**2017-18 Student Media Staff Manual**

**Utah Valley University Student Media Mission Statement:**

Student Publications and Media are for the common good of the UVU student body.  The Student Publications and Media goals are to provide an avenue for freedom of expression and to communicate worthwhile and newsworthy information to the campus community while providing a place for student learning.  Student Publications and Media shall provide a voice for student concerns and issues to facilitate meaningful and educational communication and interaction between students, faculty and administration.

**Student Media’s properties include:**

•The UVU Review, which is published weekly during the fall & spring semesters and less frequently during the summer

•The Review’s website which can be found at uvureview.com and there.vu

•The various social media presences associated with The Review, such as Facebook, Twitter, Instagram and Youtube.

**Student Media Constitution**

The current Student Media Constitution can be found [here](http://www.uvu.edu/studentmedia/docs/constitution.pdf).

**Position Descriptions and Expectations**

*•editor-in-chief*

The editor-in-chief is ultimately responsible for the final product the UVU Review produces. They set the tone, editorial direction and policies for the publication and ensures that every issue is consistent with our ethical measures.

The position is responsible for outreach and communicating with the campus community the importance and pulse of the *UVU Review*.

*•executive producer*

The executive produce is in charge of maintaining the *UVU Review* website technically as well as creatively and its progress as digital media. The majority of readership comes from our website. Staying on top how *The Review* functions on the web in terms of traffic, speed and appeal is critical.

*•managing editor*

The managing editor is in charge of helping recruit new staff members as well as conducting interviews. Their primary responsibilities are mediating any HR issues and  measuring the climate of the newsroom while contributing where is needed.

•art director

*•news editor*

The news editor is responsible for the production of a minimum of six articles per issue and is responsible for organizing news content on Dropbox no later than Wednesday by 11:59 pm. They should be consistently aware of campus events and is the face of UVU news coverage. It is their job to stay updated and aware on how the university conducts their business (student government, clubs, administration, etc.)  as well as following up, or assigning a reporter to cover breaking news events.

*•assistant news editor*

The assistant news editor produces one or two articles per week for the news section and is in charge of publishing content on the website every issue. They are also trained and expected to be able to perform the same duties as the news editor. For proofreading days, if the news editor isn’t able to attend, the assistant should be present for copy editing their section.

*•opinions editor*

The opinions editor is responsible for four articles per issue and for organizing content of Dropbox no later than Wednesday by 11:59 pm. Opinions editor should consider their section an opportunity for reflection on current events/articles in the news section which pertains to the university. They should be aware of local politics as well. It’s also important to remember the crucial use of noting sources when including research and evidence as support for ideas in an article or column.

*•assistant opinions editor*

The assistant opinions editor produces one or two articles per issue for the opinion section and is in charge of publishing content on the website every issue. They must be in close communication with their opinion editor and be ready to collaborate on weekly columns for the opinion section. They will be trained to perform the same duties as the opinions editor and should be available to copy edit on proofreading days if the editor can’t.

*•arts & culture editor*

The arts and culture editor is responsible for six articles per issue and for organizing content of Dropbox no later than Wednesday by 11:59 pm. The arts & culture editor should stay constantly aware of campus events which pertain to the arts, such as the performing arts, visual, literary and cultural. They should consider the arts section as a way to not only engage and keep students aware of artistic events happening around them, but to also voice their potential critiques, raise questions and ideas as to what the roles of art play to students and the community. It is also a plus to consider appointing writers who are or have been involved with the arts in some way.

*•assistant arts & culture editor*

The assistant arts & culture editor produces one or two articles per issue for the arts section and is in charge of publishing content on the website every issue. They must be in close communication with their arts & culture editor and be ready to collaborate on weekly columns, book & music reviews, dance events, etc. They will be trained to perform the same tasks as the arts & culture editor and should be available to copy edit on proofreading days, especially if the editor isn’t able to.

*•sports editor*

The sports editor is responsible for six articles per issue and for organizing content of Dropbox no later than Wednesday by 11:59 pm. The sports editor should be a sports fanatic who stays on top of the latest sports news and events. They should be active in attending most games if they can, and should also be in tune with national sports news.

*•assistant sports editor*

The assistant sports editor produces one or two articles per issue for the sports section and is in charge of publishing content on the website every issue. They must be in close communication with their sports editor and should expect to actively attend games. They will be trained to perform the same tasks as the sports editor and be ready to collaborate on weekly columns such as Know Thy Enemy. The sports section is an important attraction for our audience and the assistant sports editor should be prepared to keep a solid relationship with our readers, UVU athletes, and coaches. They also will come in on Fridays to proofread their section, especially if the editor isn’t able to.

*•senior staff writers for each section*

Senior staff writers produce one article per issue and should be aware of weekly events on campus.

*•social media manager*

The social media manager manages all online published content and monitors the images, text, videos, etc. They must contact the editors if they see any issues with the online content and help curate the website’s creative purpose and readability.

*•photo editor*

The photo editors should stay constantly updated on the publication calendar in regards to who they are collaborating with and how to best capture the message and content of the article through their photographs. They are also responsible for writing the photo cutlines (adding cutline to metadata) and posting them on Dropbox no later than Wednesday by 11:59 pm. It’s important for them to stay in close contact with the writers as well as anticipating the events (meeting up with the writer before).

*•assistant photo editor*

The assistant photo editor should be constantly updated on the publication calendar with assignments. They will be trained to deliver the same tasks as the photo editor and helps with the selection and editing of photographs. They are expected to learn how to use programs such as Lightroom, InDesign, and Photoshop.

*•lead illustrator*

Lead illustrator delegates and illustrates assignments to the illustrator team. They also provide illustrations that enhance a reader’s interest and understanding of the article.

*•page designers*

The page designers help maintain the product and content of our print issue. They are also ultimately responsible for the creation and layout of each page.

Publication Schedule

Here are the publication dates for the 2017-2018 academic year:

•05/30/2017 (orientation issue)

•06/26/2017 (digital issue)

•07/25/2017

•08/21/2017 (back-to-school issue)

•09/05/2017

•09/11/2017

•09/18/2017

•09/25/2017

•10/02/2017

•10/09/2017

•10/16/2017

•10/30/2017

•11/06/2017

•11/13/2017

•11/27/2017

•12/04/2017

•01/08/2018 (Capitol Reef special edition)

•01/16/2018

•01/22/2018

•01/29/2018

•02/05/2018

•02/12/2018

•02/26/2018

•03/05/2018

•03/12/2018

•03/26/2018

•04/02/2018

•04/09/2018

•04/16/2018

•04/23/2018 (graduation issue)

**Ethical guidelines**

Identify people by their preferred pronouns ex. he, she, they, him, her, their

Identify yourself as a journalist before conducting an interview

Ask your subject if they can be recorded

Tell the truth, be accountable and run a correction when there is an inaccuracy

Ask people for their official title, don’t assume (ex. Tom is not a receptionist but an administrative assistant)

**Covering diverse communities**

Refrain from the words: illegal immigrant and minority

Accurately refer to people by their preferred background:

Ex. Bob would rather referred to as American Indian and not Native American.

Avoid “wet sloppy kisses” meaning critical and inclusive coverage of what’s beneath the surface. Ex. Try to show the diversity within UVU’s Black Student Union rather than seeing them as the same.

Be conscious of how darker skin tones are captured with photography/design.

**Code of Conduct**

**Fact Checking**

**Style Guide for Adobe Spark**

Best practices have not been defined yet. As for now make sure if the the image is relevant to the topic. If it is about a physical place, event, or person there needs to be a photo of the subject. If it is an opinion piece, make sure the stock photo is relevant to the topic or is only typography that is easy to read against a forest green backdrop.

**Sources**

The UVU Review uses primary sources, not secondary sources such as other media outlets. (CNN, Fox News).

**Digital Media Expectations**

Urgency is key. Stories should be written the day the event happened and sent to the editor/copy editors before posting online as soon as possible.

Quality over quantity. The stories which the editors/editor-in-chief decide are the strongest in content should be priority when posting digital first.

**Digital First Initiative**

In order to prepare journalists with relevant skills that are needed in the job market

**Production Cycle**

Event-based articles: Event-based articles need to be posted online the day of the event, before midnight.

**Evergreen articles**

Evergreen articles are timeless stories which are always relevant to campus culture and events. They tend to be more general topics which affect the entire student body such as freshman orientation, financial aid information or concerns and student fees.

**Corrections & Retractions**

The UVU Review will not publish slander or libel. If the publication gets information wrong a formal retraction of the misinformation will be done as soon as possible online and through print. The editor-in-chief is responsible for taking accountability for the mistake and doing what’s necessary to prevent it from happening again.

**Uploading to Dropbox**

All final drafts need to be uploaded as an rich text format (rtf.) file in their respective folders on dropbox.

**Anonymous Sources and Confidentiality**

Anonymous sources can be used if pointing out the identity of the source will result in them losing their job, to protect their reputation and/or identity, or if revealing the source will cause the source to be put in a dangerous situation. The section editor must let the editor-in-chief know when an anonymous source is being used.

When a subject would like to request a piece of information or interview “off-the-record,” the journalist/reporter should respect their wishes