

THE PLAN

Everyone in the Pub Hub has a job. These jobs follow mostly weekly/monthly cycles that repeat themselves throughout the year. Instead of creating some convoluted system to track accountability and distribute the assignments evenly, we work to simplify things.

Our plan is called the: "Rule of 3."

Each staffer has three things they are responsible for on a monthly basis. It's what will drive their daily work, it's what will keep the different media afloat, it's what grades will be based on.

You are always free to do more than three items, but the minimum that people must do to get an A and remain in the room is 3.

Threes are chosen every sports season. You can keep the three that you have if it's going well or you will be able to make adjustments if you'd like a change.

Your choices can be seen to the right. Please note that if you choose an option and are selected for it, you are committing to learn how to do it if you are unfamiliar.

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WEB, ADS AND SOCIAL MEDIA

HERE ARE THE OPTIONS. CHOOSE 3.

The following items count for 2 of your 3 items needed:

- **ADVERTISING TEAM** - Individuals choosing this option will work with newspaper, yearbook and web advertising. The team will create business and senior ads, designing and contacting advertisers for proofing. The advertising team will also be charged with newspaper mailing distribution and advertising billing. For individuals who choose this option, 2 of your 3 monthly items will be taken care of.
- **SOCIAL MEDIA TEAM** - Individuals choosing this option will run the staff social media accounts. A maximum of two people working with each social media. The team will post to the network daily and track their work. You can choose this option for one of your selections.
- **FHNTODAY.COM AND FHNGAMEDAY.COM TEAM** - Individuals choosing this will be working directly with one of the two websites, focusing on a specific job. Available jobs for staffers include but are not limited to the following: tracking analytics and sharing data, maintaining the look of the site, coaching writers, copy editing, overseeing photo galleries, managing quality standards and recognizing staffers, etc. You can choose this option for one of your selections.
- **SPORTS BEAT** - Individuals choosing this option will have 2 of their 3 selections filled for a season. For more information please see the "Sports Beat" handout.

The following items count for 1 of your 3 items needed:

- **WRITE A BREAKING NEWS STORY** - Once a month you would be called upon to write a breaking news story. The story would be for FHNtoday.com or FHNgameday.com (whichever you prefer). Like all stories, this would entail having multiple sources. The deadline for the story to be published would likely be less than 24 hours after it's assigned to you. The benefit of choosing this? You get your story done within 24 hours. The drawback? You only have 24 hours. This is an option for individuals.
- **DESIGN POLARIS** - Polaris is the weekly newsletter that was distributed last year. It gives weekly updates to the school about all of the FHN Media and is distributed in common places like the Commons, Learning Commons, Offices and Hallways.
- **CREATE A MULTIMEDIA STORY PACKAGE** - Once a month you and a partner will be charged with creating a multimedia web package for a story of your choice. The story can be an event preview or a feature. This option is to be completed by a team of 2. See the "Multimedia Story Package" handout for more information.
- **WEB TEAM [MINOR]** - For individuals choosing this item, you will have a role with the maintenance of FHNtoday.com or FHNgameday.com. You can only choose this if you are choosing Social Media Team from Above or Sports Beat from above.
- **LIVESTREAM TEAM** - Individuals choosing this option will have 1 of their selections filled for a season. For more information please see the "Livestream" handout.