accounts would be through having a break down of the upcoming week where we share upcoming events on campus. Even a quick summary of the past week could be beneficial in terms of outreach.

# WORDPRESS

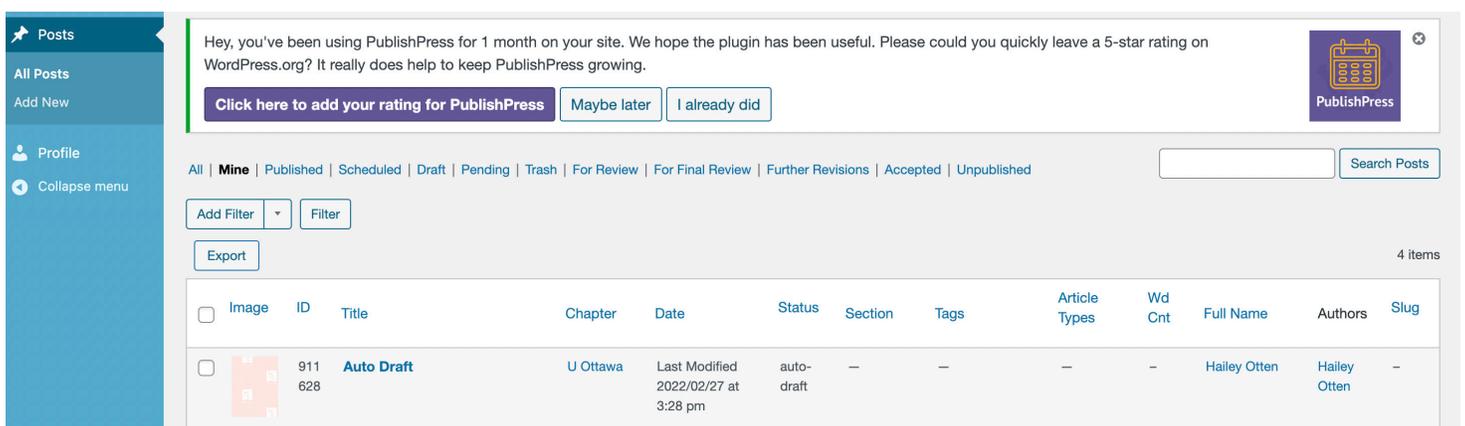
There are tons of ways in which the Fulcrum could be using WordPress more efficiently. The most obvious example of this is with plug-ins. There are hundreds of options for website plug-ins that could help improve the website both from a front-end perspective and from that of us as users.

Below, you'll find a screenshot of one such plug-in — PublishPress. This one addition would solve a myriad of issues we currently have with the publication process and how we use the website itself. For example, it would allow for us to drop Google Docs when writing articles and to do everything via WordPress instead. The plug-in allows editors and writers to organize their articles in specific categories that are then accessible by specific users — such as section editors or EICs — for later review.

It would also allow for a number of new additions to the website, such as author profiles, new widgets for media, and the allowance of creating contributor accounts that only have specific permissions. On the image below, you'll notice the user can only see the posts option on the dashboard, and only has access to their own posts. This would be what a contributor account would look like. Also with these accounts, it allows for us to incorporate requirements for contributors and freelancers, which means the system will tell them if they are ready to send it to the editor or not.

We could also introduce a “more like this” addition for articles, based on tags, author, or even just article titles. Most people have probably fallen down the internet rabbit hole once or twice by having titles grab your eye when you're reading something else, and this would essentially rely on that concept. Introducing “more like this” on our website could be beneficial in terms of engagement and readership for articles, and it isn't something that we ourselves would have to track — the website and/or plug-in would do it for us.

These additions would greatly improve the overall production process at the Fulcrum, and it is just one of dozens of other plug-ins that we haven't considered.



Hey, you've been using PublishPress for 1 month on your site. We hope the plugin has been useful. Please could you quickly leave a 5-star rating on WordPress.org? It really does help to keep PublishPress growing.

[Click here to add your rating for PublishPress](#) [Maybe later](#) [I already did](#)

All | Mine | Published | Scheduled | Draft | Pending | Trash | For Review | For Final Review | Further Revisions | Accepted | Unpublished

Search Posts

Add Filter Filter

Export

4 items

<input type="checkbox"/>	Image	ID	Title	Chapter	Date	Status	Section	Tags	Article Types	Wd Cnt	Full Name	Authors	Slug
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# CONCLUSION

**W**e are proud of everything that the Fulcrum team, from section editors to multimedia to volunteers, has accomplished over the last year, and have seen first-hand how many of you have improved and come to flourish in your individual roles. There were so many fantastic articles, episodes and visuals that went out this year, both from our full-time staff members and our contributors.

The Fulcrum truly is a group effort, and we would be grateful for the opportunity to lead that group as co-EICs in the coming term. We have a number of new ideas for improvements in terms of both the content we create, and the process that goes into it. We believe we have what it takes to lead our team into next year, and that our combined ideas could help smooth over the publishing process and make it easier, clearer and more enjoyable for everyone involved.

Thank you for the opportunity, and for taking the time to read this.

