

# POLICY MANUAL

2016-17



CARRIE PRATT

 COLLEGE HEIGHTS  
HERALD

WKUHERALD

TALISMAN

COLLEGE HEIGHTS MEDIA

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**GENERAL INFORMATION**

College Heights Herald | Talisman | wkuherald.com | College Heights Media

**CHUCK CLARK, Director**  
270-745-4206  
Chuck.Clark@WKU.edu

You tell the story of WKU.

In words and images, your work keeps the students, faculty and staff at Western Kentucky University informed. You keep the larger community connected with WKU. You provide the news and information that makes our university a community.

You are an observer and a watchdog. You record and bring context to life on The Hill.

And that is an important job.

Welcome to WKU Student Publications. This is the home of the College Heights Herald, the Talisman and wkuherald.com, each of which has earned a reputation as being among the best publications in collegiate journalism. And they are *your* publications – yours to direct and produce, and to craft with excellence. While you are a member of the staff, they are your responsibility. We're also the home of College Heights Media, a specialty publications division designed to give students a publishing-house experience.

This newsroom is your home as a staff member. The facility that houses us, the Adams-Whitaker Student Publications Center, opened in 2008. It was made possible by generous alumni with a passion for our student publications and the role they play in helping young reporters, photographers, editors and designers blossom into exceptional professionals. It's our responsibility to uphold and build on that foundation of excellence – and to maintain the professional environment of Adams-Whitaker.

Through the Talisman, the Herald and wkuherald.com, you have the opportunity to build the kind of experience that will give you the advantage as you pursue your career after you leave WKU. You owe it to yourself, and we all owe it to each other, to make the best of these opportunities – to learn how to research and tell accurate and compelling stories, to reach audiences across multiple platforms, to become proficient in delivering news and information to our community how they want it, when they want it and where they want it.

The Student Publications Policy Manual provides information about guidelines for dealing with legal and ethical issues as well as operations procedures and expectations for everyone in Student Publications. These guidelines were developed by a committee of students and advisers during the 1989-90 school year and were updated in 1994, 1997, 2002, 2005, 2008, 2011 and 2013.

Whether our work is in print or online, unfolded on a park bench alongside Henry Hardin Cherry's statue or viewed on a tablet or in a computer lab, your challenge is to seize this opportunity, to make yourself the best you can be, and to uphold and exceed the tradition of excellence that is the hallmark of the College Heights Herald, the Talisman and wkuherald.com.

Chuck Clark

**MAILING ADDRESS:** 1906 College Heights Blvd. #11084, Western Kentucky University, Bowling Green, KY 42101  
**ON CAMPUS:** Adams-Whitaker Student Publications Center, 1660 Normal Drive

THE SPIRIT MAKES THE MASTER

**GENERAL INFORMATION**

# General statement of policy

*Adopted June 16, 1970*

Student publications and the student press are a valuable aid in establishing and maintaining an atmosphere of free and responsible discussion and of intellectual exploration on the campus. Such publications are a means of bringing student concerns to the attention of the faculty and the institutional authorities and of formulating student opinion on various issues on the campus and in the world at large.

In the delegation of editorial responsibility to students, the institution must provide editorial freedom and financial autonomy for the student publications to maintain their integrity of purpose as vehicles for free inquiry and free expression in an academic community. A student newspaper adviser must build a climate within which learning can take place. This includes making mistakes. Student editors must reach their own balance between freedom and responsibility. Stories that are questionable should be brought to the adviser's attention and matters about which editors lack information should be discussed with the adviser. Otherwise, editors may assume responsibility for the operation of the paper.

Institutional authorities, in consultation with students and faculty, have a responsibility to provide written clarification of the role of student publications and the standards to be used in their evaluation. At the same time, the editorial freedom of student editors and managers entails corollary responsibilities to be governed by the canons of responsible journalism, such as the avoidance of libel, indecency, harassment and innuendo. As safeguards for the editorial freedom of the campus publications, the following provisions are necessary:

1. The student press should be free of censorship and advance approval of copy, and its editors and the adviser should be free to develop their own policies and philosophies herein set forth by the Student Publications Committee.
2. Advisers and staff members of the student publications should be protected from arbitrary suspension and removal because of student, faculty, administrative or public disapproval of editorial policy or content. Only for proper and stated causes should editors and staff members be subject to removal.
3. The university newspaper should explicitly state on the editorial page that the opinions there expressed are not necessarily those of the department, the college, the university or the student body.
4. The advisers should be freely accessible to editors and staff members; particularly they should bring their experiences in decision making to instances involving questions of taste, libel and other situations.
5. The Student Publications Committee endorses and abides by the Canons of Journalism and the Society of Professional Journalists Code of Ethics.

**GENERAL INFORMATION**

# Statements by WKU presidents

**Policy Statement issued April 25, 1990, by President Thomas Meredith**

Final authority as to whether material considered libelous should be printed should rest with the student editors, and a statement to this effect should be included in both the Herald and Talisman staff policies and procedures manual and the policies of the Student Publications Committee. The student editors should be charged with the responsibility of consulting with qualified legal counsel on questions of libel.

**Policy Statement issued Feb. 1, 1999, by President Gary Ransdell**

Our student publications are highly significant in the life of Western Kentucky University. Our publications clearly help make Western distinctive, bring national recognition to Western and define our image as an institution. I want to do everything I possibly can to help sustain and strengthen the quality of our student publications.

**Campus Media Statement of the Society of Professional Journalists signed Jan. 6, 2009, by President Gary Ransdell**

Student media are designated public forums, and free from censorship and advance approval of content. Because content and funding are unrelated, and because the role of adviser does not include advance review of content, student media are free to develop editorial policies and news coverage with the understanding that students and student organizations speak only for themselves. Administrators, faculty, staff or other agents shall not consider the student media's content when making decisions regarding the media's funding or faculty adviser.

**GENERAL INFORMATION**

# History

WKU Student Publications is one of the most successful student journalism enterprises in the country. Together, the College Heights Herald and the Talisman have 32 Pacemaker awards, the nation's highest honor for a student-run publication.

Founded in 1925, the College Heights Herald is the main source for news about WKU for students, faculty and staff. The Herald is recognized as one of the best non-daily college newspapers in the country. The Herald received the national Pacemaker Award from the Associated Collegiate Press and the Newspaper Association of America Foundation in 1981, 1982, 1984, 1988, 1992, 1998, 1999, 2000, 2002, 2003, 2005, 2009, 2010 and 2012. Also in 2010, WKUHerald.com won a national Pacemaker Award after being named Best of Show in 2009. The Herald was inducted into the ACP Hall of Fame in 1989. In 1998, 1999, 2000 and 2002, the Herald received Gold Crown Awards from the Columbia Scholastic Press Association.

The first issue of Jan. 29, 1925, announced the newspaper's beginning. "This newspaper was born at one of the greatest chapel exercises ever heard on College Heights, on Thursday, Jan. 22, and the acclaim with which the announcement was received would have stirred the heart of every former student and filled every atom of his body with renewed vibration of school loyalty and patriotism ..."

The Herald began as a broadsheet but was a tabloid most of its life. The paper converted from letterpress to offset in 1968 and became a twice-weekly publication in 1969. In August 2002, the Herald returned to its broadsheet size, and the staff began sending the paper electronically. The Herald also revamped its website, WKUHerald.com, and began posting news daily, as well as using multimedia techniques in coverage. It launched its first mobile phone application in spring 2011.

The Talisman was founded in 1924 as the school's official yearbook. It was published continuously until 1996, and returned with the 2003 yearbook. It started winning national awards in the 1970s and was the only recipient of the Columbia Scholastic Press Association's Trendsetter Award until it was discontinued. The Talisman won a national Pacemaker Award in 1980, 1981, 1982, 1983, 1984, 1985, 1988, 1995, 2003, 2004, 2005, 2007, 2008, 2009, 2010, 2011, 2012 and 2013. The Talisman was inducted into the ACP Hall of Fame in 2009. The yearbook also received Gold Crowns from the Columbia Scholastic Press Association in 1982, 1995, 2011, 2012 and 2013 and Silver Crowns in 2003, 2007, 2008, 2009 and 2014.

The 2016 Talisman was its final edition as a yearbook. Beginning in Fall 2016, the Talisman became a magazine focused on the life and culture of WKU, Bowling Green and Southern Kentucky and issued twice a year -- late in fall and spring semesters. Its accompanying website, WKUTalisman.com, is a thriving venue for popular culture material related to life at WKU.

Herald and Talisman writers and photographers contribute significantly to WKU's top finishes in the William Randolph Hearst Foundation overall national championship.

**GENERAL INFORMATION**

**NOTES**

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**OFFICE OF STUDENT PUBLICATIONS**

# General information

The general guidelines and ethical standards in this policy manual apply to all students who work on publications at WKU under the supervision of the Office of Student Publications. Each publication should develop its own operating procedures and job descriptions.

## Structure

As an administrative unit, the Office of Student Publications reports directly to the vice provost in the Office of Academic Affairs. A Student Publications Committee, with representatives from across the university and a professional journalist, serves as an advisory body and selects the editors-in-chief of the Talisman and the College Heights Herald. The Office of Student Publications is independent of the WKU School of Journalism & Broadcasting, which reports to the dean of Potter College of Arts and Letters.

## Eligibility

To work on student publications at WKU, a person must be a full-time student or must be taking all of the hours needed to complete graduation requirements. All staff members must be in good standing with the university; anyone on academic probation shall be suspended until demonstrating a level of academic progress satisfactory to the editor-in-chief and adviser. No one on probationary status may be paid.

## Staff selection/removal

The editor-in-chief of each publication is selected by the Student Publications Committee, based on a formal application and interview. Upon approval by the Student Publications Committee, the editor will select other editorial staff members, in consultation with advisers and the director of Student Publications. Business staff members will be selected in consultation with the advertising adviser and the Director of Student Publications.

## Financial basics

The Office of Student Publications has overall responsibility for maintaining fiscal accountability. As an administrative unit, the office receives a budget from the university for salaries, office supplies, postage and other operating expenses. The Herald does not receive a direct allocation from the university; its budget is revenue-dependent. In other words, the newspaper must generate its own money. The primary source of revenue, of course, is advertising. The Talisman does receive its operating budget from the university. Because the budget is allocated from university revenue, the Talisman is heavily subsidized and available to WKU students for \$20 per copy on pre-orders and \$35 a copy after publication.



**OFFICE OF STUDENT PUBLICATIONS**

# Student Publications Committee

The committee will be an advisory body for student publications. It will serve as a buffer between the administration on one hand and the publications' constituencies on the other.

## Membership

The Student Publications Committee has 11 voting members, which includes a representation of faculty, staff, students and a professional journalist. It consists of:

- The director of the School of Journalism & Broadcasting.
- A representative from the Student Affairs division, nominated by the vice president for Student Affairs.
- A representative from the Public Affairs division, nominated by the vice president for Public Affairs.
- Three tenured faculty or senior staff members to represent academic or academic-related areas appointed for renewable three-year terms, one nominated by the University Senate, two nominated by a three-member executive committee appointed by the Student Publications Committee chair.
- Four student members to represent the diversity of the campus community appointed for staggered two-year terms, one nominated from SGA, three nominated from faculty/staff members on the Student Publications Committee.
- A professional representative of the Kentucky Press Association, appointed by the KPA.
- The editors-in-chief of the College Heights Herald and the Talisman (nonvoting) and the director of Student Publications (nonvoting).

## Responsibilities

- (a) Meets each semester, usually in October/November and March/April. Any member of the committee (voting and nonvoting) may ask the executive committee to convene a special meeting for a stated cause, but must give three-day notice. The Executive Committee includes the chairperson, secretary and director of Student Publications.
- (b) Selects the College Heights Herald editor-in-chief for the fall semester and the Talisman editor-in-chief at the spring meeting and the spring semester editor-in-chief at the fall meeting. Has the authority to remove an editor-in-chief with the concurrence of the Director of Student Publications.
- (c) Reviews financial operations of the publications, including sales, income, accounts receivable, expenses, financial forecasts, bad debts, purchasing problems, equipment purchases and other financial operations to ensure that the Herald and Talisman at all times operate according to the standard university accounting and financial procedures. At fiscal year-end, a complete financial statement of operations, citing variances to the budget should be provided.
- (d) Reviews complaints that have not been resolved by the editor-in-chief, advertising manager or other involved staff members. Complaints should be submitted in writing. The committee will develop procedures for resolving complaints.
- (e) Reviews staff policy and procedures and job descriptions upon request.
- (f) Does not serve as an editorial board.

**OFFICE OF STUDENT PUBLICATIONS**

# Way Forward advisory board

The Way Forward advisory board's mission is to help chart the way forward for WKU Student Publications. The committee is appointed by the director, with input from others on the professional staff, to make recommendations on direction for WKU Student Publications with respect to journalism, business needs, publication development, technology and other matters as the Way Forward advisory board sees fit. There is no set number of members, but members shall include alumni and non-alumni experts in their fields.

This board generally meets once a semester, typically around homecoming and in April.

# Professional staff job descriptions

## Director of Student Publications

Chuck Clark | [Chuck.Clark@wku.edu](mailto:Chuck.Clark@wku.edu) | 270-745-4206

The Director of Student Publications has overall administrative responsibility for the College Heights Herald, the Talisman and other student publications and ventures that might be undertaken under the auspices of the Office of Student Publications. The director:

- Ensures that all student publications under the director's supervision maintain the highest professional standards. This includes in-house training sessions, as well as attendance at professional meetings and seminars.
- Oversees all financial transactions and maintaining fiscal responsibility for the Office of Student Publications including the Herald, Talisman and special scholarship and development accounts.
- Secures the necessary equipment and supplies for the publications, including maintenance contracts and maintaining a perpetual inventory.
- Works closely with advisers and the Student Publications business office to ensure regularity of publications and an orderly transition of student editors, subeditors and managers.
- Provides advice on such legal matters as libel, invasion of privacy, open meetings law, open records law, obscenity and ethics.
- Develops an annual advertising rate structure for the Herald, including setting salaries and commission rates, distribution of accounts and revising advertising contracts as needed.
- Negotiates all necessary contracts, including written specifications for printing, mailing and distributing, marketing and keeping staff manuals updated.
- Prepares annual budgets for the Office of Student Publications, signing all purchase requisitions and adhering to all University fiscal procedures.
- Works with Business Office in overseeing the payroll for students who are paid on part-time payroll, weekly time sheets or as independent contractors (writers, photographers, artists, circulation) and commission advertising staff.
- Serves as a non-voting member of the Student Publications Committee.
- Works closely with editors of professional publications in the placement of interns and graduates and in improving student recruitment efforts.
- Strengthens relationships with WKU's publications alumni through an annual Homecoming event, a formal alumni association and a regular schedule of newsletters and other activities.
- Ensures that student staff members are properly recognized for their work by encouraging entry in competitions that would bring attention to students and their publications and publicize their accomplishments within and outside the department.

**OFFICE OF STUDENT PUBLICATIONS****College Heights Herald adviser/multiplatform news director**

Carrie Pratt | Carrie.Pratt@wku.edu | 270-745-4591

The Herald adviser is an advocate and resource for the College Heights Herald on all its platforms -- print, web, mobile, social media any any other format that the student-run news outlet might adopt. The adviser is available for the editor-in-chief, the editorial board and other Herald staff members as needed, assisting with legal and ethical matters, offering advice on journalism issues and helping direct the transition of the Herald from a print-centric operation to one that operates on and maximizes the strengths of multiple delivery platforms.

**Talisman adviser/specialty publications manager**

Charlotte Turtle | Charlotte.Turtle@wku.edu | 270-745-3055

The Talisman adviser serves as an advocate and resource for the student staff and attends weekly editorial board and full staff meetings, along with specific staff meetings as needed. The adviser supports the editor-in-chief with tasks like distribution of the Talisman, senior and underclassmen portraits, content development, news judgment and legal matters. The adviser also manages equipment rentals available to the photo staff. The adviser is available during production and communicates with the printer to ensure quality once the files are received. They also critique the publication often and provide instruction for improvement. The adviser prepares files for competitions and submits the budget to the director.

**Sales manager/advertising adviser**

Will Hoagland | William.Hoagland@wku.edu | 270-745-6285

The sales director and advertising adviser develops advertising and revenue plans and projections, and makes adjustments as warranted; trains student advertising executives; assists in maintaining strong client relationships and recruiting new clients; and directly supervises the student advertising manager and student creative director. The sales director also works with the director and others on the professional staff to develop new lines of revenue, such as web design or specialty advertising publications, designed to keep WKU Student Publications financially healthy.

**Operations manager**

Sherry West | Sherry.West@wku.edu | 270-745-2651

The operations manager oversees all budgets and all financial transactions, as well as recordkeeping, for WKU Student Publications. The operations manager also is responsible for student payroll and for ensuring generally smoother operations at WKU Student Publications, and consults regularly with the director on all financial and operational matters.

**Office associate**

Tracy Newton | Tracy.Newton@wku.edu | 270-745-2653

The office associate provides customer service to students, visitors, alumni, advertisers and others who come into contact with WKU Student Publications, either in person or by phone. The office associate also makes daily deposit of all receipts, which includes posting of all payments to AdPro; is responsible for all payment authorizations for student payroll; maintains an adequate inventory of supplies; assists in the efficient day-to-day operations for WKU Student Publications; and coordinates special events.

## OFFICE OF STUDENT PUBLICATIONS

# Parking policy

**Parking behind the Adams-Whitaker Student Publications Center is reserved for WKU Student Publications vehicles and for people doing business with us.**

Students may not park in the four Student Publications spaces or the loading zone to go to class, to run over to the computer lab or for any other purpose not directly related to WKU Student Publications.

## Business space

During business hours -- 8 a.m.-4:30 p.m. Monday through Friday -- **NO STUDENT OR STAFF PARKING IS PERMITTED** in any space reserved for Student Publications business. Customers using the business space must sign in at the Business Office.

## Van spaces

The three spaces designated for Student Publications vehicles adjacent to the loading dock are reserved for WKU Student Publications vehicles only, **24 hours a day, seven days a week**. If you park there, we will ask that your vehicle be towed.

## Loading zone

The loading zone behind the Adams-Whitaker Student Publications Center will be strictly enforced by WKU Parking and Transportation Services. The time limit for parking is no longer than 10 minutes. If a student or staff member needs short-term parking of no longer than 10 minutes to transact business with WKU Student Publications, the student may park in the Loading Zone and **MUST** sign in at the Business Office. **The student must be in the Adams-Whitaker Student Publications Center during this time and available to move the vehicle at all times.** Vehicles may be towed if parked in the Loading Zone for longer than 10 minutes or at any time if the student is not immediately available to move the vehicle. No overnight parking is allowed in the Loading Zone under any circumstances.

***Anyone who abuses use of the Loading Zone will forfeit the privilege to use it at all.***

**WKU Parking and Transportation Services will issue a \$100 citation against any vehicle violating this policy, and the vehicle may be towed.**

**OFFICE OF STUDENT PUBLICATIONS**

# Office policies

Use of the Adams-Whitaker Student Publications Center is a privilege. Students are expected to follow office policies or may have building privileges revoked.

## Basic housekeeping

We have a steady stream of visitors through the Adams-Whitaker Student Publications Center. It is the responsibility of each person who works in the office to keep the quarters as clean as possible.

In particular, keep desktops clean by throwing away or filing materials when you have finished with them. Desks are not to be locked. This is a shared space by all staffers, so limit personal items on your desk. Never remove clips from any bound volume. The bound volumes are stored in cabinets in the basement.

NO food or drinks are permitted in carpeted areas of the building except water bottles and cups with secure lids. If you have food or drink, you should be especially careful as you head to the break room to avoid getting anything on the carpet. Absolutely no food or drink is allowed in the conference room without prior approval of the Director of Student Publications.

There is to be NO tape used on walls. Pushpins are to be used only on the panels on the desks; this use should be limited. We are proud of our furniture so help us keep it clean and looking nice. There is no sleeping in the office. Keep your shoes off of all furniture and do not sit on desks or stand on chairs.

Possession of alcohol, drugs or firearms in the building is prohibited (see Drug and Alcohol Policy). If you smoke outside (allowed only in the designated area), dispose of your cigarettes properly. Do not throw cigarette butts on the ground.

## Conference room policies

The conference room should only be used for editorial board meetings for the Herald and Talisman and ad staff meetings. All other individual and full staff meetings will be held in the basement. There is to be no eating in the conference room without permission of the Director and only approved lidded cups or water bottles will be allowed. The conference room must be kept neat and clean of papers and trash.

## Basement usage

Unless you are in a meeting or in need of an old Herald or Talisman, then you should not be in the basement. Under no circumstances are you to go through any of the filing or storage cabinets. The basement is not a place to store your personal belongings.

## Break room policies

While the break room is available for your use, when you are done, clean up. Do not leave cups and containers lying around; if you do and they are thrown away, do not complain. Do not leave rotten food in containers in the refrigerator or keep food in there for long periods of time. This is not your personal refrigerator. Items in the refrigerator are the property of the person who brought them; they are not community property. Do not leave dirty dishes in the sink for someone else to take care of. Do not leave food in the sink, either. If you make a mess in the sink or counter, clean it up. If you spill something, clean it up. This includes the microwave. There are cleaning products located in the cabinets. If you have trouble finding them, ask.

## Pets

Pets are not permitted in the Adams-Whitaker Student Publications Center. Professionally trained service dogs and comfort animals are not considered pets.

## OFFICE OF STUDENT PUBLICATIONS

### Recycling

Put only paper in the blue or gray trash cans that are marked for recycling. Non-paper items should be put in a separate trash can. Since there will be no food, paper cups or other food items outside the break room, most everything we deal with is recyclable. Designated trash cans are labeled for aluminum cans and plastic bottles. A recycling caddy for cans and bottles and a bucket for batteries are located in the rear lobby near the basement stairs.

### Access and security

Equipment in the publications area represents a considerable financial investment. It is everyone's responsibility to protect it. When you see someone unfamiliar, ask him or her in a friendly manner if you can help. If you are the last person to leave the office, make sure the lights are off and that the area is secure, and that the exterior doors are fully closed. The lights in the newsroom are on a timer but may be turned off by pushing the top left button. When the last editor is ready to leave, everyone else must leave too. A departmental supervisor or editor should be present at all times. Working in Student Publications is a privilege and not a right. When in doubt about building security, call campus police for assistance.

### Office hours

**Student Publication Office Hours: Monday – Friday, 8 a.m. – 4:30 p.m.** During these hours office staff will be available to assist you. If a staffer needs to take care of paperwork or get something from the business office, it should be done during these hours.

On Herald production nights, the front and back doors will remain unlocked until 6 p.m. Otherwise, the doors will lock automatically at 4:30 p.m. If you need access and the door is locked, please ring the doorbell once and someone will let you in. **One ring denotes the front door, while two is for the back door.** Please envision yourself waiting outside and answer the door as soon as possible. If you're outside, please be patient.

After hours, you **MUST** press the green button beside to the right of the door before exiting the building or letting someone in. If the door is held open for longer than 30 seconds, the alarm may activate. This means you cannot prop the door open, hold the door open or turn the lock to keep door open.

You are not allowed to exit/enter through the side door. It is an emergency exit only. If you open this door the alarm will sound and may remain on for nine hours.

If you are here after 4:30 p.m. and the alarm is activated:

■ Contact campus police at 745-2548.

■ Please let them know if there's an emergency or if it was human error that triggered the alarm. Ask them to deactivate it.

### Keys

The editors of the Talisman and Herald and the Herald advertising manager will be issued keys to their offices. It is the responsibility of the key holder to keep track of the key and not to loan it to anybody. Staff members will have to pay for lost keys. All keys are to be returned to the front office staff at the end of finals week.

Designated members of the Herald and Talisman staff will have ID cards that grant them access to the Student Publications Center. The card is the responsibility of the staffer – they are not to give it to anyone else to use. If it is lost or stolen, the staffer should report it immediately. Staffers are issued one card and will have to pay for a replacement. Cards are deactivated by office staff at the end of the semester or termination of employment.

**If an editorial board member chooses to allow a staff member access to the building after business hours, then it is that editorial board member's responsibility to stay until the staffer leaves.** Upon leaving the building, the editorial board member should ensure the building is locked and lights and equipment are off.



**OFFICE OF STUDENT PUBLICATIONS****Use of equipment**

The university does not, in general, provide the equipment for WKU Student Publications. Because the equipment is costly to maintain, its use by non-staff members is prohibited, and work not related to publications must be strictly limited (see Communication Systems Policy). If you need to check out equipment -- laptops, iPads, iPod Touches, camera gear, etc. -- see the publication adviser.

**Fax**

There is a fax machine available for all staffers to use for Student Publications business only. The machine is located on the Talisman end of the newsroom near the color printer. There are fax cover sheets on the bookshelf near the fax. If there are faxes sitting in the machine, staffers should place them in the basket to the right of the machine. Staffers should also regularly check this area for faxes.

**Copiers/printers**

There is one color printer/copier and one black-and-white printer located in the newsroom. There is limited access to the color printer and it should be used ONLY for Herald and Talisman business. Because they are costly to maintain, do not use them to print homework or class projects. A 24-hour lab is located conveniently across the street in Mass Media & Technology Hall. Our copiers are for publications business only.

**Mailboxes**

A mailbox is provided for many staff members. Please check your mailbox every day.

**Telephones**

When a phone is ringing, answer it. When doing so, say: "College Heights Herald, this is (your name)" or "Talisman, this is (your name)." When taking messages, please write the time, date and your name on the message and put it in the appropriate place. The telephones in the publications area are for business use. Long distance service is available for business calls. Those calls should be kept as short as possible. Publications staff members may use the telephones for occasional internship and job calls. Anyone abusing that privilege may be required to reimburse Student Publications and may be suspended from the staff.

**Office supplies**

Because of its limited budget, the Office of Student Publications cannot provide classroom supplies for students. Office supplies, including Post-it Notes, pens, copy paper and the color printer, are to be used in publications-related activities only. If staffers need particular office supplies or they are running low, they will need to discuss this with their adviser or the front office staff.

**Smoking and electronic cigarettes**

The use of tobacco products and electronic cigarettes is prohibited inside the Student Publications building. WKU policy limits the use of tobacco or e-cigarette materials to designated smoking areas.

**Social behavior**

While we want students to enjoy their time in the newsroom, it is a place of business. Like any other professional workplace, staffers must behave in a manner conducive to business. Staff members who choose to test these rules will receive a warning and may be terminated or have building privileges suspended or revoked by their adviser or the Director.

**Language**

Professionalism includes demonstrating a mature command over the English language. Staffers should not swear in the newsroom because others might take offense to it. Writing language on the dry erase board that might be considered foul and/or offensive is prohibited. Disagreements -- whether among students or between students and professional staffers -- must be handled professionally; foul language has no place in a professional environment. Abusive language will not be tolerated.



**OFFICE OF STUDENT PUBLICATIONS****Dress**

Staff members should dress and look professional while in the newsroom. This is a place of business and we have frequent visitors, including prospective students and their parents, so it is important to look appropriate at all times. Articles of clothing that project slogans or graphics that might offend any race, ethnic group, gender or sexual orientation are not tolerated in the newsroom. Remember that when you are out on campus or in the community on assignment, you represent the College Heights Herald or Talisman. It is important to look professional.

**Gossip**

It's simple: Don't do it. Gossip destroys the morale of any organization. If you want to talk about someone, learn to speak to that person directly.

**Dating**

Staff members who date each other must keep all aspects of their personal relationships out of the office.

**Personal hygiene**

Working for the Herald and Talisman requires staff members to share equipment in close quarters, sometimes for extended periods. Taking care of your personal hygiene is conducive to a pleasant working environment. Please bathe, launder clothes regularly and keep your hands clean. Placing your fingers in your mouth, ears and nose and then typing on the keyboard and handling papers that others may need afterwards creates a health hazard.

**Illness**

If a staffer is sick, out of respect for others who work in the office, don't come into the office. Staffers who are out with an illness should contact their editor and let them know the status of their assignments.

**Contests and honors**

Throughout the year, Student Publications enters statewide, regional and national journalism competitions. The Herald and Talisman have a proprietary interest in the material they publish. Thus, editors are entitled to help determine which entries will represent Student Publications in contests. Awards presented to the staff as a whole or to the publication generally become the property of the publication. Individuals who win awards for work published in the Herald or the Talisman may accept the award and retain ownership of it. Awards look great on your resume and academic portfolio.

**OFFICE OF STUDENT PUBLICATIONS****STUDENT TRAVEL POLICY**

Revised July 21, 2014

WKU Student Publications from time to time sends students outside Bowling Green to cover events or attend conferences. These guidelines apply to all student travel for the College Heights Herald and the Talisman.

**APPROVAL**

**All out-of-town travel requires prior approval.** You must fill out a Travel Request Form and have it approved by the editor-in-chief as well as either the publication adviser or the director. Travel without prior approval will not be reimbursed.

**FOR COVERAGE**

In general, coverage of an event that requires out-of-town travel will be limited to no more than two staffers. Exceptions must be approved by the adviser and the director.

**TRANSPORTATION.** Transportation to and from the venue will be covered from the publication's budget. The mode of transportation (ground or air) will be at the discretion of the adviser. Mileage for any one assignment will be paid for one vehicle at the university reimbursement rate. If a student chooses to take a second vehicle rather than share a ride, no mileage may be claimed for the second vehicle. When using air travel, receipts completed by the vendor must be obtained for any necessary ground transportation such as taxis or shuttles.

**LODGING.** The publication will pay for one hotel room for coverage of an event that requires an overnight stay. In the case of a male and female staff member being assigned to cover an out-of-town event, the publication will pay for two hotel rooms.

**MEALS.** The publication will reimburse actual expenses for meals for no more than two staffers for a single event, not to exceed \$30 per day per person, unless approved by the director. Students must turn in itemized receipts to be eligible for reimbursement for meals. **NO ALCOHOL IS PERMITTED.**

**FOR CONFERENCES**

The number of students attending a conference at the expense of WKU Student Publications will be determined by the director and the advisers.

**DEPOSIT.** Students traveling to conferences will be required to make a \$100 deposit in order to attend any conference paid for by WKU Student Publications or the publication itself. The deposit will be returned to the student in full at the conference location. If the student does not make the trip for any reason, the deposit shall be forfeited.

**AIR FARE.** The publication or WKU Student Publications will cover airfare for any student traveling to a conference as long as that student will be returning to WKU Student Publications the following semester. Exceptions are at the discretion of the director. If a student for whom airfare has been purchased fails to make the trip for any reason, the student must reimburse WKU Student Publications for the full cost of the airfare.

**REGISTRATION AND LODGING.** The publication or WKU Student Publications will cover registration and lodging costs at conferences for all students approved to attend. Shared rooms will be required.

**MEALS.** Students traveling on behalf of Student Publications to conferences must pay for their own meals and other expenses beyond airfare, lodging and registration.

**OFFICE OF STUDENT PUBLICATIONS**

# Student Publications travel request

The travel request form must be done well in advance of requested dates of travel.

Print Name: \_\_\_\_\_

WKU ID# \_\_\_\_\_

Email address: \_\_\_\_\_

Phone#: \_\_\_\_\_

Talisman or Herald travel: \_\_\_\_\_

Dates requested to travel: \_\_\_\_\_

Destination: \_\_\_\_\_

Method of travel: \_\_\_\_\_

Purpose of travel: \_\_\_\_\_

Will overnight stay be required: \_\_\_\_\_

Who else will be traveling: \_\_\_\_\_

We must follow state regulations for travel. Therefore, all travel is based on those state requirements.

All requests for travel must be approved in advance. No reimbursements will be given for unauthorized travel. After travel has been approved the form must be turned into Sherry West in the Business Office. She will then proceed to get info from you regarding specifics of making arrangements for your travel needs. All receipts for travel must be turned in no later than the end of the month in which the travel occurred or reimbursement may be denied. Double mileage will not be paid on trips where more than one photographer or writer, are covering the same event.

Signature: \_\_\_\_\_

Section Editor's Signature: \_\_\_\_\_

Editor-In-Chief's Signature: \_\_\_\_\_

Adviser's Signature: \_\_\_\_\_

Director's Signature: \_\_\_\_\_

## OFFICE OF STUDENT PUBLICATIONS

# Communications systems policy

Effective: May 15, 2003

Updated: January 14, 2011

Communication Systems refers to Internet access, e-mail, computers, telephones and/or voice mail provided in Student Publications for work-related purposes only by employees of the Office of Student Publications, the College Heights Herald or the Talisman. Use of discriminatory, derogatory or offensive language, written or spoken, is prohibited. Any voice mail, e-mail or other communications sent or received via the Communications Systems must be appropriate for the workplace. Do not transmit anything in an e-mail message that you would not feel comfortable having posted on a bulletin board for all to see. Remember: The recipient of your message may send it to people that you may not want to see it.

Occasional, incidental use of the Communications Systems for personal reasons is permitted, provided that such usage does not interfere with normal work activities. All such personal use is subject to and must be in compliance with this policy and all other applicable policies and may be prohibited in the future.

You must obey copyright and other intellectual property laws when using the Communications Systems. Those laws prohibit the reproduction and distribution of the intellectual property of others, including movies, musical recordings, photographs, illustrations and software, unless you have authorization from the copyright owner or if it constitutes "fair use." There should not be any illegal or copyright infringed material on Student Publications computers, including but not limited to music and movie files, software and illegal serial numbers and cracks.

Personal computers, such as laptops, may be used in the Student Publications offices but employees may not use this access to gain or trade copyrighted material.

Only properly licensed Student Publications-sanctioned software may be used on the Communications Systems. **You may not download or install any software or hardware products onto the computers without prior approval of a member of the professional staff.**

All users waive any right to, or expectations of, privacy in use of the Communication Systems, and Student Publications and/or the university reserves the right to monitor any use to prevent system misuse, ensure compliance with legal regulatory requests and enforce this and other policies.

Users should print out all e-mail messages sent or received which would normally be retained for business purposes and place them in an appropriate file.

# Alcohol, drug and conduct policy

Effective: Sept. 24, 2002; Updated: May 19, 2008

*See also Removal of News Content from Digital Databases, Policy Manual Page B-9*

To sustain the moral values, high ethical standards and the overall professionalism and integrity of the College Heights Herald and the Talisman, their employees (defined here as anyone who regularly contributes to the newspaper or yearbook) recognize that they should abide by appropriate standards of conduct.

WKU Student Publications holds WKU athletes, coaches, student leaders, staff and faculty to a high standard based upon their status as "public figures." Because of this perceived status, the Herald has published stories – rather than including the items in the regular listing of police reports – when athletes have received DUIs and/or have been cited or charged with misdemeanor crimes such as the possession of stolen parking permits.

Consequently, WKU Student Publications employees also must hold themselves to those higher standards and should refrain from conduct that reflects adversely upon the Herald and Talisman or that adversely affects their ability to effectively perform their duties for the Herald or Talisman.

## Alcohol, drugs prohibited

Student Publication employees may not bring alcoholic beverages or any form of illegal drug into the Adams-Whitaker Student Publication Center, nor may they permit any persons accompanying them to possess alcohol or illegal drugs. Student Publications employees may not enter the office if they are intoxicated or inebriated or have consumed any amount of alcohol or drugs that would alter their thought process, slur their speech or cause them to engage in disruptive behavior.

Student Publications employees shall not drink when working on an assignment. Even after the interviews, photos and/or sales are completed, the employee shall not engage in behavior that would adversely reflect on the Herald or Talisman.

## Reporting, due process

Should a Student Publications employee violate any of these conditions, he or she will be required to meet with the editor-in-chief, who will decide if the behavior warrants an unpaid suspension or removal from the staff. If placed on suspension, the employee may return to the staff, but the employee is not guaranteed that he or she will return to the same position. Should the editor-in-chief violate one of the policies, he/she will be required to meet with the full editorial board and notify them within 48 hours thereof. He/she will then meet with the adviser to determine if behavior warrants any disciplinary action.

## OFFICE OF STUDENT PUBLICATIONS

Should a Student Publication employee receive a DUI charge, any charge or citation related to public intoxication or any charge related to the possession, distribution or abuse of illegal drugs, they are obligated to notify the editor-in-chief within 48 hours of the incident. That employee may be subject to an unpaid suspension of a minimum of 30 days or removal from the staff. If the employee is suspended, reinstatement will be effective only after a meeting with the immediate supervisor and the editor-in-chief and a determination by the editor that the employee is willing to abide by this policy and uphold the integrity of the Herald and Talisman. Should an employee not report his/her arrest or citation to the editor-in-chief and the arrest/citation is discovered later, that employee **shall be removed from the staff**. In an instance involving the editor-in-chief, the editorial board, in consultation with the adviser, shall institute sanctions that may include, but are not limited to, suspension or a recommendation to the Student Publications Committee for removal.

### Application of policy/confidentiality

This policy is the internal operating policy of Student Publications and is not intended to be a part of or supersede any policies of the University. Any actions taken in accordance with this policy shall be considered confidential, internal, personnel matters, and shall be separate from any University action.

### Herald coverage

Herald and Talisman employees are held to a higher standard than regular students because of the nature of their jobs. But they aren't necessarily public figures. If a staff member is arrested for a DUI or other drug- or alcohol-related crime, that staff member should inform the editor-in-chief. The charge against that staff member will be included in the crime reports. Otherwise, depending on the nature of the arrest or charge, no other coverage may be necessary. If the staff member who is arrested is a member of the editorial board or a highly visible position, a more prominent story will be published.

## Other things

### College Heights Media

College Heights Media is a specialty publishing agency created in 2012 with a twofold purpose: To create additional opportunities for students to gain experience in a real world publishing setting, and to generate revenue to support WKU Student Publications and our flagship products, the Talisman and the College Heights Herald.

### Marketing Manager

WKU Student Publications employs two student Marketing Managers, one for the College Heights Herald and one for the Talisman, to promote those publications and Student Publications in general. These promotions include special events, open houses, advertisements, distribution, sales and other efforts. The marketing managers report to the publication adviser.



**OFFICE OF STUDENT PUBLICATIONS**

# WKU<sup>®</sup> COPYRIGHT POLICY

## STUDENT PUBLICATIONS

Revised February 2013

As a condition of being a member of the College Heights Herald, Talisman or wkuherald.com staff, I hereby understand and agree that the Western Kentucky University Office of Student Publications has joint copyright to any work subject to copyright that I create or prepare and submit for publication in either the Herald or Talisman, for any medium, including items not published or otherwise used. Such rights shall be granted to Student Publications in perpetuity, allowing publication of my work in projects created or commissioned by WKU Student Publications in any medium. Additionally, Student Publications may allow my work to appear in third-party publications in order to promote WKU Student Publications. The Office of Student Publications will not distribute my work to other WKU offices and departments for uses unrelated to Student Publications. For the purpose of use of this material by Student Publications, I understand that I will be compensated for a work one time only.

I understand that I will retain resale rights for my work, allowing me to sell my work to approved third parties, including but not limited to other WKU offices and departments. I understand that I must receive written approval from the current editor-in-chief of my assigning publication or the Director of Student Publications before selling work originally created for the College Heights Herald or Talisman to another publication. I will not, under any circumstances, be permitted to sell my work to any publication in direct competition with the Herald and/or Talisman. Likewise, when on assignment for the Herald or Talisman, I understand that I am obligated to submit my work first to the assigning publication before submitting the work to any other party. Additionally, work published in a third party must credit the student publication that I work for in addition to myself. For example, "AP photo by John Doe via College Heights Herald" or "By John Doe, College Heights Herald."

The term "work" includes articles, photographs, illustrations, cartoons, designs and any other creative work. A "work" shall be considered to be one article, one photograph, one illustration, and likewise. Multiple stories in a package or multiple photos in a take will be considered to be multiple works.

Furthermore, if the Herald wishes to publish work originally used by the Talisman in the same academic year, or vice versa, the publication wishing to republish the content must receive written permission from the current editor-in-chief of the assigning publication.

Finally, I understand that I retain all rights to use my work for my own personal portfolio or for entries for contests, scholarship programs, internship programs and job searches. Such rights include publishing my work to a personal blog or online portfolio, as well as sharing work with story subjects after publication. I will not be required to seek permission from an editor for such uses of my work; however, I will not allow such use to reflect poorly upon the image and brand of the College Heights Herald, Talisman or WKU Student Publications.

I understand that if I breach any portion of this agreement I will, at minimum, be suspended from staff for the longer of either two weeks or two deadline cycles.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# ETHICS AND LEGAL GUIDE

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**ETHICS AND LEGAL GUIDE**

# Ethics guide

This ethics guide is based on the Associated Collegiate Press Model Code of Ethics for Student Journalists. Although most items reference the Herald, the policies also apply to the Talisman staff even though yearbook staff members may be affected less frequently.

## Plagiarism of words, art or other

Plagiarism is prohibited and illegal if the material is copyright protected. For the purposes of this code, plagiarism is defined as the word-for-word duplication of another person's writing and shall be limited to passages that contain distinctively personal thoughts, uniquely stylized phraseology or exclusive facts. A comparable prohibition applies to the use of graphics. Information obtained from a published work must be independently verified before it can be reported as a new, original story. This policy also forbids lifting verbatim paragraphs from a wire service without attribution, or pointing out that wire stories were used in compiling the story. It is not necessary to attribute background information published previously in the Herald.

## Fabrication of any kind

The use of composite characters or imaginary situations or characters isn't allowed in news, sports or feature stories. A columnist may, occasionally, use such an approach developing a piece, but it must be clear to the reader that the person or situation is fictional.

## Plagiarism and fabrication – PENALTY

Plagiarism and fabrication are especially egregious acts against journalism. In the event of an allegation of either, the editor-in-chief shall immediately suspend the person accused and convene an inquiry board to investigate the allegation. The inquiry board shall consist of the editor-in-chief, the managing editor and one other student staff member not associated with the incident. The publication's adviser and the Director of Student Publications will be available to consult with and assist the panel in its inquiry. If a majority of the student panel concludes that an act of fabrication or intentional plagiarism occurred, the staff member responsible shall be dismissed from the publication and a full and public disclosure of the act will be made. Once such a finding has been made, the student responsible shall not be permitted to return to WKU Student Publications.

Endorsed by the College Heights Herald editorial board, Jan. 29, 2013; Endorsed by the Talisman editorial board, Feb. 5, 2013

## Working for other media

A staff member's primary responsibility and obligation is with the College Heights Herald or the Talisman. Approval of work for an off-campus medium and/or any freelance work must be sought from the editor-in-chief in advance of the commitment. It is permissible only in noncompetitive media, on a staffer's own time and should not conflict with the staffer's obligations to the Herald or the Talisman. The Herald and the Talisman deserve your best work. The rule of thumb is to check with the editor-in-chief before agreeing to do anything.

Here are some guidelines. If you are asked by the Franklin Favorite to cover a meeting of the University Senate here, for example, you will either cover it for the Favorite or the Herald — not both. This applies to writers and photographers. If University Senate is your beat, your work must be for the Herald only.

If you end up covering a story that the Herald is also covering and you realize you have a piece of information that we don't, you are obligated to tip us. For example, you're going to a regents meeting and you learn through an interview with Bob Skipper following the meeting that WKU is getting a \$2 million grant from Corvette for the renovation of Parking Structure 1. The reporter who is writing the story about the meeting

## ETHICS AND LEGAL GUIDE

for the Herald doesn't have that information. While you don't have to turn over all you know, steer the reporter in the correct direction. You might say, "Call Bob Skipper and ask him about Corvette and parking."

If other media ask you to regularly work for them — again, check with your editor. If you cover facilities for the Herald and have the chance to cover high school football games on Friday nights for the Elizabethtown News-Enterprise, that's probably not a problem.

If you are a Herald or Talisman staff photographer and the Bowling Green Daily News wants to employ you as a shooter, there are concerns to be addressed.

To avoid a conflict of interest, a staffer may not hold positions within the Office of Student Publications and any outside campus news, public information or public relations mediums or organizations, except in the case of a class requirement. In that case, notify the editor-in-chief.

### Other employment

Other employment must not conflict with the staffer's first responsibilities to the publication. The staffer must report any other employment to the editor-in-chief to avoid conflicts of interest with assignments, other staff editorial or business responsibilities or influences or situations that would potentially harm the Herald's reputation.

### Membership in campus organizations

The Herald and the Talisman do not want staff members to be chained to their workstations; we expect our staffers to take part in other campus activities. There are some guidelines concerning this, though:

1. Staff members are not prohibited from joining any other organization, but they should consider the consequences of their membership and avoid positions such as public relations chair or president. While staffers may be able to separate their work for the Herald and other student organizations, the potential for readers to perceive a conflict of interest is there. To maintain the press as independent watchdog of the government, a staff member may not be a member of the Student Government Association Executive Committee and preferably not a member of the SGA Senate.
2. Members of the editorial board are asked to hold positions in no other non-journalism organizations. Check with the editor-in-chief if you believe your situation deserves an exception.
3. Your membership in certain organizations will affect what positions on staff you hold. Staffers may not cover a campus organization they belong to or participate in any editorial or business decisions regarding that organization. For example, a staff reporter who also happens to be a resident assistant will not cover the housing beat. The starting power forward for the Lady Toppers cannot cover the women's basketball beat. Staffers should report their membership to their supervising editor.
4. Consider your time commitments. Working for the Herald or Talisman is time consuming. And the longer you're around and the higher position on staff you achieve, the more time the publication requires of your day.
5. The bottom line, again, is to check with your editor if you have a question about how joining an organization or being elected to a position in an organization would affect your status on the Herald or Talisman.

### Outside activities, including political

Political involvement, holding public office off-campus and service in community organizations should be considered carefully to avoid compromising personal integrity and that of the publication. The notion of a journalist as an independent observer and fact-finder is important to preserve. Staffers should conduct their personal lives in a manner that will not lead to conflicts of interest.

A staffer involved in specific political action should not be assigned to cover that involvement. When covering any kind of story where a staffer will be seen in the public eye they should not wear anything that

## ETHICS AND LEGAL GUIDE

would suggest affiliation with any political party. While working in Student Publications no staffer may hold a position or membership with any politically motivated campus organization.

### Travel

To remain free of influence or obligation to report a story, the journalist should not accept free travel, accommodations or meals related to travel. For convenience, sports reporters may travel on team charters, but the publication should pay the cost of transportation and related expenses. The same pay-as-you-go policy should apply to non-sports reporting as well, including businesses and governments. Free travel and accommodations that are non-coverage related and which may be provided by a vendor may be accepted if the primary purpose is for education or training and is related to the fulfillment of an agreement or contract.

### Gifts

As a general rule, gifts should not be accepted. Sometimes sources – especially those for a feature story – feel compelled to give reporters a gift to thank them for doing a story about their business, their friend or so on. If the reporter takes the token of appreciation, it could be viewed as a compromise of ethics. If the reporter refuses, sources may feel belittled.

The only rule here is never let the source or anyone else believe that your receiving a gift from a source could affect your stories. If that means not accepting the gift, don't accept it. If you do a feature story on a 99-year-old man who makes toothpick candle holders for shut-ins and he offers you one as a remembrance of him, don't turn it down because it would compromise your ethical code.

But if you are reporting a story about a strip-bar that's opening across the street from the Newman Center and when the owner shakes your hand after an interview you find \$100 in your palm, that's a different story. Somewhere between those two ludicrous examples, find a happy medium. And consult the editor-in-chief anytime you are faced with this problem — no matter how clear-cut the answer seems to be.

### Free tickets, passes or discounts

Free tickets or passes may be accepted by staff members assigned to cover an event or by those attending for legitimate news purposes. Press facilities at those events may only be used by staff members who are assigned to cover the event. Free tickets or passes may be accepted by staff members for personal use only if tickets are available on the same complimentary basis to non-journalists. Reimbursement for tickets purchased to cover events will be made after receipts are attached to the appropriate forms.

### Ownership of products given for review

Any materials given to the publication for review become the property of the publication and not of any individual staff member.

### Relationships and coverage

Staffers must declare conflicts and avoid involvement in stories dealing with members of their families. Staff members must not cover — in words, photographs or artwork — or make news judgment about family members or persons with whom they have a financial, adversarial or close relationship.

### Use of alcoholic beverages while on assignment

No drinking is permitted when on assignment. See Alcohol, Drug and Conduct Policy (page A-15).

### Sexual harassment

Sexual harassment is prohibited. Sexual harassment is: (verbal) suggestive comments, sexual innuendo, threats, insults, jokes about sex-specific traits, sexual propositions; (non-verbal) vulgar gestures, whistling, leering, suggestive or insulting noises; (physical) touching, pinching, brushing the body, coercing sexual

## ETHICS AND LEGAL GUIDE

intercourse, assault. This conduct can be called job-related harassment when submission is made implicitly or explicitly a condition of work-related assignments, compensation or other factors, and if such conduct interferes with the staffer's performance or creates a hostile intimidating or offensive work environment. Any harassment claim should be reported in writing to the editor-in-chief and adviser for investigation. If the investigation reveals real harassment, the guilty party will be reprimanded and another incident would be grounds for dismissal. A staff meeting that includes a discussion of sexual harassment and working conditions is recommended at the start of each semester. The College Heights Herald and the Talisman follow the university's sexual harassment policy.

### **Electronically altered photos**

Electronically altering the content of photos for news and general feature stories or as stand alone news and feature photos isn't allowed. Content may be altered as a special effect for a limited number of features if the caption or credit line includes that fact and if an average reader would not mistake the photo for reality. Readers expect photos and stories to be truthful.

### **Photo illustrations**

Set-ups or posed scenes may be used if the average reader will not be misled or if the caption or credit line tells readers that the photo is a photo illustration.

### **Use of photographs of victims of accidents, fires or natural disasters**

Because photos have a tremendous impact on readers, the question of privacy versus the public's right to know should be considered. The line between good and bad taste and reality and sensationalism is not always easy to draw. Care should be taken to maintain the dignity of the subject as much as possible without undermining the truth of the event.

### **Reporting names, addresses of crime victims**

Staffers need to know the state laws that govern the publication of the names of rape and sexual assault victims. Generally, the names of rape victims are not published; however there is a trend to ask rape victims to go public. This may be negotiated between the victim and the publication. It is particularly important to proceed with caution if the victim is a minor. Victims of non-sexual crimes may be identified but the publication has a responsibility to give some protection to the victim such as giving imprecise addresses. With the exception of major crimes, an arrested person is not named until charges are filed. The Herald does not name victims who report having phone calls or sexual assault.

### **Cooperation with law enforcement, government, college administration**

To be an effective watchdog on other agencies, a publication must remain independent. The publication should not take over any of the duties of any outside agency; cooperation or involvement in the work of these agencies should be restricted to what is required by law. Staffers should know any freedom of information, open meetings and shield laws that apply to their work. If a staffer thinks any public authority is interfering with the staffer's functions as a journalist, the incident should be reported to the editor-in-chief.

### **Scrutiny of a public person's life**

Conflicts exist between a person's desire for privacy and the public good or the public's right to know about a public person's life. Persons who freely choose to become public celebrities or public servants should expect a greater level of scrutiny of their life than a private person – even a private person who suddenly is involved in a public situation. Staffers should make judgments based on the real news value of the situation, common sense and decency. Reporters and photographers should not badger a person who has made it clear that he or she does not want to be interviewed or photographed. One exception is those who are



## ETHICS AND LEGAL GUIDE

involved in criminal activity or in court. Publishing intimate details of a person's life, such as their health or sexual activities, should be done with extreme care and only if the facts are important for the completeness of a story and reflect in a significant way upon the person's public life.

### **Profane, vulgar words, explicit sexual language**

The primary audience of a college publication is adults. Although profane and vulgar words are a part of everyday conversation, they are not generally used in professional newspapers. During the interview stage of news gathering, staffers will encounter interviewees who use words viewed as vulgar and profane. The staff may publish those words if the words are important to the reader's understanding of the situation or if the words help establish the character of the interviewee. The staff may decide to limit references to prevent the vulgar or profane language from overshadowing the other, more important facts of the story.

**Profane and vulgar words are not acceptable for opinion writing.** Though they may be vulgar or profane, individual words are not obscene. Explicit language — but not vulgar, street language — describing sexual activities and human body parts and functions should be used for accurate reporting of health stories and, in a more limited way, for sexual crime stories.

### **Sexist language**

Staffers will avoid sexist labels and descriptive language and replace them with neutral terms.

### **Negative stereotyping**

Staffers will take care in writing to avoid applying commonly thought but usually erroneous group stereotypes to individuals who are members of a particular group. Generalizations based upon stereotypes can be misleading and inaccurate. In a broader sense, writers and photographers should avoid more subtle stereotyping in their selection of interviewees and subjects of photographs. Some examples of negative stereotypes: unmarried, black, teenage welfare mothers; unemployed, alcohol-using Native Americans; overweight, long-haired, white biker outlaws; limp-wristed, effeminate gays; inarticulate, dumb, blonde women.

### **Use of racial, ethnic or other group identifiers**

Identification of a person as a member of any population group should be limited to those cases when that membership is essential for the reader's complete understanding of the story; it should be done with great care so as not to perpetuate negative group stereotyping. When identifiers are used, it is important that the correct one be used. Some examples of identifiers: Hispanic, Jew, lesbian, person with AIDS, physically challenged, hearing impaired. According to the AP Stylebook, the preferred term is black. Use African-American only in quotations or the names of organizations or if individuals describe themselves so.

### **False identity, stolen documents, concealed recording, eavesdropping**

In the ordinary course of reporting, no staffers shall misrepresent themselves as anything other than representatives of the publication. In extraordinary circumstances, when an editor-in-chief judges that the information cannot be obtained in any other way and the value of that information to the readers is important, the editor may authorize a misrepresentation. Staffers may not steal or knowingly receive stolen materials. Except in situations judged by an editor as extraordinary, a staffer shall not record an interview or meeting without the interviewee's permission or the obvious placement of a recording device (not hidden) at the start of the interview or meeting in which case the interviewee or news makers do not object and are aware of the presence of the recording device. Committing an illegal act to eavesdrop on a source is not allowed. State laws on the use of recording devices should be checked.

### **Granting and preserving confidentiality to sources**

A reporter should not promise confidentiality to a source without the permission of the editor-in-chief.

## ETHICS AND LEGAL GUIDE

Confidentiality should be given if there is a real danger that physical, emotional or financial harm will come to the source if his or her name were revealed. The editor should have all the facts and the source's name before the decision is made. The editor should know of any laws pertaining to confidentiality and disclosure before a decision is made. A reporter should make every attempt to get the same information from another source that agrees to be named since the goal is to attribute all information to a specific source for all stories.

### Anonymous sources

Generally, anonymous sources are not used in stories. Information that comes from an unnamed or unknown source should not be used unless it can be verified through another, known source. If two independent sources verify the information and both are unnamed, an editor may decide to publish the information with careful consideration of the need for immediacy and the news value of the information. The source may be identified generally as one associated with an agency to give some degree of credibility to the information. The danger exists that the reader may not believe the information if sources are not given; the publication's credibility may suffer; information obtained later from a named source and verified may disprove the information given by the unnamed or unknown sources.

### Miscellaneous

Don't talk about stories that are in the works — in your classes, in your dorm floor meetings or even with your mom. Stories can be blown or damaged if the wrong people hear about them. If you see a story down on the page at production night, don't go back and tell everyone in your dorm about this great story that's going to be in the Herald tomorrow. A lot can happen to a story five minutes before the paper is rolled — even five minutes after it is sent to the printer.

Never promise or even let sources think a story or photograph is definitely going to appear in the newspaper in the next issue or ever. If the story is scrapped or other stories bump it from the paper, you and the editor are put into an embarrassing situation.

### Requests for removal of news content from digital databases

The widespread use of search engines has resulted in a significant increase in requests — or, often, demands — that news organizations remove news items from databases that are scanned by public search engines. The decision to remove any news content from a digital database of the College Heights Herald, the Talisman, wkuherald.com, the WKUHerald app or any other platform is at the discretion of the publication's editor-in-chief.

While the decision rests with the editor, journalistic best practices, as outlined by the Student Press Law Center and other media attorneys, strongly recommend that factually accurate items should not be removed or "unpublished" (particularly since cached versions will remain). Doing so on a case-by-case basis poses the potential for legal problems if any series of decisions could be considered arbitrary or preferential — in other words, an item was removed at the request of one person, while a different person's request for removal of a different item was denied.

An alternative can be offered, at the editor's discretion, to append an Editor's Note to the item that updates the dispensation of the case, as long as that dispensation is verified and documented independently of the person making the request. For example, a Crime Report item on a drunken driving arrest could have the following note appended to the end: *Editor's note: The charge of driving under the influence against Sally Student was amended to public intoxication, to which Student pleaded no contest and was sentenced to 100 hours of community service.* Or *Editor's note: Sally Student was found not guilty of driving under the influence at trial.*



**ETHICS AND LEGAL GUIDE****Requests for removal of news content from digital databases (cont.)**

Great care should be taken to ensure the appended material is accurate, since changing the article could constitute a new publication of that article.

In any case, having a policy that is administered consistently is of utmost importance.

**REMOVAL OF NEWS ITEMS WITHOUT PERMISSION**

Removing any news item from databases of the College Heights Herald or the Talisman without permission of the publication's editor-in-chief, or removing an item to benefit one's self, one's friends or associations, is unethical behavior and will have consequences.

Any member of the staffs of the College Heights Herald, Talisman or any other WKU Student Publications enterprise who removes a news item from a publication's database without the specific permission of the publication's editor-in-chief will be **permanently denied access to computers and networks** at WKU Student Publications, with that individual electronically blocked from logging into those computers or databases.

Further, the staff member also may face disciplinary action, up to and including termination, at the discretion of the publication's editor-in-chief.

**ETHICS AND LEGAL GUIDE**

# **SOCIAL MEDIA: Best practices**

*For journalists, social media are tools, not toys.*

## **Traditional standards for accuracy, ethics and professionalism fully apply online.**

- You're a journalist 24/7.
- There is no distinction between a personal and a professional account. While it's fine to maintain a separate account for work-related matters, remember that any account that bears your name is representative of you and your publication.
- Be careful about offering opinions and taking stands in personal posts. They can haunt you.
- Expressions of partisanship are unacceptable. You know about putting political bumper stickers on your car, right? Same principle.
- When using social media to gather news, make sure you identify yourself as a journalist.
- Before you press the button, make sure your facts are right – and, also important, that your post is free of spelling and grammar issues. Errors reflect badly on you, and on all of us.

## **Break news on the website, then on Twitter.**

- It's important to be fast, but it's far more important to be accurate.
- Post breaking news on wkuherald.com – even if it's just a sentence.
- Use a brief Twitter dispatch to link to the story.
- Update the website post quickly as a breaking news event develops.
- Follow up major developments with tweets linking back to the updated story.

## **Assume everything you write online will become public.**

- Be aware of perceptions.
- Communicate and politely debate people in social media, but know when to just let it go.

## **Use social media to engage with readers, but always be professional.**

- Watch your mouth. Do not use language that could be construed to be libelous, discriminatory, indecent, profane or offensive. Not even if you think you're being funny. Especially if you think you're being funny.

## **Independently authenticate anything found on a social networking site.**

- Verify, verify, verify if you think you're about to post something that's significant news. Cautionary tales abound from journalists who caused unnecessary panic with their tweets or posts. People will believe what you say. Information – right or wrong – can spread faster than you can blink your eyes.
- Be careful whom you retweet. Do you reasonably trust them? Really?
- Always look at what you link. If you include a link – or retweet someone else's link – look at it first to make sure you trust it and that its association with your name wouldn't embarrass you or WKU Student Publications.

## **If you make a mistake...**

- Acknowledge your error and correct it promptly. Leave the erroneous post up as a show of transparency to your audience.
- Deleting a tweet or Facebook post does not erase it. Everything posted online lives on forever in a cache somewhere. Everything.

*Get it right, get it first, get it out!*

**ETHICS AND LEGAL GUIDE**

# NOTES



# COLLEGE HEIGHTS HERALD

## Structure

The College Heights Herald is a business operated within the framework of WKU, with an account in the university business office. The newspaper does not get a direct subsidy from the university. The Herald pays its bills and buys equipment and supplies with money it generates from advertising sales. Because the Herald is a non-profit organization, the money earned from advertising sales goes back into the newspaper for payroll, printing, travel, professional memberships, maintenance and to buy new equipment.

## Philosophy

The College Heights Herald is a professional news organization operated by college students. Its focus is Western Kentucky University and its primary concerns are campus, local, state and national issues that affect Herald readers. It is important to understand that, while a majority of the Herald's community is students, it also includes faculty and staff, community members affected by WKU and alumni.

The goal of the College Heights Herald is to provide accurate, fair and balanced stories that meet the highest professional standards. The Herald provides a lively opinion section to stimulate a discussion of issues and create a forum for exchanging ideas through the print edition, website and social media.

The students who produce the Herald are honing skills that will give them a competitive edge as they enter the workplace. They learn to gather information, write, edit, photograph, sell and design. More importantly, they learn to make judgments and decisions and they learn to take responsibility for those decisions. As they exercise their First Amendment rights, they prepare for a professional career in communications.

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# Editorial job descriptions

*Reflects Fall 2015 organization*

All editorial staff members are expected to contribute to the overall success of the College Heights Herald and WKUHerald by helping the publication maintain its high quality and grow its audience. That includes participating in production, as well as helping distribute and promote our products to our readers. Staff members may also be expected to work outside their original job descriptions during breaking news or other extenuating circumstances.

## EDITORIAL BOARD

**EDITOR-IN-CHIEF:** The Editor-in-Chief is in charge of all news content for the College Heights Herald and the WKUHerald digital platforms. The editor is the chief spokesperson for the news organization, primary representative in the campus community, addresses complaints and deals with all outside agencies and individuals when they interact with the news department. The editor-in-chief is selected by the WKU Student Publications Committee after an application and interview process. Among the editor-in-chief's responsibilities:

- Selects section editors and makes final decisions concerning personnel matters dealing with the news department, including hiring and firing.
- Conducts regular staff and chairs Editorial Board meetings.
- Determines payroll within a budget set by the Director of Student Publications and the adviser to the College Heights Herald.
- Works with the advertising manager to determine page count and layout of the print edition.
- In consultation with the editorial board, decides news layout and has final say on any aspect of news content or design.
- Oversees production of the print and digital editions, assists in completion of any aspect of editorial production that requires attention, does "final reads" on print-edition pages and ensures delivery to the printer by deadline.
- Ensures that the newsroom fully embraces all platforms for distributing news, including print, web and mobile applications.
- Leads all inquiry boards investigating allegations of misconduct on staff.
- Serves as a non-voting member of the WKU Student Publications Committee.
- Works closely with section editors to help each of them perform their jobs to the best of their abilities.
- Maintains a healthy working relationship with the adviser and all members of the professional staff.

**DIGITAL EDITOR:** The Digital Editor is responsible for working with the entire newsroom team to generate content for the Herald's digital platforms, including news stories, photographs, graphics and videos for WKUHerald.com and for the WKUHerald mobile apps. The Digital Editor also has primary responsibility for managing content within the content management systems for digital products and, in consultation with the editor-in-chief and other members of the editorial board, the overall look and feel of the main WKUHerald.com web site. In addition, the Digital Editor will assemble and manage a team of student journalists who expand live coverage of the WKU community between cycles of the print edition in a true 24/7 fashion. In conjunction with the editor-in-chief, the Digital Editor will supervise the operation of the Herald's social media accounts and the Herald's use of web analytics in its day-to-day operations. The Digital Editor is a member of the editorial board.

**COLLEGE HEIGHTS HERALD**

**NEWS EDITOR:** The News Editor assigns and oversees news stories for the print and digital editions, works to fill news staff positions, supervises beat and general assignment reporters, attends staff meetings and editorial board meetings, works with the copy desk and design team and works during production. The News Editor is a member of the editorial board.

**SPORTS EDITOR:** The Sports Editor assigns and oversees sports stories for the print and digital editions, works to fill sports staff positions, supervises beat and general assignment reporters, attends staff meetings and editorial board meetings, works with the copy desk and design team and works during production. The Sports Editor is a member of the editorial board.

**FEATURES EDITOR:** The Features Editor assigns and oversees feature stories for the print and digital editions, works to fill features staff positions, supervises features reporters, attends staff meetings and editorial board meetings, works with the copy desk and design team and works during production. The Features Editor is a member of the editorial board.

**PHOTO EDITOR:** The Photo Editor assigns and oversees the photo staff, including still photography and video, for the print and digital editions and works with other editors to promote visual treatment of news, sports and feature stories. The photo editor works to fill photo staff positions, helps edit images and captions, recommends photo in the print and digital editions and assists with ideas on design. The Photo Editor attends staff meetings and is a member of the editorial board.

**DESIGN EDITOR:** The Design Editor is responsible for the overall look and feel of the print and digital editions. The Design Editor works with the editor-in-chief, photo editor and section editors on laying out the newspaper, and with the editor-in-chief and the digital editor on the look of the website and apps. In addition, the Design Editor is responsible for the overall consistency of the appearance of news products, watches for stories that would be aided by infographics and other visual journalism, and works (well in advance when possible) with artists, photographers and editors in planning news design. The design editor works during production and is a member of the Editorial Board.

**OPINION EDITOR:** The Opinion Editor organizes and leads discussion of the Herald editorial positions at editorial board meetings. The Opinion Editor also writes editorials by the early deadline if possible, consulting with editorial board members as needed during the process, receives and verifies letters to the editor, solicits columns from experts on issues, and supervises and works closely with all staff columnists and the editorial cartoonist. The Opinion Editor is a member of the editorial board.

**VIDEO EDITOR:** The Video Editor assigns and oversees the video staff for the digital edition and works with other editors to promote visual treatment of news, sports and feature stories. The video editor works to fill video staff positions, helps edit video, recommends video in the digital edition. The Video Editor attends staff meetings and is a member of the editorial board.

**COPY DESK CHIEF:** The Copy Desk Chief reports to the Editor-in-chief and is responsible for supervising the copy desk. The editor reads stories in second edit for accuracy, clarity, completeness, grammar and style; keeps reporters abreast of the status of their stories; manages the Style Book, attends staff meetings and works during production.

*Non-Editorial Board positions are on the next pages.*

**COLLEGE HEIGHTS HERALD****MANAGEMENT POSITIONS (not on Editorial Board)**

**ASSISTANT NEWS EDITOR:** Assists the News Editor in managing the reporting staff, editing stories and helping reporters develop their skills. The Assistant News Editor also reports and writes stories for publication as necessary.

**ASSISTANT DESIGN EDITOR:** Assists the Design Editor in managing section layouts and keeping consistent design. The Assistant Design Editor also designs pages and helps manage other designers.

**ASSISTANT PHOTO EDITOR:** Assists the Photo Editor in managing the photography staff, editing photos and helping photographers develop their skills. The Assistant Photo Editor also shoots assignments and enterprise photography as necessary.

**STAFF POSITIONS**

**BEAT REPORTER:** About 15 reporters are assigned beats, or specific areas of coverage. They are expected to call sources on their beat as often as necessary — usually once or twice a week — to keep abreast of potential stories. Also, they are expected to read other publications and look for stories concerning their beats. There is no story quota, but beat reporters are expected to produce at least one or two stories a week. Some beats — such as administration or campus government — may produce more, others less. Beat reporters are also expected to produce at least two to three in-depth stories from their beat each semester and to contribute to the digital edition of the Herald.

**GENERAL ASSIGNMENT REPORTER:** Other reporters cover no beats, but report and write stories they are assigned or develop in consultation with their editor. GA reporters are expected to look for potential stories and readily accept assignments for print and the digital edition of the paper when given by an editor. All reporters are expected to meet deadlines, including filing event stories no more than two hours after the event and to provide any additional content (audio, video, etc.) for the digital edition.

**DIGITAL REPORTER:** Digital reporters will work to provide round-the-clock coverage for WKUHerald.com, keeping the website up-to-date off the traditional Herald print cycle. Digital reporters will cover breaking news, events and other stories as they rise. Like other reporters, they are expected to pitch stories and work on long-term stories when time allows.

**PHOTOGRAPHER:** Photographers will shoot assignments given by the photo editor and meet deadlines with assignments for the print and digital editions of the paper, as well as have complete and accurate caption information. All photographers are expected to pitch at least two to three projects in a semester, including photo stories and multimedia pieces, attend all staff meetings, and assist the photo editor during production if necessary.

**DESIGNER:** Designers assist the design editor in designing pages and graphics that use visual journalism techniques to convey information for the print and digital products. They are also expected to attend staff meetings and work during production.

**COPY EDITOR:** Copy Editors assist the Lead Copy Editor in working on copy desk to verify the accuracy of stories for the digital and print editions of the Herald. They are also expected to attend staff meetings and work during production.



**COLLEGE HEIGHTS HERALD**

**COLUMNIST:** A columnist will work with the Opinion editor to submit expert opinion pieces for the print and digital editions of the Herald. A columnist must have worked on the Herald for at least one semester as a reporter or Opinion editor before applying for a column, keeping in mind that the best columns are those that speak with authority and experience, backed by strong reporting, as opposed to pure opinion. The Editor-in-Chief reserves the right to cancel a column before the end of a semester due to low interest.

**EDITORIAL CARTOONIST:** The editorial cartoonist works closely with the opinion page editor and editor-in-chief to produce thought-provoking illustrations to complement editorials or provide art for the opinion pages. As time permits, the cartoonist may take assignments from other editors to produce covers for special sections, illustrate stories or provide other artwork.

**DUTIES OF ALL STAFF MEMBERS**

Thorough distribution of the College Heights Herald is essential to the success of the Herald and its staff. The Herald is distributed in numerous ways -- in print, on its web site, via apps and through a variety of social media. However, distribution of the print edition of the Herald is paramount, as it is the print edition that carries the most stature and impact. From time to time, staff members may be asked to assist in distribution of the print edition, with the expectation that they will participate and assist in making sure their work reaches the WKU community.

# Payroll

Because the College Heights Herald is a revenue-dependent newspaper, it must operate within its revenues. Thus, the amount of money spent on payroll has a direct effect on funds available for other needs.

Before the beginning of each semester, the editors should submit a list of paid positions to the adviser, who will provide the necessary information to the Student Publications Business Office. Each student is responsible for completing any required payroll and/or financial aid forms with the university as well as tax forms.

## **No student may work until the university clears that student as eligible to work under federal law.**

Editorial board members and some writers receive a salary and are paid at the end of each month. Checks will be available for pick-up in the Adams-Whitaker Student Publications Center, Room 102. The editor-in-chief is responsible for keeping payroll expenses within the budget.

The advertising and production staffs, photographers, artists and some writers are paid on a commission or freelance basis. Each person is responsible for filing the required paperwork. The advertising staff submits commission sheets weekly and sales and creative staff members are paid twice monthly; photographers and writers submit requests at the end of each month and are paid monthly. Some pay rates are included in this policy manual. Items older than 30 days will not be paid.

Payment requests must include all of the information included on the form with the appropriate signatures. All requests for payment must be made within 10 days after the month ends. Requests filed after the deadline may be denied.

### **Notes**

- Payment will be denied for any item published more than 30 days before payment request is submitted.
- Captions must be written in AP style, turned in on time and include all necessary information. See the photo policies section of the Student Publications Policy Manual. Failure to do so will result in a pay deduction. Photos in a gallery must have photo-specific cutline information for each picture or it may result in a pay deduction.
- A staffer must complete the payment request form available from section editors. Requests for payment should be made no less frequently than monthly, on a deadline set by the Business Office. Requests filed after the deadline may be denied.
- Staffers must complete the Staffer Packet each semester and submit deadline bills to the responsible editor in order to receive payment. The university business office (not Student Publications) will send the check to the address on the deadline payment bill.
- The Herald will pay a kill fee of no more than \$8 for an assignment if the assignment was made by an editor and then killed by the editor, provided that the work submitted met standards for publication. This does not apply when the content is used online only and not in the print edition.
- Failure to meet deadline will result in a reduction or elimination of pay for that item, at the discretion of the editor.
- Amounts paid for restaurant and movie reviews are set higher than for regular stories to help compensate for the price of a ticket or food for one person.

## COLLEGE HEIGHTS HERALD

# 2016-17 payment schedule

Revised 8/2016

**BILLS MUST BE SUMITTED MONTHLY. ITEMS OLDER THAN 30 DAYS WILL NOT BE PAID.**

### Writing

Bylined story	\$5 to \$12, depending on depth of reporting
Column (including TV reviews)	\$10
Review (restaurant or movie)	\$20, limited to one per week
Briefs (print or online)	\$3
Payment for in-depth/special projects will be determined by the editor-in-chief and the adviser.	

### Photo/multimedia/artwork

NOTE: Photographers cannot be paid twice for the same picture or video clip, one running online (including in a gallery or a multimedia piece) and one running in the paper.

- Single photo	\$10	
- Restaurant review photos	\$20 for assignment	
- Photo illustration	\$12	
- Comic strip	\$10	
- Editorial cartoon	\$12	
- Illustration	\$10-\$30, determined by the editor-in-chief	
- Photo story of an event/topic with three or more photos		\$25
- In-depth photo story (multiple events/locations) three or more photos		\$40
- Photo stories that are not assigned by an editor but submitted for an editor's consideration by a photographer from classroom or freelance work will be a flat rate, if published		\$20 per submission
- Multimedia piece of extended length and quality produced by a single individual specifically for wkuherald.com		\$50
- Multimedia piece of extended length and quality produced by a single individual specifically for a class and later repurposed for wkuherald.com		\$30
(in the case of a re-edit, pay can be determined by editor-in-chief and web editor)		
- Multimedia piece of extended length and quality produced by a group to be divided up by amount of work		\$50
- Additional pay for special projects will be at the discretion of the adviser		
- Multimedia produced by individual who did not shoot photos		\$20
- Photos in multimedia piece, where photographer was not a team member:		\$4, maximum of \$12
- Collecting audio and shooting photos (no production)		\$15
- Podcast production		\$8
- Photo running online, not in print edition or in gallery		\$5
- Photo running in online gallery		\$4, maximum of \$12
- Short-term multimedia piece produced as a daily video or along with a story that requires less editing time than a longer piece. Can be produced by an individual or a small team. Equipment used can be iPhone or other smartphones or DSLR. Requirements include uploading to YouTube or an editor as well as following through with promotion through social media with the help of the social media manager.		\$10
- Clip video of a short daily story such as a press conference, interview, or breaking news. Equipment used can be iPhone or other smartphones or DSLR. Requirements include uploading to YouTube or an editor as well as following through with promotion through social media with the help of the social media manager.		\$5

### Other

- Standalone video clips to be included in longer term projects where editing is done by a producer (for example, a project for College Heights Media)	\$10
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# Corrections policy

Effective: Aug. 15, 2002

Updated: 2008, 2015

The College Heights Herald corrects all confirmed errors that are brought to reporters' or editors' attention. After editors confirm it, the correction will appear in the next edition of the paper, usually on page two. Errors that could be libelous or require a more prominent display may go on the front page. This will be at the editor-in-chief's discretion.

For errors on WKUHerald digital products (including website and apps), the correction is made within the original story, with an editor's note appended to the end of the story explaining the error and the correction, and the time and date the correction was made.

For errors in social media, a new post correcting the erroneous information should be made as soon as possible. In instances or platforms where the erroneous post can be edited, the correction should be handle in a fashion similar to corrections on the website. Deleting an erronous social media post will not expunge it.

## Correction form

The reporter, editor, photographer or copy editor responsible for the error MUST fill out the correction form, and will talk about the error with their direct supervisor, in hopes of preventing future errors. (Note: This is an informational meeting, not disciplinary.) The correction form will be given to the editor-in-chief.

The editor-in-chief must route the correction form to the adviser, who will maintain a file of all correction forms.

Repeated errors will result in disciplinary meetings or, possibly, termination.

## Format

Corrections in the print edition generally appear on Page 2, although the editor-in-chief may consider a section-front correction if warranted.

Corrections in the print edition should follow this format:

Due to a Herald error/source error WHO/WHAT (Patricia Minter's title/ the score of the Kansas State game/ the hometown of Jason Stamm) was misquoted/misspelled/incorrectly identified WHERE (in a front page article about parking/ in a brief on the sports front / in the crime reports on page two) of WHICH issue. (Then state correction. As in, Minter is the faculty regent; Stamm is from Morehead, etc.) The Herald regrets the error.

With a Page 2 statement that says (in italics):

*The College Heights Herald corrects all confirmed errors that are brought to reporters' or editors' attention. Please call 270-745-6011 or 270-745-5044 to report a correction, or e-mail us at [herald.editor@wku.edu](mailto:herald.editor@wku.edu).*

**COLLEGE HEIGHTS HERALD**

# College Heights Herald correction form

Reporter/photographer/editor name (who made the error):

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Where and when error ran (headline and page/online):

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Who identified the error: \_\_\_\_\_

Explanation of error:

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---

What can be done to be sure it doesn't happen again?

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Was correction made in online version? \_\_\_\_\_

Date correction ran: \_\_\_\_\_

Signature of person who made error/date:

---

Signature of section editor/date:

---

Signature of editor-in-chief/date:

---

**Attach copy of published error and published correction to this form.**

*Form must be completed and returned to adviser.*

# Photo and video policies

"Published" means any photograph taken, video shot or audio gathered and printed in any of the student publications media outlets including but not limited to the College Heights Herald, wkuherald.com or the Talisman yearbook. See Copyright Policy (Policy Manual Page A-16).

If an assignment was made and the image was accepted but only used as a headshot due to space, the photographer will get the full \$10.

A photo or video image published in the Herald print edition and in the online edition is only entitled to one use charge of \$10. Photographers will not be paid twice for the same picture, one running online and one running in the paper. Photographers or reporters will not be paid twice if a video clip is used in another multimedia piece for promotion or for special projects.

**Failure to properly caption a photo according to Herald standards will result in a pay cut of 50% for said photo.**

## Gear checkout

All camera equipment is to be checked out properly using official protocols, and may not be loaned to any other person without that person first checking out the equipment officially. All equipment is to be returned in good condition and in a timely manner.

Photo gear may be checked out through the photo adviser during posted hours. Photographers may not check out gear to shoot photos for class or otherwise, unless the end product may be used for the Herald.

Photo equipment lost or damaged is the financial responsibility of the student who checked out the equipment.

## Captions

The photographer will be responsible for gathering all essential information and writing the caption for every picture using AP style. Captions will be turned in to the Herald photo editor at the time of the photo edit. Herald photographers and stringers must supply complete caption information: who, what, when, where, why and how, as well as interesting quotes from the subject.

Photographers must take pains to provide accurate information, including exact times and locations, correct spellings of names and addresses and faithful attributions. Online captions will follow the same protocol as the print edition. Photos that are going online should include the caption information in the file info, and should have been checked by the photo editor or assistant photo editor. Subjects in photos should be identified by hometown and class year. Athletes should be identified by year and position.

Same goes for video. Information such as names, class year and hometown are important for title slides.



**COLLEGE HEIGHTS HERALD**

# Caption writing guide

Writers and editors hate to admit it, but captions usually are the second place readers turn when making their decision about whether to read a story — right after the headline. If they're a main entry point for readers, we should put the same craft into writing captions that writers do into writing leads. Think of your caption as a frame for your picture. What will help the reader see it in its best light, understand the proverbial rest of the story?

## Don't describe the obvious

- Yes, you need to identify the PEOPLE in the picture, but you don't have to describe the picture. Don't tell me what I can already see. Tell me what I can't see or understand.
- That said, don't interpret. Don't try to interpret what you think is happening. You wouldn't guess what someone is thinking, saying or doing for the story. Don't do it for the photo.

## Don't double up

Try not to say the same thing that's being said in the headlines, factboxes and other display type. Sometimes that's hard, because you don't know exactly what the headlines will say. But you can make an educated guess. So a good guideline is, DON'T write the caption off the lede or the nut graf, because the thrust of those is likely to be in the main hed and the deck.

## Do answer these questions

- |  |   |
|--|---|
| ■ What happened right before or right after the photo? | ■ Why is this story/photo important?        |
| ■ What can help turn your picture into a story         | ■ Why are we running this particular photo? |
| ■ What's the history behind the event?                 | ■ What does the content of the photo mean?  |
| ■ What's the backstory on the subject of the photo?    | ■ What needs to be explained?               |
|  | ■ Think of the WHY, not the WHAT.           |

## Writerly issues

- Accuracy: Double-check all information in a caption, just as you would in a story.
- Tense: Use present tense when describing action, past tense when providing additional information.
- Clarity/sound: Write short, clear sentences with strong verbs. Run-on sentences and dependent clauses don't compete well for readers' attention. Once you've written it, read your caption aloud, to yourself or to someone else. How does it sound?
- Read good captions: Learn from the experts. Read the captions in magazines, particularly National Geographic, which has made caption-writing an art. Check out the captions in coffee-table books.
- Time: Above all, build in the time to write good captions. It shouldn't be an afterthought.

**Failure to properly caption a photo according to Herald standards will result in a pay cut of 50% for said photo.**

# Guide to PDFing the Herald

1. Spell check (Apple + I) the page for any spelling errors or repeat words.
- 2a. Check the preflight function on the bottom left of the screen to make sure there are no errors, including missing fonts or links.
- 2b. If there are errors, click the drop down button and then on "preflight panel." Double click on the errors to find them on the page, and proceed to fix them.
3. Once you've preflighted it and it's good to go, click File > Export and then change the format to an EPS. Save the file in the EPS folder for this issue, and if there's not one, create one.
- 4a. Make sure you have the following settings (particularly the color setting):
  - PostScript: Level 2
  - Color: FOR BLACK & WHITE PAGES: GRAY
  - FOR PAGES WITH ANY COLOR: LEAVE UNCHANGED
  - Preview: TIFF
  - Embed Fonts: Complete
  - Data Format: Binary
  - Under the advanced tab, Preset: Medium Resolution
- 4b. Then click "Export."
5. Open Acrobat Distiller. Make sure the default settings say "PressQualityv6(NEW)". If you cannot find these settings, you will have to install them on your computer. You should find them in the design folder, or you can ask the printer to e-mail them to you.
6. Drag your newly created EPS file into Distiller and it will create a PDF in the same location. Move that PDF to this issue's PDF folder.
7. E-mail that PDF to [colson@thegleaner.com](mailto:colson@thegleaner.com) and you're good to go.
8. Repeat until every page is sent.

**COLLEGE HEIGHTS HERALD****Tips**

- Make sure whoever e-mails the PDFs doesn't send the EPS version instead. (A good sign is that they're taking a really long time to upload to your e-mail.)
- Keep a tally of which pages you've actually e-mailed. It's easy to forget to send a page, and you'll get an angry e-mail from the printer an hour after you think you've sent them all.
- In your last e-mail, tell the printer that it's the last page and give them your number in case something happens. And don't ignore strange phone numbers afterward, it could be the printer.
- After sending the final page, wait five minutes and call the printer to verify that all pages have been received and that there are no issues.
- The person responsible for sending pages *must send his or her contact information to the printer, and be available after production* if any issues arise.

**Contact information**

■ Rick Lancaster, production manager  
270.831.8352 (o)  
270.485.6510 (c)  
rlancaster@thegleaner.com

■ Chris Olson, prepress supervisor  
270.831.8356 (o)  
270.860.3521 (c)  
colson@thegleaner.com

# Advertising policies

The Herald advertising department policies serve as a reference for information on operational procedures. Those policies are not meant to answer every question.

Mandatory advertising staff meetings will cover such topics as handling client objections, closing a sale, time management, upcoming in-house promotions, staff recognition and special sales. Any absence must be cleared through the advertising manager.

Account representatives are responsible for contacting each of their clients before each issue, unless a campaign or other plan has been set up by the client and account representative. This is part of the service that clients expect and pay for. Account representatives are responsible for submitting all paper work (i.e. invoice, printed emails) for each advertiser, under penalty of loss of the commission for that sale.

Walk in (or phoned) advertisers will be assigned to the most available account representative, unless the account has been assigned. The business office and advertising manager will handle national advertising.

The entire advertising department should check in twice a day for messages or special assignments. Account representatives are expected to maintain regular office hours assigned by the advertising manager. If for some reason you are unable to check in or call on any client, tell the advertising manager or advertising adviser immediately.

If you are having any problems with your accounts or have any other problems, please talk with the advertising manager.

## Guidelines for the Advertising Department

1. Be neat. Write neatly and legibly for everyone to understand.
2. Be accurate. Double check times, dates, prices and names on all ads. Don't just accept copy from advertisers. Be sure you read it over carefully while you're with the advertiser so you can ask questions if necessary.
3. Log your ads carefully on the AdPro system. If you have any questions, ask the ad manager, adviser or business office. The system will calculate the cost of the ad and the sales commission.
4. Be creative in all facets of your job — except logging your ads on AdPro.
5. Brainstorm with others if you need ideas for clients.

## Account services

Sales techniques are developed with practice and with willingness to listen to what your customers want and need. If you are attuned to your client needs, you will be a successful account representative. Sales is a science for each individual person.

**COLLEGE HEIGHTS HERALD****General guide for an account representative**

1. Be organized. Set up a weekly schedule of the clients you will visit and make appointments with them in advance.
2. Be on time. Clients are busy people. Time is money. Be prepared and to the point in your meetings.
3. Be courteous. Remember they are individuals first, possible advertisers second.
4. Be professional. First impressions do make a difference.
5. Keep the advertiser in mind at all times. Do not go into a situation thinking you are going to make a quick sale. Think in terms of how you can build a relationship with advertiser.
6. Have sales materials with you. These include: business cards, rate cards, invoice books, calculator, a copy of the current newspaper, promotional pieces, credit applications and any other material you deem necessary.
7. Meet with your creative team member to gather spec ideas to take with you to see the client. Although this is time consuming, visuals always help close sale.

**Insertion orders**

Every ad must have an insertion order or a copy of the ad if it is emailed. The proper person must sign each insertion order. If someone refuses to pay, the signed insertion order or email is evidence that the ad was properly authorized. Insertion orders should have all information pertaining to the ad on them, whether it is color, its placement or special wording. If this information is not on file we have nothing to produce or check from. One copy is for the customer; the other must be turned in to the business office.

**Receipts**

There must be a receipt filled out for all payments on accounts. Never turn in a check or cash without a receipt attached. Even when a client prepays for an ad there must be a receipt for the entire amount turned into the business office. Turn in all money to the business office daily.

**Creative services**

The creative team will be responsible for the composition all ads that are not submitted by email. The creative director will assign ads to each team member. Ads that require a proof will be given a top priority. The creative team should check in at the Herald twice a day to see if they are needed or have messages. On production days, the creative team will need to be available whenever needed. Account services and the creative team will work in tandem to produce all spec ads. Spec ads are vital to the progression of new clients. The creative team will go through a modified sales seminar to ensure they understand how to service walk-in clients. Creative team members must provide any information needed by the AdPro system to ensure payment for their work.

# Takedown policy

## Online corrections and removals

Generally, the College Heights Herald does not remove content (including but not limited to articles, columns, editorials, photos and letters to the editor) from online archives once the content has been published in any format. The Herald will run updates or corrections if an item is factually inaccurate or if there have been developments that have changed the story. The Herald has no control over rankings in or the archives of commercial search engines, such as Google. The "Most Popular" and "Most Commented" sections of the Herald's Web site are quantitatively determined by an automated system.

Updates or corrections may be added to articles online if the material is factually inaccurate or if subsequent developments, such as court rulings, have occurred. In the event of an update or a correction, a note detailing the date and time of the change should be included.

Procedure for requesting an online correction: To make a complaint that archived content is inaccurate, contact the Editor in Chief in writing by letter or email with the following information:

- Name, telephone number and e-mail address
- The url address of the content in question
- Reference to the specific content that is inaccurate and an explanation of how the information is inaccurate
- Verifiable documentation that supports the requested change

The request will be reviewed and checked by the Editor in Chief. If the Editor in Chief determines the request to be valid, an update or correction will be posted.

In the case of content published more than one year ago, the complainant must provide reasonable proof to the editor that the content in question is no longer accurate. For example, a copy of expungement papers should be provided in case any criminal charges are dropped. If published more than a year ago, contested quotes are highly unlikely to be amended without written or audio documentation. If the contested content was published less than a year ago, normal Herald procedures for checking the material's accuracy will apply and written documentation may be required.

### From the Student Press Law Center

<http://www.splc.org/article/2010/01/responding-to-takedown-demands>



# TALISMAN

## TALISMAN

### Structure

The Talisman receives a budget from the university and pays for the majority of its expenses from that budget. The total budget for the Talisman is the university allocation plus the amount generated from advertising sales. The Talisman is free for students.

### Mission statement

The Talisman launches a new life in Fall 2016 as a life and culture magazine, published once each semester. The magazine documents life at Western Kentucky University and in the surrounding Bowling Green and Southern Kentucky region with exceptional storytelling and photojournalism. As a magazine, the Talisman intends to build on its long tradition of excellence as a yearbook, which includes 17 national Pacemaker awards. The Talisman staff's goal is to produce a magazine and website that will stand the test of time, while allowing staffers to gain experience in a professional student-led environment.

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# Job descriptions

## Editor-in-chief\*

The editor-in-chief has the final say on all things Talisman, including staff selection, staff salary and content of the publication itself. The editor:

1. Selects editorial staff.
2. Determines salary for editorial staff.
3. Calls and conducts editorial board meetings and regular staff meetings.
4. Works with publishing company representatives.
5. Communicates regularly with advisers about progress toward deadline, including potential problems.
6. Oversees work of all others.
7. Organizes content and determines page numbers with the help of the editorial board.
8. Sets and enforces deadlines.
9. Proofreads, corrects all copy, including headlines and captions at first and second proof printouts.
10. Works production nights.
11. Consults with public relations director on activities and content.
12. Advises web editor on content, oversees assignments and progress on Talisman site.
13. Sets, posts and keeps weekly office hours.
14. Maintains Talisman e-mail account and voicemail.
15. Works with office staff to organize retreat.
16. Updates the staff handbook as needed.
17. Meets with the university president and provost to personally deliver copies of the magazine.

## Managing editor\*

The managing editor reports to the EIC. The ME's responsibilities include:

1. Assists the EIC in any and all tasks when needed.
2. Communicates regularly with advisers about progress towards deadlines, staff issues.
3. Actively strives to develop staff unity.
4. Actively sets and helps staffers meet deadlines.
5. Meets regularly with and oversees the work of section editors.
6. Gathers, organizes and submits deadline bills to Student Publications business manager.
7. Posts, sets and keeps regular office hours.
8. Works production nights.
9. Proofreads all layouts, including design and photos at first and second proof printouts.
10. Attends all editorial board meetings.
11. Substitutes for EIC at weekly Talisman meetings if needed.

## Photo editor\*

The photo editor's primary responsibility is to work with the photographers to make the Talisman a unique, visual experience for students. The photo editor:

1. Recruits and works with assistant photo editor(s).
2. Recruits, makes assignments and oversees photo staff.
3. Works with ME to set and enforce photo deadlines.
4. Works with EIC and editorial board on magazine and web content.
5. Helps ensure staff photographers communicate with staff writers and/or section editors about photo assignments, coordinating visual content with written word.
6. Works with EIC and web editor.
7. Submits deadline bills to ME at the end of each deadline.
8. Posts and keeps regular office hours.

**TALISMAN**

9. Works production nights, proofreading all captions and photos, including printouts.
10. Attends editorial board meetings.
11. Communicates regularly with adviser about progress towards deadlines.
12. Ensures all photo are ready by the deadlines.

**Design editor\***

The design editor is responsible for the Talisman's overall design. The design editor's responsibilities include:

1. Works with EIC, photo editor and section editors to develop design of templates and spreads.
2. Trains and manages a staff of designers.
3. Delegates responsibility to design staff.
4. Informs ME of problems locating photos, captions, text, etc.
5. Works with EIC to correct all layouts, proofs and re-proofs.
6. Keeps regular office hours.
7. Works production nights.
8. Attends editorial board meetings.
9. Submits deadline bill for staff designers to ME at the end of each deadline.

**Public relations director\***

The public relations director is responsible for keeping students informed of Talisman related events and in general promoting awareness of the magazine and website across campus. The PR director also:

1. Coordinates all Talisman advertising with the College Heights Herald.
2. Keeps track of PR budget and finances by checking with Student Publications business manager.
3. Produces flyers and table toppers for Master Plan fair, Grad fairs, etc.
4. Manages volunteers who will work promotional events.
5. Keeps track of staff members' volunteer hours.
6. Develops Talisman distribution plan.
7. Develops new ways of promoting Talisman awareness across campus.
8. Works with assistant PR director to accomplish goals.

**Writing editor\***

1. Reports to ME.
2. Works with EIC and ME to set and meet deadlines.
3. Manages, assigns and generates story ideas, including those from staff writers.
4. Submits photo requests to photo editor in a timely fashion.
5. Gathers and submits payment information for contributing staff writers to ME after deadlines.
6. Submits personal deadline bills to ME at the end of each deadline.
7. Regularly updates EIC and ME on status of all assigned stories.
8. Works production nights.
9. Ensures that all stories are in on time by maintaining communication with writers.
10. Edits all copy before passing on to EIC or ME.
11. Makes appointments with staffers to revise and give feedback on copy.

**Assistant public relations director**

1. Assists PR director with events and social media marketing.

**Assistant photo editor**

1. Assists photo editor.
2. Maintains contact with staff photographers.
3. Edits and tones images for deadlines.

**Assistant writing editor**

1. Assists writing editor.
2. Maintains contact with staff writers.
3. Edits copy for deadlines.
4. Helps to recruit writing staff.
5. Takes on story assignments as needed.

**Staff designers, photographers and writers**

1. Develop story ideas with section editors.
2. Produce high quality work.
3. Turn finished products in on deadline.
4. Help make corrections on proofs.
5. Assist the editorial board on production nights.
6. Attend appointments made with section editors.

\* Denotes editorial board member

# Payroll

Before the start of the school year, the editor-in-chief will submit a list of paid positions and recommended salary to the adviser. Each student is responsible for completing any required payroll and tax forms with the university. Editorial board positions will receive a salary and are paid at the end of each month. Checks will be available for pick-up in the Adams-Whitaker Student Publications Center, Room 102. The editor-in-chief is responsible for keeping payroll expenses within the budget.

Staff writers, photographers and designers are paid for each product produced. Some pay rates are included in this policy manual.

At the beginning of the year or upon being hired, staff members will be required to fill out a W-9 form and staffer packet. Other information, such as WKU ID numbers will be required for payment and should be submitted by staff members upon request by the managing editor. When filling out W-9 forms staffers should remember that the address they list on the form will be the address their checks for deadline work will be mailed to. If staffers need their checks mailed to a different address, they should inform the office of Student Publications. Due to unforeseen circumstances, checks may be late from time to time. Patience is greatly appreciated in such instances.

Upon the completion of each deadline, the managing editor will complete all payroll paperwork and submit it to the adviser.

# 2017 payment schedule

8/2016

## Magazine Writing

Blurb (150 or fewer words)	\$10
Story (151-350 words)	\$20
Story (351-500 words)	\$30
Story (501 or more words)	\$40

## Design

Design work is paid by salary.

## Magazine Photo/artwork

NOTE: Photos without accurate, complete and usable captions will be subject to a \$5 per photo deduction to be decided by the photo editor, managing editor and/or editor.

Single photo	\$15
Photo Illustration	\$15 (at discretion of the editor)
Photo package (3 or more photos)	\$35
In-depth photo story (multiple events/ locations, 3 or more photos)	\$60
Headshot	\$5, not exceeding \$20 per story (unlimited use)

Photo stories that are not assigned by an editor but submitted for an editor's consideration by a photographer from classroom or freelance work will be a flat rate of \$25 per submission.

## Web Writing

Personal Narrative (no sources)	\$10
Listicle	\$10
Story with sources	\$15
Quiz	\$8

## Web Photo/artwork

Instagram	\$1
Single photo	\$4
Gallery	\$12
Photo Story	\$15
Video	\$15

## Notes

Deadline bill payments will be completed at the end of each deadline by the managing editor but each staffer must sign off on the payment form.

Staffers must complete new staffer packet and submit deadline bill to responsible editor in order to receive payment. The university business office (not Student Publications) will send the check to the address on the deadline payment bill.



# Production process

Producing the Talisman takes teamwork. Each aspect of the team must work together; communicate any ideas/problems and MEET DEADLINES to ensure the Talisman is successful. When one person fails it hinders the work of others and ultimately affects the staff's ability to meet deadlines. When deadlines are missed it affects the production and delivery date of the magazine. When staffers have a problem with a story or see that they are unable to meet their deadline they should IMMEDIATELY tell their editor or the EIC to see that it can be accommodated or resolved.

Writers and photographers working on the same story should COMMUNICATE with each other to ensure they are working on the same angle and interviewing/photographing the same individuals. It is encouraged that they travel together to meet with subjects as often as possible.

## Editorial board

The editorial board, which consists of the editor-in-chief, managing, photo, design, section editors and the public relations director, meets on a weekly basis, or as needed, to discuss the content and progress of each deadline. Meetings may occur at a regularly scheduled time or may be rescheduled periodically to suit to needs of the board.

All members of the editorial board may bring story ideas to the table. Staffers should relay their ideas to their editor so they can be considered during a meeting. Ideas will be discussed from every vantage point, some of the questions members may want to consider are:

- How can we illustrate this visually?
- Will students want to read this?
- How does this fit with the Talisman theme?

## Section editors

After the board agrees on deadline content, each section editor should write a budget and a list of all the stories in their section for the upcoming deadline. The budget should include:

- The name of the writer for every story
- Visual content included on each page (photos and illustrations)

Budgets should be submitted to the managing editor, who will send them to the editor-in-chief for final approval. Section editors should fill out assignment sheets after the managing editor and editor-in-chief approve stories. The section editors and the photo editor should use the same electronic form, located on the Talisman server. The managing editor should verify the assignment sheets.

The assignment sheet should include:

- A brief description of story
- Contact information for writer, photographer, section editor and photo editor
- Deadline dates for the story, photos and captions

Section editors are responsible for meticulously reading each story, referring to their editing checklists as needed. Once the section editor has reviewed and made corrections to the story, it should be sent to the managing and copy editors. After the managing editor approves the story, it should be dropped into the page folder on the Talisman server. The photo editor should also use the page folders to drop the final edited pictures to be placed on each spread by the designers.

## **Writers and photographers**

Staff writers are generally allotted two weeks to complete assignments. Writers should understand that once they turn in a story they will have to continue to work on the story until their editor says it is final. The editing process does not begin until stories are turned in. Writers will attend regular writers meetings and should come with story ideas and work from the stories they are working on.

Staff photographers should have photos from events turned in no later than 3 DAYS after an assigned event. For longer more in-depth assignments the photo editor will give photographers a deadline. The photo editor and assistant photo editor have the final say on edits for a story but staff photographers are encouraged to meet with their editor and edit together.

## **Designers**

The designer should be able to retrieve images and copy from the page folders. The designer should consult the design editor about concepts for the spreads already developed by the design editor and select members of the editorial board. Spreads should be corrected and reprinted until the editor-in-chief and the adviser approve the finished product. Designers can begin laying out a page once all the copy and photos are ready. Designers should realize that during the couple of weeks before a deadline they might need to work late hours to ensure everything is designed.

## **How a story gets printed**

1. Story ideas can come from any number of sources: staffers and editorial board, teachers and advisers.  
BUT
2. The section editor and the EIC have to approve the story and assign it to a section with page numbers before the assignment is official. Most story ideas are approved during editorial board meetings.
3. Electronic assignment forms including deadlines are filled out by the assigning editor, with photographer and other information added later by the photo editor, EIC and ME.
4. Once the section editor assigns a writer the story, the writer develops sources and an angle with the assigned photographer's knowledge and collaboration. The section editor is kept apprised of story progress.
5. The first draft of the story is edited in person, preferably in the Talisman office – with the section editor and writer.
6. After the story has been edited and polished, then it is placed in the page folder for the deadline.
7. Photos for the story are dropped on the server and edited by the photographer and/or the photo editor or assistant photo editor. The photos selected for the spread(s) are placed in the page folder with the designation of dominant, secondary, third, fourth and so on. These photos should all be toned BEFORE placing them in the page folder.
8. The photo editor ensures that captions are complete and correct.
9. Good communication ensures that photos and story complement each other, harmonize and share the same angle.

# Writing guidelines

## Story checklist

Please go over this list before submitting a story to your editor.

1. The story has been approved by your section editor and is written with an approved angle.
2. Have you followed the rule of 3?
3. Your story contains a nut graph that clearly identifies the purpose of the story.
4. Your lead is tight and attention grabbing.
5. You have quoted feeling not fact.
6. All sources mentioned are identified correctly.
7. You have checked and double-checked all job titles and spelling of names.
8. The story is written in past tense.
9. You have brainstormed headline possibilities and written a slug for the story.
10. The story is written as a FEATURE not a news story.

# Design guidelines

## Essential rules of magazine design

1. Start with a focal point – decide what it is you want readers to notice first
2. Place your dominant photograph at, near or across the gutter
3. Group three to five supporting photos around the dominant photo, keeping a one-pica margin between all elements
4. Place copy blocks to outside of photos. This includes creating a main headline, adding body copy and placing captions
5. Leave white space to the outside of the layout

Make sure there is a strong contrast that will attract the reader's eye. If everything on the page is big and bold and flashy, then there is no contrast. Whether it is contrasting by being bigger and bolder or by being smaller and lighter, the point is that it is different and your eye is attracted to it.

## Four basic design principles

### Contrast

The idea behind contrast is to avoid elements on the page that are merely similar. If the elements (type, color, size, line, thickness, shape, space, etc) are not the same then make them very different. Contrast is often the most important visual attraction on a page.

### Repetition

Repeat visual elements of the design throughout the piece. You can repeat color, shape, texture, spatial relationships, line thickness, sizes, etc. This helps develop the organization and strengthens unity.

### Alignment

Nothing should be placed on the page arbitrarily. Every element should have some visual connection with another element on the page. This creates a clean, sophisticated, fresh look.

### Proximity

Items relating to each other should be grouped close together. When several items are in close proximity to each other, they become one visual unit rather than several separate units. This helps organize information and reduces clutter.

## Elements of design

### Pictures

Every spread should contain a dominant image that is two-thirds times larger than any other image on the page. Photos should vary in sizes and composition. One photo should bleed across the gutter or off the page to help unify the pages. Arrange photos in a manner that moves the eye across the page not off of it (look at the direction of the action or subjects eyes making sure to place movement appropriately).

### Copy

Copy consists of headlines, subheads, captions, pull quotes and stories. At most three fonts should be used per spread. Using too many competing fonts makes the spread hard to read and can make a page look cluttered. To vary fonts that you use you may change its characteristics.

Choose fonts that are easy to read. Artsy fonts should be used in large copy only such as headlines. Copy has the ability to be one of the most impressive aspects of a magazine. It should attract the reader's attention and encourage them to continue reading.

**TALISMAN****Graphics and artwork**

These elements are used to add visual interest to a spread. Graphics are almost any other printed element: rule lines, screened areas, spot-color areas and special effects photos. Artwork is any printable area that is not a photo. Just like typography it is easy to go overboard with graphics and artwork. Coordinate graphics with theme, color scheme and style so pages don't appear cluttered.

**White space**

White space should frame and contain all elements on the page. Be careful not to trap white space. To ensure this does not happen a rule of thumb to follow is to place all copy and graphics first then place all text on the outside of these elements.

**Design terms to know**

**Signature:** a large sheet of paper printed on both sides, 8 pages per side. When folded and trimmed, the 16 pages flow in proper sequence.

**Flat:** one side of a printed signature that contains 8 pages.

**Natural spread:** two facing pages in a signature, example pages 8 and 9.

**Gutter:** center of the spread where the pages meet.

**Spot color:** an individual ink color used for emphasis.

**Font:** the complete set of letters, numerals and punctuation marks in one size of one typeface.

**Frame:** another name for a text box. Picture frames should be at least 0.5.

**Guides:** non-printing lines used to accurately position text, graphics or a photo on a page.

**Link:** communication between the document and the graphic or photo that has been placed on a spread.

**Template:** file that opens a copy of the document with preferences set and any page numbers or other graphic information pre-set.

**Style:** all-inclusive specifications including font, size, weight, width, leading and alignment.

**Points:** used to measure rule lines and type.

**Picas:** used to measure width and length of pages, columns and picture areas.

# Photo policies

All camera equipment is to be checked out properly using official protocols and may not be lent to any other person without them first officially checking out the equipment. All equipment is to be returned in good condition and in a timely manner.

Photo gear may be checked out through the Office of Student Publications during regular business hours. Photographers may not check out gear to shoot photos for class or otherwise, unless the end product may be used for the Talisman. DO NOT let another photographer borrow gear you have checked out. Photo equipment lost or damaged is the financial responsibility of the photographer who checked out the equipment.

## Photo gear checkout policies and procedures

1. Only approved Talisman staff photographers may check out gear.
2. Cameras, regular and wide-angle lenses and battery chargers may be checked out for up to one week.
3. The zoom lens may be checked out for three days. Checkout over the weekend will begin on Friday, return by Monday. Checkout for the zoom lens on Wednesday, Thursday will have to be re-checked out by Friday.
4. If a photographer does not return equipment at the expected time on three occasions, he/she will not be allowed to check out equipment for the rest of the semester.
5. Photographers are required to repair or replace broken equipment. Student must furnish police report for stolen equipment.

## Caption writing instructions

1. The date the photo was taken (Monday Sept. 3, 2008) should precede the caption info. Finish the caption with your name as it will appear in the book.
2. Think of the caption as a brief photo story. ALWAYS write at least two sentences for a caption.
3. The first sentence should be in PRESENT tense and describe the photo. Subsequent sentences are to be written in PAST tense and should add additional information and give background information.
4. Be specific and thorough.
5. Identify everyone, up to six people, in the photo. Be sure to include their name, hometown and grade classification.
6. DO NOT begin a caption with a name or number.
7. DO NOT pad to fill space.

Photos without accurate, complete and usable captions turned in on time will be subject to a \$5 per photo deduction to be decided by the photo editor, managing editor and/or editor. Photos without suitable captions will not be printed.