The Rival
Tulane
WHAT IS THE RIVAL?

The Rival is a digital opinion, commentary, and satire publication. We publish bracingly creative, authentic and intelligent content with a focus on general interest and campus news, entertainment, and college culture.

OUR MISSION

To bring authenticity and modernity to campus media, and spark dialogue that inspires open thought and conversation within the student body.
SECTIONS

CURRENT

CAMPUS

CULTURE

SATIRE

PLAYLIST
POSITIONS

EDITOR IN CHIEF

SECTION EDITORS

STAFF WRITERS OR SPOTLIGHT WRITER

SOCIAL MEDIA STRATEGIST

PHOTOGRAPHER/VIDEOGRAPHER

RECRUITMENT CHAIR
**MEETING BREAKDOWN**

**WEEKLY MEETINGS**
We meet every Sunday at 7 p.m. over Zoom.

**ICEBREAKER**
editor will choose a prompt and everyone will answer as a way to warm up our minds.

**UPDATES**
Go over recently published articles and analytics.

**PITCHES AND BRAINSTORMS**
Writers will individually pitch article ideas to the group and sections will meet with their corresponding editors.

**SCHEDULING**
Editors will schedule with writers when drafts are due and create individual publishing schedules.
When Bearcat is Your Bruff

The Other Side of my TikTok Addiction

Why Did We Mobilize for Coronavirus and Not Climate Change?

THE RIVAL PRESENTS:
SWEET SUMMER TIME PLAYLIST

BY AARON AVIDON
ON SPOTIFY
DEADLINES & MEETING ATTENDANCE
AT LEAST ONE STORY EVERY TWO WEEKS
If any one writer misses a deadline without an excuse or telling their editor in advance, they are issued one strike. After receiving a third strike you will face removal from our staff. These strikes are cumulative and include unexcused meeting attendances.

CURSING & LENGTH
1 CURSE 600 WORDS

STYLE: Be personable, be smart, and – most importantly – be yourself.

CATEGORY GUIDELINES
CURRENT
BE ORIGINAL
Start your own thing. There’s already been said in the mainstream media.
ENSURE RELEVANCE
Explain the impact on the student experience.
EXPLAIN IMPACT
Address short and long term effects.
GIVE CONTEXT
Address historical context and significances.

CAMPUSS
EXPLAIN SIGNIFICANCE
Present inside of awareness, then explains significance.
OFFER SOLUTIONS
Provide advice or a solution to a course of action.
BE RELEVANT
Explains why it’s important to students.

CULTURE
BE ORIGINAL
Present an intriguing or different subject.
EXPLAIN IMPACT
Address short and long term effects.
GIVE CONTEXT
Address historical context and significances.
KEEP IT LOCAL
Connect your piece’s relevancy to things at Tulane or in your city; not just national trends.

ART FORM
A formula for writing content with The Rival.

1 ACTION
I’m going to
- Question
- Consider
- Explore
- Share an experience or... followed by explanation.

2 RELEVANCE
It’s relevant to ___ because...
- Be student body
- Support
- Promotion
- A specific group on campus

3 TAKEAWAY
With this story, I want to
- ___
- ___
- ___
- ___

VALUE POINTS
Most use at least one.
1) QUOTES
From student leaders, professors, business owners, experts, or other relevant sources.

2) HARD DATA OR STATISTICS
From legitimate databases, trusted sites, & polling sites to find data that supports your piece.

3) ORIGINAL MEDIA
Use your own photos, videos, audio recordings, or other forms of multimedia.

HEADLINES
Be clear, inform, and spark interest.
Be Literal and To-The-Point
State what the article is about and why it’s important.

Utilize Your Primary Subject
If your piece is about campus dining, The ‘Campus Dining’ in your headline.

AP Style
Capitalize the first word of your headline, first word after a colon, and proper nouns.
CONTACT US

INSTAGRAM DM
@THERIVALTULANE

EMAIL
THERIVALTULANE@GMAIL.COM

ZOE BARR
ZBARR@TULANE.EDU

LARA MILOSLAVSKY
LMILOSLAVSKY@TULANE.EDU