



2023

**STAFF OPERATIONS MANUAL**



**10<sup>TH</sup> EDITION**



# STUDENT MEDIA HANDBOOK

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The Southern University Office of Student Media's purpose is to guide and service its student journalist and campus community with quality publications for the purpose of enhancing the student experience while servicing the entire university community via the following:

- The Southern DIGEST, a once-weekly published student newspaper
- The Jaguar, an annual yearbook highlighting the events that shaped the course of Southern University during a particular year
- EGO Magazine, magazine focusing on the unique culture of Southern University, the SU community and its student body
- www.southerndigest.com, the online home of student publications. Lastly, a JAGTALK Podcast

THE STUDENT PUBLICATIONS ARE FINANCED THROUGH THE STUDENT MEDIA FEE AND ADVERTISING REVENUE GENERATED BY THE PUBLICATIONS AND WEB SITE. CONTENT FOR ALL PUBLICATIONS AND WEB SITE IS PRODUCED BY SOUTHERN UNIVERSITY STUDENTS UNLESS OTHERWISE ATTRIBUTED. VIEWS PRESENTED ARE THOSE OF THE STUDENT STAFF MEMBERS AND DO NOT NECESSARILY REFLECT THE POLICIES OF UNIVERSITY ADMINISTRATION OR OSM PROFESSIONAL STAFF.

The Office of Student Media provides the Southern University students, faculty, staff and community with specific services and outcomes, primarily:

1. A learning and working environment that fosters the development of students' skills in journalism, leadership and time management, human relations, teamwork and fiscal responsibility in a product-oriented organizational setting that allows for high levels of interaction, cooperation and collaboration.
2. The opportunity for students to learn and improve mass communication skills including writing, editing, photography, desktop publishing, layout and advertising design.
3. The provision to the campus community of media as a forum of expression of opinions and comments in a free and open environment, the exchange of ideas, and the dissemination of information. This office fulfills a role critically essential to the health of a vibrant university in a democratic society.
4. Support the students and staff in their efforts to purchase and use computer hardware and software as related to computer-aided publishing.
5. Serve as the primary university news source and to provide an accurate historical record of the major campus events of the year.
6. Give student journalists an opportunity to travel and participate in professional conferences where they can learn from interaction with other student journalists and professionals.
7. Develop and implement a recruiting plan to ensure that talented students continue to participate as staff members of each publication.
8. Encourage student media editors and staff members to interact regularly with fellow students, especially through programs initiated within the university, so that editors might better accomplish their mission of providing timely news stories to their publics, the students, faculty, staff and alumni of the university.
9. Give the student journalists an opportunity and environment where they can develop and produce a newspaper, yearbook,

magazine and digital content via our multimedia platforms.

10. Give student journalists the opportunity to participate in clubs and organizations on an extracurricular basis so that they might improve their journalistic skills and be afforded the opportunity to meet and interact with professionals already engaged in the fields of print journalism, broadcast journalism and multimedia journalism.

11. The Office of Student Media supports the mission and goals of the university with a vehicle to publicize activities and events of relevance to the university community. Student Media always to seek to defend the rights of student journalist relative to freedom of speech as stated in Article I of the Constitution of the United States of America.

Students at Southern University are protected in their exercise of freedom of expression by the First Amendment of the Constitution of the United State. Accordingly, it is the responsibility of the university administration, Southern University, Southern University Board of Supervisors, the Louisiana Board of Regents, State of Louisiana and the Director of Student Media to ensure the maximum freedom of expression to all students in their roles as student journalists. As a result, students are responsible for the content of the newspaper, magazine and yearbook.

As a forum for student expression on a wide variety of issues, including topics about which there may be dissent and controversy, each student publication should provide a full opportunity for students to inquire, question, and exchange ideas. Students are expected to abide by the commonly accepted legal and ethical standards of responsible journalism that includes nudity and obscene language.

Student publications shall serve both as forums for students' expressions and as laboratories for training in journalism. Further, student publications, in a effort to be among the first to report the news, should be accorded the usual privileges of covering news and gaining access to news from all sources on campus.

The first responsibility of student publications is to its readers, and not to news sources, advertisers or the university administration. News that could not offend should be considered on the basis of whether or not publication is desirable in the community interest, and above all, accuracy and truth should be the main goals of the published information.

Letters to student publications may be printed, provided that they are signed with the address, e-mail address and telephone number of the author are included. Such letters must not violate the laws of libel, invasion of privacy, the tenets of decency and should conform to reasonable length. The editor of the publication reserves the right to edit such letters regarding length and spelling.



## DIRECTOR'S WELCOME



Welcome to the Office of Student Media at Southern University - Baton Rouge. You are joining a long line of students who have enjoyed a rich and rewarding experience through the publications of The Southern DIGEST student newspaper, The Ego Magazine and The Jaguar Yearbook.

The Southern DIGEST student newspaper, which was inaugurated during the 1926-27 school year, has been published on a regular basis since 1928. The DIGEST was a bi-monthly, which became a weekly in the 1960s. In 2003, the publication began printing twice weekly on Tuesdays and Fridays. Recently, due to a change in the campus schedule of classes, printing has changed back to weekly on Tuesdays.

The Ego Magazine was first published in Fall 2006 and is published quarterly each academic year.

"The Cat" yearbook was first published during the 1928-29 school year. The named was changed to The Jaguar in 1969 and has been published on a regular and annual basis since 1930.

Over the decades, thousands of students have acquired considerable experience working with the university's student publications and have used that knowledge as professionals in the media and in other fields. Southern University graduates have found fulfilling employment on publications, radio, magazines, online and television newsrooms across the nation.

The Director of Student Media and the staff

maintain an open-door policy and is available to meet with and advise students. Students are urged to use this time in their lives to explore new paths, to open new doors, grow intellectually and gain valuable experience.

This manual of policies and procedures is intended as a guide for members of the Student Media department and members of its student newspaper and yearbook staffs. Students are required to read this manual and be thoroughly familiar with its contents.

Members are encouraged to ask about policies and procedures that may not be covered in this manual.

The Southern DIGEST, Ego Magazine and The Jaguar Yearbook subscribes to the Code of Ethics of the Society of Professional Journalists, which was adopted in 1926 and revised in 1973, 1984, 1987 and 1996.

The staff of the Student Media Office and the editors in chief of each publication are available to answer any questions regarding student publications at Southern University - Baton Rouge.

*Jermaine Proshee*

Jermaine Proshee, B.S. M.A.  
Director, Student Media

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The following document outlines policies written to direct and control the daily operations of the staff of The Southern DIGEST student newspaper, The Jaguar Yearbook and EGO Magazine at Southern University - Baton Rouge.

These policies are not intended to hinder but rather protect the staff through supplying each employee with a blueprint after which they are expected to model their conduct and activities in variety of situations in regards to their affiliation with this publication. Each staff member is expected to familiarize themselves with all of the following policies. Any questions or concerns regarding anything contained within the Staff Operations Manual should be directed towards the Editors in Chief or the Director of Student Media.

The first edition of the Staff Operations Manual was created August 1, 1999, with revisions made in 2002, 2003, 2006, 2010, 2012, 2013 and 2014, 2016, 2017, 2018, 2019, 2020, 2023



## What we've done!

2022: "Best Podcast Promo" 1st Place - David L. Apple Award" - 2022 CMA Spring National Convention

2022: "Best Magazine Spread" 1st Place - David L. Apple Award" - 2022 CMA Spring National Convention

2020 – Louisiana/Mississippi Press Association: No. 3 Best News/Feature Photo

2019 – Best Newspaper; College Media Association Convention

2018 – Louisiana/Mississippi Press Association: No. 3 Best Layout/Design

2017–Associated Press No. 3 Best Investigative Journalism

2016–College Media Association Best Photo in "Shoot-out" National Competition

2015–College Media Association: No. 3 Best Graphic Design EGO Magazine

2014–Louisiana Press Association: No. 2 Best Regular Column

2013– Louisiana Press Association: No. 1 Most Effective Use of Graphic Design on One Page; No. 2 Most Effective Use of Graphic Design on One Page; honorable mention, General Excellence

2013 – HBCU Student News Media Conference: No. 1 Best Student Newspaper (regular production); No. 1 Best Newspaper Design (tabloid); No. 1 Best Spot News Story; No. 1 Best News Series; No. 1 Best Overall Sports Coverage; No. 2 Best Multimedia Package; No. 2 Best News Series; No. 2 Best Overall Sports Coverage

2012– Associated Collegiate Press: Best of Show, No. 7 Special Edition

2012– Louisiana Press Association: No. 2 Best Column; No. 3 Best News Photo; Honorable mention Best Sports Story

2012 – HBCU News Media Conference: No.1 Best Signed Commentary/Column Writing; No. 1 Best Sports Story; No. 1 Best Online Multimedia Package; No. 1 Best Informational Graphic/News Illustration; No. 2 General Excellence-Regular Production; No. 2 Overall Sports Coverage; No. 3 Best Spot News Story; Honorable mention, Best News Series

2011 – HBCU Newspaper Conference: No. 1 Best News Series; No. 2 Best Student Newspaper, No. 2 Best Individual Photo



# QUALIFICATIONS & OFFICE PROCEDURES

*This is the policy of The Office of Student Media in regards to the qualifications and daily office procedures and operations. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

1. **STUDENT STAFF QUALIFICATIONS:** Any member of the Southern University - Baton Rouge student body, who meets the qualifications as outlined in the Southern University Student Handbook, with a 2.0 cumulative grade point average and a 2.0 average in the semester prior to appointment, is eligible to apply for paid and nonpaid staff positions with Student Media.

a. The student must be currently in "GOOD STANDING" with the university and its academic policies. Also any student body member may contribute signed articles for publications as letters to the editor.

b. Student Media Director and EIC will use discretion for editors not meeting the grade requirement.

2. **TERMS:** All student staff positions are for one academic semester and can roll over to complete the academic year. The editor in chief may apply to serve for a second year if approved by the Director of Student Media and the SMAB Board.

a. The editors in chief are selected through an interview process with the SMAB Board and the Office of Student Media. All other staff positions are by appointment of the editor in chief with the approval of the Director and are not term limited.

b. If a qualified candidate does not apply or is not deemed qualified by the selection process, the Office of Student Media may choose or designate a student staffer to hold the interim position of editor in chief until a qualified candidate fills the position. A member of the Student Media staff may also step in to ensure the continuous operation of the publication until an editor is selected.

3. **FACILITIES:** The Office of Student Media houses each publication in Harris Hall, Suites 1062 and 1064.

4. **ACCESS:** All offices are open weekdays from 8 a.m. to 5 p.m. at posted scheduled times. The office is normally closed on holidays and scheduled academic and university breaks. For security reasons, only permanent Student Media Office personnel and the editors in chief of all publications have keys.

a. Access to the office after business hours must be arranged through the editor in chief of the respective publications. Building custodians are not authorized to admit staffers or visitors to the offices with out permission of the Director.

5. **SECURITY:** Staff members are discouraged from working in the offices after hours, particularly after midnight. Please take precautions for your personal safety and security of the building and offices.

a. A Student Media staff member or one of the editor in chiefs should be in the offices at all times of operation. When they leave the offices must be cleared.

6. **TELEPHONE USE & COURTESY:** To answer the telephone, lift the receiver. Then greet the caller by saying "Office of Student Media," - Then the respective publication title.

a. ALL STAFF MEMBER CALLS, INTERVIEWS AND CALLBACKS SHOULD BE MADE using the newsroom lines at 771-2231.

b. Never answer with just "Hello." If the call is not for you, do not yell for the person. Tell the caller, "Just a moment" or "Please hold." If the person is not in the office, please offer to take a message. Write the message on the message pad located next to the phone and put in the appropriate box. Never just say, "The person is not here."

7. **TRANSFERING CALLS:** To transfer a call to another phone from your phone, press FLASH the button, wait for a dial tone, and enter the number while holding the receiver. When you hear the phone ring, hang up your receiver.

8. **CALL WAITING:** If you are speaking on the phone and hear a beep, follow these steps: (A). Ask the party to hold. (B). Depress the FLASH button quickly. This picks up the incoming call. When you finished speaking with the second caller, you can get back to the first caller by depressing the FLASH button.

9. **OFF CAMPUS CALLS:** To call local off-campus numbers, press "9", to get an outside line and continue as a normal call.

10. **ON CAMPUS CALLS:** For on-campus calls, dial "3" and last four digits of the number.

11. **LONG DISTANCE CALLS:** If you must make a long distance call for DIGEST, EGO or Yearbook business purposes only, please contact one of the Student Media staff members. NO PERSONAL long distance calls are to be charged to Southern University. If you must make a long distance personal call, use a calling card or call collect. Southern University does not accept any collect calls.

12. **TELEPHONE NUMBERS:**

a. The Southern DIGEST (newsroom) (225) 771-2231

b. Director, Student Media | (225) 771-5812

c. Publications , Media Manager, Student Media | (225) 771-5812

d. Assitant Director of Student Media | (225) 771-5833

e. Student Media Fax | (225) 771-5840

13. **FAX:** Students may send or receive facsimiles by using the fax machine for official business only. To send faxes please contact a Student Media staff member for instructions. The FAX number for the Student Media office that includes the newspaper and yearbook is 225-771-5840.

14. **COPYING & DUPLICATING:** The copy machine is for office use only. Do not make unnessecary copies. If you are unsure of how to operate the copier, ask for assistance. Please limit your number of copies.

15. **DIGEST, EGO & YEARBOOK BUSINESS ONLY:** Use of the copier is limited to the Student Media and student publications business only not for general public use. Do not allow friends to use the copier. It is a departmental tool for publication duties. Use of the copier is a privilege and can be taken away.



16. **PERSONAL EQUIPMENT:** The Office of Student Media does not ensure the security of personal equipment, such as cameras, textbooks, radios, library books, purses, backpacks and other personal belongings. Please do not leave personal or valuable objects at your station or in the newsroom.

17. **CLEANLINESS:** It is the individual staff member's responsibility to keep his or her work area clean. Because students, faculty and advertising clients frequently visit the offices, it is essential that work areas present a clean and professional image.

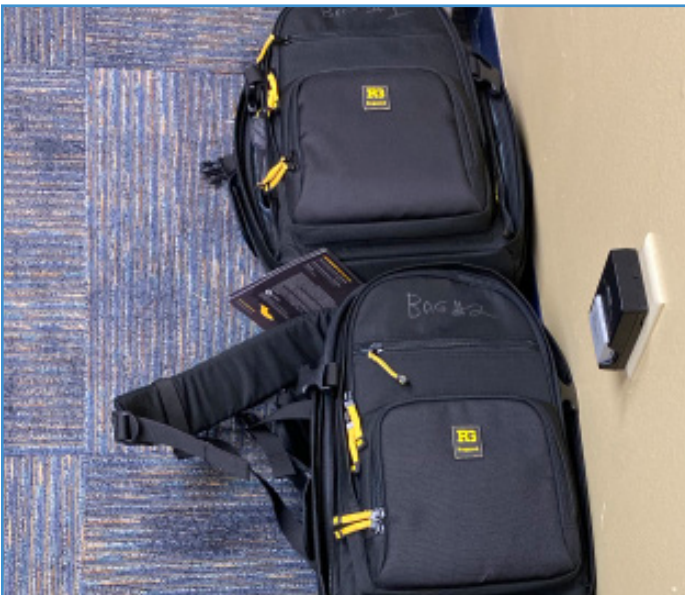
18. **OFFICE ATMOSPHERE:** The DIGEST, EGO Magazine and The Jaguar Yearbook are professionally-run operations. Part of that image includes maintaining a business-like atmosphere in the newsroom and editors office.

a. The first visit that many people make in our offices usually makes a lasting impression. Always ask, "May I help you?" or "Is there someone helping you?" the second you see a new face in the area.

b. **LOUD MUSIC IS LIMITED TO HEAD PHONES ONLY DURING ALL OFFICE HOURS.**

19. **END OF SEMESTER SPRING CLEAN:** At the end of the semester, you will be given a housekeeping chore to complete before you finish your last time or receive your last stipend. This list includes, but is not limited to, purging disks of unimportant material, refilling any materials and cleaning, and dusting your area for the next semester. You will also be assigned certain supplies during the semester. It is your obligation to turn these items in before you leave at the end of the semester. **If you lose or damage them during the semester, then your last paycheck will be docked to cover the repair or replacement cost.**

20. **SUPPLIES:** As supplies are needed, they are available. Check with the editor in chief. Remember that these items are for OFFICE USE ONLY. You must supply your own materials for class. If you use the last of an item, please advise the editors in chief or the Student Media Business Manager so that more can be ordered.





# WRITING & REPORTING RULES

*This is the policy of The Office of Student Media in regards to the writing and reporting rules of the publication. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

**A. SOURCES:** All assignments should have no fewer than THREE (3) sources and they should not be people who all agree or disagree on the topic especially if it is a controversial piece. Good assignments have a conflict and balances. Sources should be varied and speak for a wide array of people: quote men and women of all races. Our campus is diverse and its sources should reflect that.

**B. CONTACTING SOURCES (FACE TO FACE ALWAYS WORKS BETTER):** Reporters are busy people and it is easy to get caught in the trap to calling people for their comment, but when it comes down to it, the best story is written by the reporter who actually meets with their sources in person. By doing this, you can get descriptive and detailed information. **Do not send interview questions prior to interview.**

**C. PROPER SOURCE IDENTIFICATIONS:** All persons quoted mentioned in your story must be properly identified. ALWAYS ask for the spelling of your source name form the individual even if they have a simple name. (Example: Derrick, Derek, Derick, Derreck.) This also creates sense correctness and details to your source.

- **STUDENTS:** First name, last name, suffix (Jr., III), classification, hometown, and major.
- **FACULTY & STAFF:** First name, last name, suffix, official job title, and department employed.
- **NON-STUDENTS:** First name, last name, suffix, age, full address (house number, street name and city) of current residence.
- **BUSINESSES OR GOVERNMENT AGENCIES:** Full name of the business, full address (house or office number, street name and city)

**D. IDENTIFY YOURSELF:** Always identify yourself as a reporter with Student Media when you're on interviews and making interview appointments with subjects.

**E. STORY IDEAS:** Three story ideas are required for presentation at the weekly meetings. The staff reporters are the eyes and ears of the publications, and without ideas from noneditors, the publications would become boring.

Remember that timeliness is of the most utmost importance. Do not keep any ideas or rumors you have heard a secret. Work something out with an editor. Also, leaving the newsroom does not mean you can stop being a reporter. If you are walking back to the dorm or driving home and you see flames shooting out of a building, call the newsroom/or a photographer and start doing interviews. If your class is evacuated because of a chemical spill, get on it.

**F. TRANSITIONS:** The transitions in between quotes in your articles should say something that leads up to the quote with different information. Quotes should state an opinion not a fact. It should be strong enough to stand-alone and not be introduced. A good reporter should be able to confirm facts somewhere other than a source's

quote. In other words:

**DO NOT WRITE:**

Southern football head coach Pete Richardson said he expects the Jaguars to have an excellent chance to make it to the Heritage Bowl this year.

"I'm very optimistic I'm going to see this team go all the way to the Heritage Bowl this year," said Richardson.

**INSTEAD WRITE:**

Southern head coach Pete Richardson said he is not anticipating having any trouble beating Grambling, Alcorn State and top-ranked Jackson State by at least two touchdowns each.

"I'm very optimistic I'm going to see this team go all the way to the Heritage Bowl this year," said Richardson.

**G. MORE QUOTES:** Quotes hold a story together and only get quotes from the people who are involved, responsible or have influence on the subject matter. Stories are boring without quotes; so don't turn in a 15-inch story that has only one quote. However, your storytelling style becomes more sophisticated, what you write should move away from the quote-transition-quote-transition format.

**H. SENSITIVE OR CONTROVERSIAL MATTERS:** The editor in chief, after advisement with the Director if requested by the editor or staff member and involved staff members, will make the final decision on sensitive or controversial matters taking care to see that matter dealing with libel, obscenity-poor taste, or substantial disruption of the educational process do not make their way into the pages of the publications. The editor may consult with the Director to determine if the material falls into one of these three categories but the editor has the final decision on content decisions and is held responsible for all content.

**I. VULGAR OR OBSCENE WORDS:** Student Media Publications follow the guidelines in the Associated Press Stylebook in the entry of "obscenities, profanities, vulgarities." The editor will judge individual cases.

**J. GRIEVANCE PROCEDURE:** When a complaint is received from a reader or source, the editor will discuss the complaint with the reporter involved. If the editor is not satisfied that the reporter accurately stated the facts or quoted the source, he or she may order a correction in the next issue. All complaints should be referred to the editor who will determine the method of handling the problem. The Director is available to the editor for advisement in these cases. Staff members should never raise their voices or become abusive to any person who calls the office with a complaint. If the caller should become abusive, transfer them to the editor or Director. **DO NOT** participate in an adversarial conversation.

**K. CASES OF ANONYMITY:** **This rule is simple: UNDER NO CIRCUMSTANCES SHOULD YOU GRANT ANYONE ANONYMITY** unless the editor in chief and Director approve it. You can explain easily to people, "I'm not sure if we will grant anonymity for this story. Let me





talk it over with an editor and get right back to you.” People generally accept this pretty well. But our general rule is that we can’t use the source or their information without proper quotation, documentation and identification of source and its information. You are putting your credibility and may subject yourself to a lawsuit if your source turns out to be wrong, libel or slanderous. That is one of the main reasons for not granting anonymity. Protect yourself.

**L. OFF THE RECORD COMMENTS:** Reporters should **NEVER** agree to conduct an interview off the record. In almost every situation the reporter can find another way to get the story. Agreeing to go off the record usually ends up limiting the reporter and the publication in pursuit of the story. Tell the source that he/she should not tell you information unless it is on the record. After the interview, you are not ethically bound to keep the material out of print if you did not agree to do so. However, be very careful with this. You do not want to lose a valuable source over a trivial piece of information.

**M. PROTECTION OF SOURCES:** In some rare instances, it will be necessary for a reporter to protect his or her sources. The reporter must, however, notify the editor of the names of the anonymous sources. A source must be made to understand that the decision to protect a source lies in the management, not solely the reporter. The story must include the reason for protecting the source’s identity. The reporter should warn the sources that protection of confidentiality will be removed if it is later determined that the source lied or has given false or libelous information. Avoid personal attacks (“He’s a vicious liar.”) by unnamed sources. A reporter should require that another reliable resource that is not connected with the story corroborated an alleged fact. A reporter should not leave any notes or other materials in the newsroom that might contain any confidential information or names or confidential sources connected with a story. **AS A GENERAL RULE, DO NOT USE SOURCES THAT DON’T WANT TO BE IDENTIFIED.**

**N. READING STORIES TO SOURCES BEFORE PUBLICATIONS:** This is strictly forbidden under all circumstances. Many sources will ask you to do this and you can figure your own personal way of refusing. Some people simply respond saying “It is Student Media’s policy to never allow a source to read a story before it is published, or go into detail about the story”. This also goes for reading back quotes. People tend to correct themselves and try to sound better so don’t get caught up in this struggle. Be polite but firm. **An especially big NO-NO is when people ask you to email questions to them and they will email back their answers.** Be polite but firm because our newspaper is a professional publication and does not operate in that fashion. That same person would not ask *The Advocate* or *The New York Times* to do the same. If they refuse you, thank them for their time and begin to look for another source for your story. This is prior censorship by reading, back quotes, letting sources read the story before publication or even editing your work. This is also extremely poor journalism.

**O. NAMING VICTIMS:** In cases of rape, attacks in which the victims are still alive; Student Media does not normally publish the names of

victims. (This is a time honored practice of good newspapers as well as police departments across the nation for respect of the victim.) Victims who are not living because of the crime may be identified according to the rules of proper identification (Section II - C). If you are working on a story where you question if the paper will grant anonymity to a crime victim, never promise anonymity until you have discussed this and gotten the OK from the editor and Director. Physical descriptions of the victim are normally irrelevant and should not be used unless it is labeled as a hate crime by the proper authorities. The gender of all individuals can be used in most stories.

1. **ACCUSED OF A CRIME (APPREHENDED):** Race, physical description of the accused should not be used unless it is relevant to the accurate reporting of the incident or a “hate crime.”

2. **ACCUSED OF A CRIME (NOT APPREHENDED) :** In these case physical descriptions, race can be used if such information is supplied by a credible source that must be named such as an eyewitness or the police department. This is done in the interest of campus security and general awareness.

**P. POLITICAL INVOLVEMENT:** The Director strongly advises staff members not to become involved actively in any kind of political campaign while also serving as a member of The Southern DIGEST. If a student staffer decides to join a campaign team, they must notify the editor-in-chief who will excuse them for the duration of the campaign. During this time, the staffer must surrender all equipment or anything OSM related. Ego Magazine, or Jaguar Yearbook. This does not preclude the editorial page endorsement as long as they are marked as opinion, but as a general rule the publication does not endorse any particular candidate.

1. The staff members should keep in mind that SU Student Media is the only news organization serving the campus and handle that privilege carefully.

2. **CONFLICT OF INTEREST:** If a staff member is involved in a political issue or an outside organization that may cause a conflict or bias on the part of the staff member, the staff member should make the involvement known to the editor and should refrain from writing articles dealing with that issue or organization. Staff members should try to avoid any activity, outside employment or civic involvement, which would be construed as a conflict of interest. Staff members should make every attempt to avoid the appearance of conflict of interest, even if none exists.

3. **NO CAMPAIGNING** is allowed in the newsroom or Student Media Offices. Staff members are not allowed to participate or work with/for campaign teams (ex. graphic designing, creating visual aids, photography, social media, passing out flyers, etc.)

**Q. COMPLAINTS:** Readers will hold you accountable for your story. Remember when you are writing and reporting, don’t do anything you can’t defend to an editor, source or a caller. Write your notes in pen and save them, particularly if you wrote a sensitive story. DO NOT depend on a tape recorder and DO NOT type your interview notes directly on the computer. If people complain they were misquoted, you have to be able to produce proof to the contrary for editors and our



attorneys.

However, if someone does call or e-mail to complain about a story you or another reporter wrote, please refer them all to either the editor in chief, the managing editor and/or the section editor. Be polite, even if the caller's tone is angry and accusatory. The meaner the caller is, the sunnier you should be. Research shows that libel suits can be avoided if the complainant's first confrontation with the paper is positive.

**R. DON'T INTERVIEW FRIENDS:** Don't interview your friends. Don't cover any organization you are involved in or have ties to. Don't put the word "you" or "I" in a story (Do you ever wonder . . .). Use "more than" not "over." (Always Use exact numbers). **NEVER** say "about" when giving numbers. Use good grammar and check your AP Stylebook first and often.

### S. FIRE & SAFETY PROCEDURES

1. If a fire alarm is activated or a fire is evident, evacuate the area immediately. Exit to the nearest prescribed exit. (Learn and know where fire exits are located). Personnel should gather at a pre-designated place outside the building for accountability. (The parking lot of the Smith-Brown Memorial Union).
2. Go to the nearest telephone and dial 3-2770. Report the emergency to the campus police.
3. If the fire alarm is not been activated, do so immediately. Even though the fire alarm stations are located throughout the campus, they do not automatically contact the police/fire department. It will however, alert the people in the building of the fire.
4. Do not activate a fire alarm unless it is an actual emergency. Those doing so strictly as a prank will be disciplined according to the rules of the university.

**T. ALCOHOL & OTHER DRUG ABUSE POLICY:** The Office of Student Media and The Southern DIGEST adheres to the University Alcohol and Drug Abuse Policy outlined in the Student Handbook published by the Office of Student Affairs. Staff members are obligated to make themselves aware of the policy and adhere to it without exception.

**U. ERRORS:** Make your best effort to eliminate errors from your story before calling your editor over to read it. This means checking name spellings, classification in school with your sources, as well as spell checking and adding addresses of business that are named. Our copy editor will read for mistakes, with special attention to AP and Student Media style, but the article is your clip. Take responsibility to clean it up as much as possible.

**V. PROGRESS:** An evaluation will be given by the editor during the school semester as needed to let you know of your progress as a staff member. Read the paper and reflect upon your work and the comments that are received from the readers. The Director of Student Media will also make comments and evaluations. The Director and selected journalism faculty members, as to fine tune, may make writing coaching comments about your skills. You are should be interested in improving and making your best effort. Remember criticism is not about you personally but about the strength of your work.



## PLEASE REFER TO ASSOCIATED PRESS STYLE BOOK FIRST!

Alabama A&M: second reference of Alabama A&M University. (Never use A&AMU.) Mascot named “Bulldogs.”

Alabama State: second reference of Alabama State University. (Never use ASU because it could stand for Alcorn State or Arkansas State or Arizona State.) Mascot named “Hornets” or “Lady Hornets.”

Alcorn State: second reference of Alcorn State University. (Never use ASU because it could stand for Alabama State or Arkansas State or Arizona State.) Mascot named “Braves” or “Lady Braves.” School is now located in Alcorn State, Miss., and not Lorman, Miss.

FAMU: second reference for Florida A&M University. Mascot named “Rattlers.”

GSU or Grambling: second reference for Grambling State University. (Grambling also accepted in second reference.) Mascot named “Tigers” and “Lady Tigers.”

Northwestern State: second reference for Northwestern State University. Mascot named Demons.

Jaguars: official mascot name of Southern University. Jags acceptable on second reference also but only in a headline.

JSU or Jackson State: second reference for Jackson State University. Mascot named “Tigers” or “Lady Tigers.”

Lacumba: “Heart of Africa,” the official name of the Southern University live mascot.

Lady Jags: official mascot name of women’s athletic teams at Southern University except for women’s basketball team. They prefer to be called Jaguars.

LSU: second reference to Louisiana State University. Mascot named “Tigers or Lady Tigers.”

School located in Baton Rouge, La.

MVSU: second reference for Mississippi Valley State University. (Never use “Valley.”) Mascot named “Delta Devils” or “Devilettes.” School located in Itta Bena, Miss.

PVU: second reference for Prairie View A&M University. Prairie View is also accepted in second reference. Mascot named “Panthers” or “Pantherettes.” School located in Prairie View, Texas.

SLU: second reference for Southeastern Louisiana University. Southeastern is also accepted in second reference. Mascot named “Lions” or “Lady Lions” School located in Hammond, La.

Identification (faculty/staff): always identify each staff and faculty with Name, Title or Position and Department. Example (... said William Welburn, dean of the department of library science.)

Identification (non staff/student): always identify by Name, Title or Position, Company name and or city of residents. Example (... said Kimberly Thompson, director of promotions at Exxon Oil. Or ... said Sam Weaver, 10-year resident of Scotlandville.)

Identification (students): always identify each student with Name, Major, Classification and Hometown. Example (... said LaRonica Conway, a junior physical science major from Memphis, Tenn.)

The Jaguar Yearbook: the official name of the student yearbook at Southern University-Baton Rouge. There is no second reference name.

The Southern DIGEST: the official name of the student newspaper at Southern University-Baton Rouge. Southern should always be italic and DIGEST in ALL CAPS .

The DIGEST: second reference of The Southern DIGEST

Southern University System: official name when referring to all three Southern University campuses, including the law school.

SU: second reference of Southern University. Mascot named Jaguars or Lady Jags.

SUBR: second reference of Southern University – Baton Rouge Campus only.

SUMA: second reference for the Southern University Museum of Arts.

SUNO: second reference of Southern University – New Orleans Campus only. Mascot named “Black Knights.”

SUS: second reference of Southern University System

SUSLA: second reference of Southern University – Shreveport Campus only.

SWAC: second reference to Southwestern Athletic Conference. Conference teams include Alabama A&M University, Alabama State University, Alcorn State University, The University of Arkansas at Pine Bluff, Grambling State University, Jackson State University, Mississippi Valley State University, Prairie View A&M University, Southern University and Texas Southern University.

MEAC: second reference to the Mid-Eastern Athletic Conference. Conference teams include South Carolina State University, Howard University, Florida A&M University, Bethune-Cookman University, Norfolk State University, North Carolina A&T University, North Carolina Central University, Delaware State University, Savannah State University, Coppin State University, Morgan State University, The University of Maryland-Eastern Shore and Hampton University

TSU: second reference for Texas Southern University. Mascot named “Tigers.” School located in Houston.

UAPB: second reference to University of Arkansas-Pine Bluff. Mascot named “Golden Lions.”

UL-Lafayette: University of Louisiana at Lafayette, formerly University of Southwestern Louisiana. (USL). Mascot named “Ragin Cajuns.”

UL-Monroe: University of Louisiana at Monroe, formerly Northeast Louisiana University.



## SECURITY & NEWSROOM INTEGRITY

*This is the policy of the Office of Student Media in regards to the security of the office and integrity in the newsroom. The policy is to be followed in all cases barring the intervention of the Editors in Chief and the Office of Student Media.*

1. It is the policy of the Office of Student Media that all staff members are open to disciplinary measures should they jeopardize the integrity of another staff member or the entire staff through vocalizing of information they gathered from any staff member to others outside Student Media.

2. Nonmembers of each publication staff are NOT allowed to be in the newsrooms after 5 p.m. on production night to maintain the integrity of the publication. No Student Government officials, representatives or public relations agents are allowed in the newsroom during production time. They may be subject to banishment from the office and refusal will result in contact from the SU Police Department.

3. **Each staff member must recognize that all information passed through them or heard by them which came from other staff members is considered to have been passed in confidence, and therefore should not be communicated to anyone outside this organization.**

a. It is of utmost importance that all staff members enjoy the right to freely discuss ideas, story leads and personal opinions within the confines of Student Media or in the presence of fellow staff members without the fear of those discussions being communicated to others not associated with the SU Student Media.

b. Southern University student publications are led, produced and managed by student staff members, with the support of the Office of Student Media. These students produce publications weekly and also can make daily editions on the web site at [www.southerndigest.com](http://www.southerndigest.com). This requires that they develop mutual respect and confidence between one another. This trust must be preserved.

4. All story ideas, possible leads and personal opinions vocalized and written between staff members should be considered privileged information and therefore should not be shared with anyone besides those staff members who were intimately involved in the discussion.

5. It is the mission to both inform the campus community and serve as a regulator for student organizations; this newspaper tackles a number of issues, which requires its staff to investigate people and organizations without those individuals being aware of their work.

6. All persons detailed in or involved with a certain story will be contacted and interviewed prior to a story's publication. Do not assume that informing someone of the actions of the publication, personal opinions or ongoing investigations by our staff is the fair thing to do. This violates numerous journalistic codes of ethics and makes the publication open to scrutiny and legal action. They will be given the opportunity to address any charges or assertions made by the staff prior to publication, which might concern them.

a. In the event that a staff member is accused of disclosing damaging or sensitive information to individuals outside Student Media, or otherwise jeopardize the integrity of this organization will face disciplinary action from the Editors in Chief and/or the Office of Student Media and banished from usage of the newsroom, its computer systems and face termination.

b. Staff members accused of any wrong doing in this area will be notified by the Editors in Chief/Office of Student Media of an accusations made against them, at which time the Editors will arrange a meeting with the staff member to allow the for the explanation of the incident. The Editors in Chief, along with the recommendation of the Office of Student Media, will then decide if any disciplinary action is necessary and the individual will be notified in writing.

c. The Editors in Chief reserve the right to suspend, fine or terminate the employment of the staff member, provided that staff member facing such action is given the opportunity to address the charges made against them.

d. While the Student Media Director will be informed of any such situations, the final judgment will come from the Editors in Chief, who alone assumes all responsibility for any actions taken, whether they are terminated, fined, suspended or freezing of student stipends.





*This is the policy of the Office of Student Media in regards to the outside involvement of different individuals and organizations with the publication. The policy is to be followed in all cases barring the intervention of the Editors in Chief and the Office of Student Media.*

1. Involvement in other groups is important to all students at Southern University, including staff members of the Student Media Staff. It is the opinion of the Office of Student Media that all students should receive a well-rounded and even balanced education. Therefore, involvement in other groups on campus and off is greatly encouraged. However, it must be recognized that staff members are unable to have the two interacting.

2. *No staff member will be able to write editorials, cover events or incidents involving a group or organization, which they are a member of or affiliated. Story ideas obtained from working from these groups are welcomed and encouraged but will be assigned to another non-affiliated reporter.*

3. *No staff member should take part in the reporting on, or covering, of stories involving individuals with whom they have close relationships or associations. To do so jeopardizes the integrity of the story and publication.*

a. Personal opinions are not to be part of news stories, and therefore every precaution must be taken to ensure that this does not

occur.

b. In the case of editorials, having a close relationship with your subject matter is also problematic. While we generally avoid singling out individuals in editorials or columns, there may be times where this cannot be avoided in the case when the person is considered to be a public figure on campus.

4. Staff members should seek to establish working relationships with others on campus and in campus organizations; however, these should be maintained as professional only and nothing more. In the event that the relationship progress beyond professional, the staff member should no longer be involved with any assignments involving that individual or group.

a. Establishing close associations with members or organizations such as Student Government Association (SGA) is extremely detrimental to the mission of the newspaper. Such relationships inhibit the mission to report incidents, individuals and organizations in fair and objective fashion. **A close relationship is defined as a serious relationship or friend.**

5. Staff members who are found guilty of repurposing photos, stories or any other content. Also, if any staff is caught posting photos meant for publication purposes, will be relieved of his/her duties permanently.



## STAFF RESPONSIBILITIES

*This is the policy of The Office of Student Media in regards to the individual and position staff responsibilities as members of the publication staff. The policy is to be followed in all cases barring the intervention of the Editors in Chief and the Office of Student Media.*

1. **SECTION EDITORS:** The obligation of each section editor is the final proofing of the layout and content of their section. This also includes the responsibilities of all staff members working in or on your section in completing their job assignments as defined in their job description.

a. All Section Editors are responsible for the assigning and retrieving of all text that will appear in their section.

b. While the Editor in Chief alone is responsible for all material appearing in the DIGEST, each section editor will be held accountable to the Editor in Chief, in the event they miss deadlines, fail to meet the requirements of their position, or permit the publication of material, which is incorrect, slanderous, or otherwise damages the overall image of the newspaper.

c. Each section editor is responsible for meeting their pre-determined layout deadlines set by the Editor in Chief or the set standard time set by the normal publication deadlines of the Office of Student Media and is subject to disciplinary action. These measures will be determined, posted and enforced by the Editor in Chief or the Office of Student Media.

d. The Southern DIGEST, as of August 2010, is under a printing contract with Baton Rouge Press. The contract states that The DIGEST layout deadlines shall be 11 p.m. - Monday and Wednesday evenings.

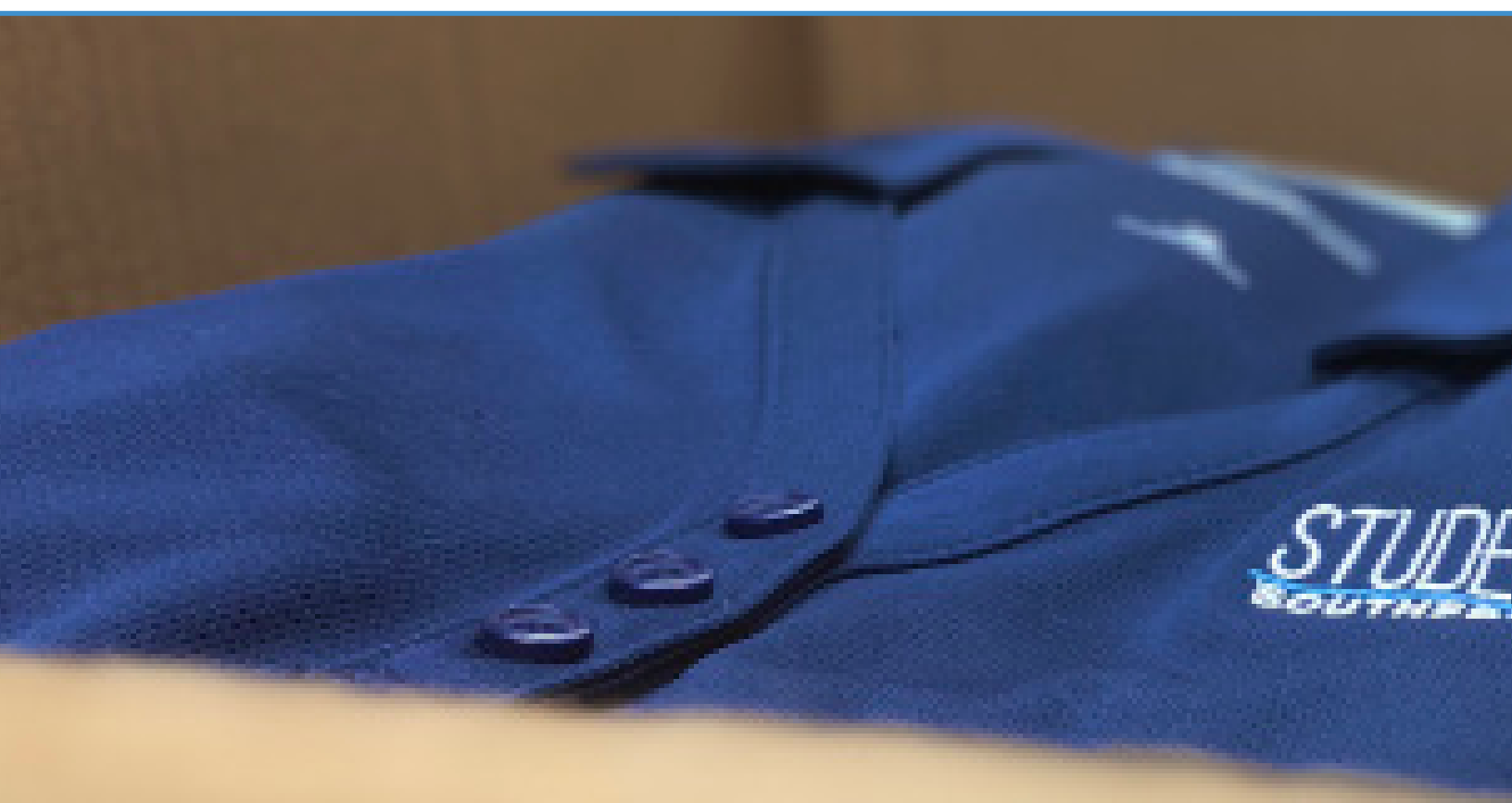
e. Ego Magazine is under a printing contract with Mele Printing. The contract states five (5) issues be published during an academic year. Deadlines for content are determined by the Editor in Chief and the Office of Student Media.

f. The Jaguar Yearbook is under a printing contract with Multi Media Technology. The contract states a 288-page yearbook chronicling the academic year be delivered in the fall semester. Deadlines for content are determined by the Editor in Chief and the Office of Student Media.

g. JAGTALK PODCAST Podcast Policy is currently being written and will be provided once the SMAB Board Approves.

2. **STAFF:** Each staff member must meet the requirements imposed on them by their position or be subject to disciplinary actions by the Editor in Chief. All staff writers are expected to write 1-2 stories per week, sometimes its necessary to take on more work if you are following an important story, beat or as assigned by your editors.

3. **MANDATORY STAFF MEETINGS:** Weekly reporters and staff meetings are **mandatory** unless you have made a special one-time arrangement with your editor. You must be prepared to present at





least five story ideas at the reporters meetings each week. You don't have to write stories for every idea that is presented but is a good idea to have a story that is not time-sensitive already on file for slow weeks or a week that you might miss for personal emergencies. In addition, Thursday training time in the office is mandatory.

a. Get in the habit of making phone calls to set up in-person interviews and contacting the photo editor to schedule a shoot at least one week in advance. All reporters are required to escort the photographer to photo shoots. **NEVER make phone calls to set up interviews and call returns, then immediately leave the office. Most return calls happen within 5 to 30 minutes after you leave the message. Nothing is more unprofessional than not being around to answer a return phone call.**

b. Never miss a scheduled interview or photo shoot.

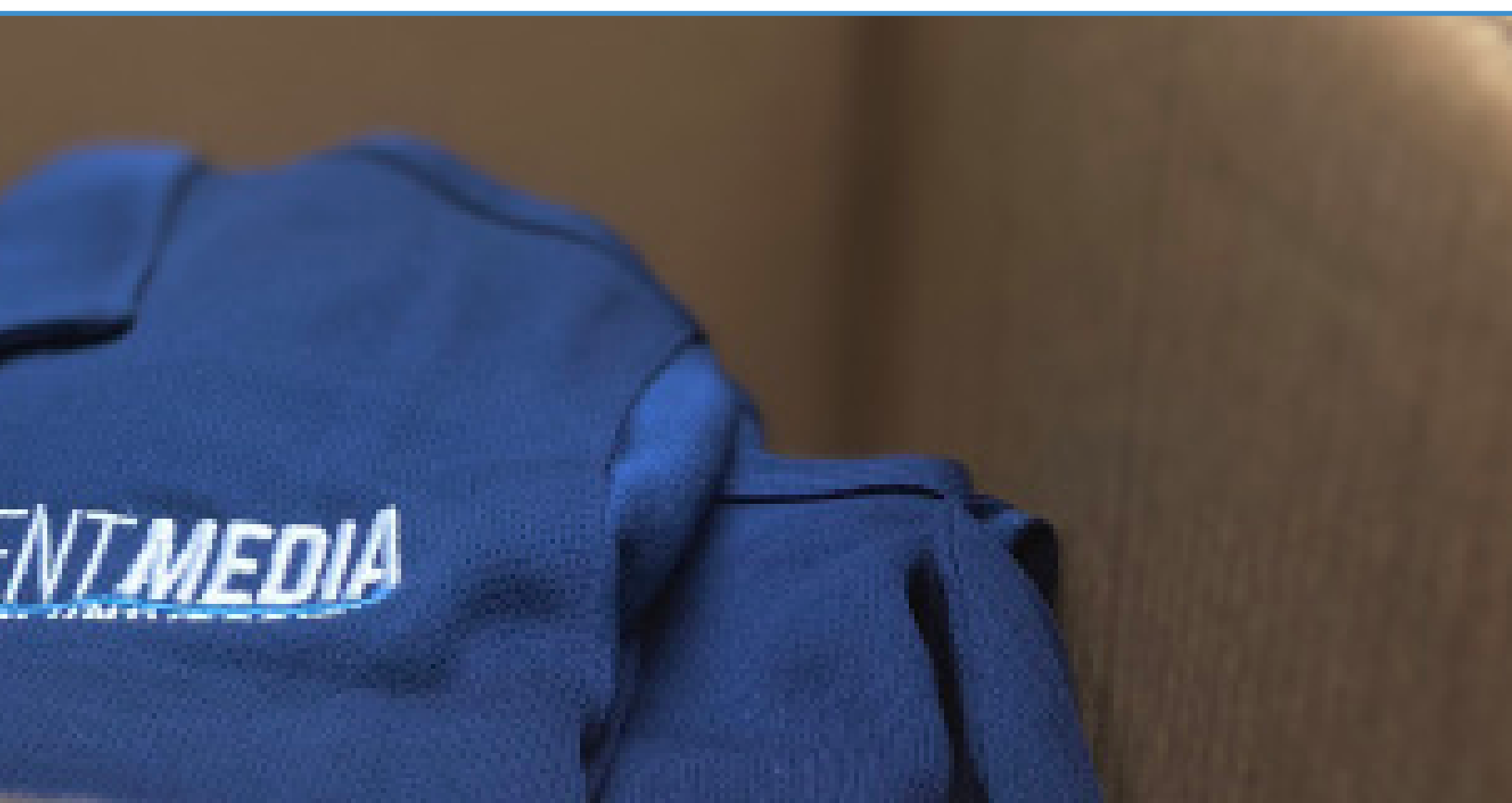
i. You must stop by the office everyday, even if you don't have a story for the next issue. Remember the more you check in and take last-minute assignments, the more trusted you will be by your editors, the better your assignments and it increases you chances of having more stories printed.

c. Staffers are allowed only **two (2) excuses** for not completing

assigned work per semester. Situations such as death in the family, personal injury or another catastrophic event (hurricane, tornado, etc.) will not count against those two excuses. If you have a problem with an assignment, contact the section editor first.

4. **BEATS:** (News, Culture, Faculty & Academic, State & Nation, Campus Briefs, Sports, SGA, Organizations, Student Life and Community). Every beat is important because at any time your moment could come. It may not be fun at times to go to required meetings or functions of your beat but it is the easiest way to get story ideas and more articles in the paper.

a. It is a challenge to handle a beat at Student Media because you have a short amount of time to build contacts and trust. To speed up the process, sit down with your editors immediately to come up with a list of people to introduce yourself to. Get a schedule of upcoming meetings and events. Give your contacts your phone and fax numbers. Contact your sources at least once a week to remind them that you exist not just during controversy but for positive stories also. Act like a professional and they will not forget you when a big event breaks or happens.





## SUBSEQUENT DISCIPLINE

*This is the policy of the Office of Student Media in regards to the subsequent discipline that includes fines and termination of staff members. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

### FINES & TERMINATION

1. The Editors in Chief of student publications and/or the Office of Student Media reserves the right to withhold, reduce pay, or terminate employment for violation of the policies listed in this document, listed in the Southern University Student Code of Conduct and under the additional following conditions:

a. Damage, theft or misuse of equipment, computers, telephone, fax, loss of office keys, abuse of position, supplies and long distance telephone calls. These incidents will normally mean immediate job terminations, contact of SU Police Department and following the SU Student Code of Conduct as the due process procedure.

b. Failure to attend required meetings and failure to satisfactorily complete duties of assigned positions. The Editor in Chief determines that the number of stories written and complexity, and if the quality does not meet expectations, missed-posted deadlines.

c. Abuse and improper usage of OSM identification, passes and materials intended for the purpose of newsgathering. This includes using The Student Media name and your staff position to get free materials, tickets, passes for entrances to events for personal usage and not for the purpose of news coverage for the publication. This also includes lending your DIGEST credentials to other individuals for personal purposes, etc.

d. Plagiarism, purposely libel and slanderous, fiction and horrendously continuation in mistakes in reporting stories will cause immediate termination.

e. Notification of any reduction in pay, withholding and terminations shall be made by the editor or directly to the individual immediately in writing with an explanation. The Procedure of Appeal will be included with the letter. A report will be sent to the Director of Student Media.

### PROCEDURE OF APPEAL

1. You may appeal the action of being fined or position change by meeting with the SMAB Board. If your meeting is not to your satisfaction then you may make an appeal (in writing), to the Director of Student Media, who will then create a special panel.

b. **The Student Media Director may fine, withhold, reduce pay or terminate employment of the Editor in Chief for missing deadlines of submissions for requested materials to the Office of Student Media.** *If the person is terminated, the fines will be deducted from his/her last stipend.*

### FINES: (PER VIOLATION)

Listed below is the maximum fine per each individual incident.

- a) **Misuse of Student Media ID, passes or name; Termination**
- b) **Damaging Computer & Office Equipment, Camera Equipment (including Memory Cards, Recorders, Batteries, Lens caps, Lens, Vest, Office Furniture; cost of repair will be added to the students banner account & Termination**







*This is the policy of the Office of Student Media in regarding the payment and salary of officially staff members employed as members of the staff. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

All student staff members must be cleared by the Financial Aid Office or elsewhere before beginning employment on staff. **If not then the student is listed as working on a voluntary basis, without pay until cleared.**

The Financial Aid Office will determine the limitations to the stipend salaries for each staff member. It is the individual student's responsibility to complete the necessary paperwork through the Financial Aid Office. All paperwork must be completed before students begin working. **If not then the student is listed as working on a voluntary basis, without pay until cleared.**

Most staffers and work-study staffers are based on a time sheet that reflects a salaried amount. Students are instructed not to indicate working hours during class times or exams times.

1. Students who do not sign their time sheets and return them to the Director by the deadline will not be paid or may have forward payment to next pay cycle, two weeks later.

2. Student publications are on a stipend schedule.

**Work study students are required to complete a minimum of 15-20 hours per week and must sign in and out at the time of their arrival and departure and not at the end of the week. You will not be paid if you fail to do so. Please be honest.**

All staff members are expected to attend all scheduled meetings, workdays and assigned events as agreed with the editors or Directors unless other arrangements have been made in writing prior to the event.

1. **NOT ALL STAFF MEMBERS WILL BE PAID** due to their current financial aid status and academic workload. Work-study program participants are encouraged to transfer office allocations to Student Media to aid in work payment and class time scheduling.

2. Non-paid staff members are notified by the editor in chief upon status clearance by the Financial Aid Office.

3. Quantity of paid positions and monthly salaries is also determined by the payroll budget for the semester.

The Editor in Chief & the Managing Editor of each publication is responsible for submitting completed stipends to the Director in a timely manner.<sup>5</sup>

1. If submitted late, then payroll paychecks will be issued at a time designated by the Comptroller's Office and not during the normal schedule pay date set.

Listed below is the **MAXIMUM** that a staff member can be paid for his/her position. It is also up to the editor in chief discretion as to what percentage of the maximum that a staff member will be paid. The editor in chief has the right to pay staffers **LESS** than the listed salary according to work production, deadline completions, fines, completion of duties and quality of work. No staff member can be paid more than the listed rate.

## MONTHLY STUDENT STIPENDS SALARIES – STUDENT MEDIA STAFF

- Editor in Chief..... TBD
- Managing Editor..... TBD
- News Editor ..... \$200
- Social Media Editor ..... \$200
- Sports Editor..... \$200
- Feature Editor ..... \$200
- Photo Editor ..... \$200
- Opinion Editor..... \$200
- Photographer..... \$15/photo
- Multimedia Editors..... \$150
- Copy Editors..... \$125
- Staff Writer/Reporters ..... \$20/story\*
- Podcast Staffers..... \$25/ Episode
- Podcast Manager ..... \$150

**\* Podcast stipends will be outlined in a separate document.**

Employees are only paid during months that publications are scheduled. Summer and online only assignments are paid at the per assignment rate of \$8 per assignment.

**\*The Editor in Chief may also reduce pay by \$5 for each of the following infractions: missing word count, deadline, and subpar work being submitted.**



# JOB DESCRIPTIONS

*This is the policy of the Office of Student Media in regards to the job description and office chain of command for each staff and office position. The policy is to be followed in all cases barring the intervention of the Editors in Chief and the Office of Student Media.*

## STUDENT STAFF

### EDITOR IN CHIEF (DIGEST, Yearbook, EGO)

- The head honcho
- All section editors, photographers and writers report to the Editor-in-Chief.
- Responsible for all communication within and outside of the paper, and is principally responsible for running content and media meetings.
- Must have served at least one semester as a member of the editorial board.

### MANAGING EDITORS

- Assignment and execution of stories along with section editors.
- Keeps updated list of stories turned in and those need to be edited.
- Provide editor with copies of said lists on a weekly basis.
- Ensures section editors turn in stories and layouts by deadlines.
- Performs needed duties in absence of editor in chief and is main contact for all public content matters in publication.

### LAYOUT EDITOR

- Collaborate with editor, section editors and advertising manager in the planning and design of layouts for each section.
  - Performs all manipulation of photographs, copy as well as all computer layouts.
  - Keep copies of every page to be turned in on a weekly basis.
  - Set up layout page for next edition every Monday afternoon
- Change dates, headers and mark ad space on computer according to weekly dummy sheets.
- Aids production editor in paste up of final layouts to be taken to the printers.
  - Meet all deadlines and attend all scheduled meetings.
  - Submit copy to web editor after layout
  - Must have a knowledge of photoshop, Indesign
  - Responsible for Inhouse Advertisements

### COMMENTARY EDITOR (Opinion page)

- Write thoughtful, interesting opinionated columns on subjects that mostly affect the readership of the paper. Use facts to support your statement and write on a variety of subject matters. If article is a complaint, then offer a definite and feasible solution to the problem.

- Check for authorship of each submitted letter to the editor.
- Responsible for the submission and completion of staff editorials.
- Responsible for the assignment, submission, editing and completion of individual columns by assigned deadlines.
- Must be available when layout editor set final pages for production.
- Meet all deadlines and attend all scheduled meetings.
- Performs needed duties assigned by editor in chief as to Speakout section, staff editorials, columns and selection of editorial cartoons.
- Search wire services for editorial subject matters and opinionated ideas.
- Will be required to write and edit stories, which will not go in opinion section.

### PHOTO EDITOR/ART DIRECTOR

- Schedule, assign, staff and complete all photo assignment by deadlines mutually agreed upon by editor and section editors.
- Meet all deadlines and attend all scheduled meetings.
- Saves images in full color and black-and-white for use in publications.
- Organizes images library in Adobe Bridge for publications in conjunction with editors.
- Review all photo captions weekly for each photo submitted.

### SPORTS EDITOR

- Cover all sporting events that need to be covered with emphasis on home contests, men's and women's sports.
- Edit all sports stories.
- Meet all deadlines and attend all scheduled meetings.
- Complete photo request, and ensure necessary pictures are taken with the photo editor.
- Maintain relationship with key members and sources of your beat.
- Must be available when layout editor set final pages for production.
- May be required to write and edit stories for major networks

### NEWS EDITOR

- Cover, assign or staff all student, faculty, campus and news events each Thursday.
- Edit all news and front-page stories. Check story stories
- Meet with editorial board and editor to determine weekly story assignments
- Meet all deadlines and attend all scheduled meetings.
- Complete photo requests and ensure necessary pictures are taken with the photo editor. Ensure all captions are present
- Must be available when layout editor set final pages for production. Must ensure all news is factual and non-libelous
- Responsible for collection of all releases, notes and schedule of events that is submitted by different departments on campus for

'Briefs' section that is due Mondays and Wednesdays at noon.

## CULTURE EDITOR (Features, A&E, Lifestyles)

- Will keep updated files on movies, concerts, entertainment news, plays, art exhibits, musical production, theatre presentations that take place on the SUBR Campus and local community. Also may do reviews and previews of these events and publish submitted poetry and art by students, faculty and community members.
- Will do feature stories of students, faculty and community members who are featured in these productions.
- Pull stories and photos from wire services subscribed by the DIGEST for publication in A&E section.
- Maintain Upcoming Feature Events section to run in the paper.
- Meet all deadlines and attend all scheduled meetings.
- Complete photo request, and ensure necessary pictures are taken with the photo editor.
- Must be available when layout editor set final pages for production.
- May be required to write and edit stories, which will not go in A&E section.

## SOCIAL MEDIA EDITOR

- Oversees all OSM social media applications.
- With editors, coordinates multimedia aspects of stories and events.
- Collaborates with editors in regard to Social Media placement
- Assigns multimedia journalists standups, reels, weekly advertisements to increase following.

## STAFF WRITERS/MULTIMEDIA JOURNALISTS

- Cover beat or completes story assignment mutually agreed upon by your section editor by deadline. Story must be completely edited. Report any problems to the Managing Editor and section editor as soon as they arise.
- Meet with section editor on a weekly basis to get story assignments and deadlines.
- Meet all deadlines and attend all scheduled meetings.
- If photographer is assigned to your story, contact or meet with them before or at the event and give photographer an idea of what your story is about so that the photo will match the story.
- May be required to edit other reporter's stories.
- Maintain relationship with key members and sources of your beat.

## COPY EDITORS

- Edit checking for grammar, spelling and strength of leads all stories using AP (Associated Press) Style Manual and Digest Style techniques.
- Edit all captions and headlines.
- Meet all deadlines and attend scheduled meetings.
- Must be available when layout editor set final pages for production.
- Responsible for general editing of all copy for each issue.

## COLUMNIST & OPINION WRITERS

- Write thoughtful, interesting opinionated columns on subjects that mostly affect the readership of the paper. Use as many facts to support your statement as possible and write on a variety of subject matters. If article is a complaint, then offer a definite and feasible solution to the problem.
- Meet all deadlines and attend all scheduled meetings
- Turn in columns by noon each Monday afternoon.
- May be required to edit other reporter's stories.

## PHOTOGRAPHERS

- Will collaborate with Layout Editor in writing captions for photos when necessary. Also will get name (ALWAYS ASK INDIVIDUALS TO SPELL THEIR COMPLETE NAME TO YOU - Derrick could be Derick or Derek), classification, major and hometown of individuals in photo for proper identification.
- Report any problems to the Associate/Managing Editor and section editor as soon as they arise.
- Meet all deadlines and attend scheduled meetings.
- Meet with photo editor twice a week.
- Turn in all photographs to Photo Editor by deadlines.





## JOB DESCRIPTIONS

### DIRECTOR

- Provides in a publishers role the supervision of the staff of the student newspaper, quarterly magazine and annual yearbook; planning, budgeting, production of newspaper and yearbook
- Provides appropriated professional guidance to student employees and volunteers
- Provides liasion with relevant academic units
- Assures professional quality and compliance with university policies and industrywide standards
- Administer and execute staff handbook and office policies
- Reports to the Vice-Chancellor of Student Affairs
- Heads supervision in providing professional advisement to student staff of annual yearbook, assisting in guidance of student newspaper and training online student staff

### ASSISTANT DIRECTOR

- Supports students in planning, budgeting and deadline production of publications while promoting quality and industry standards.
- Recruits student body for student staff positions.
- Serves as yearbook liasion with university public, photography and publishing company
- Adminsters departmental handbook and updates department policy manual as needed
- Coordinates date and location for yearbook photos for faculty, staff and students. Assists photographers with staff personnel to help students fill out forms when taking pictures.
- Assists director with producing information for the yearbook bid process that takes place every three years. Provides detailed information on yearbook printers' customer service and availability. Also provides insight into the complexity or simplicity of yearbook software for students.
- Serves as publication and deadline liasion with yearbook printers.
- Other office duties may apply as deemed by the director.
- Reports directly to the director of OSM
- Serves as the main representative for the purpose to collect and produce advertisement for the newspaper (print and online),

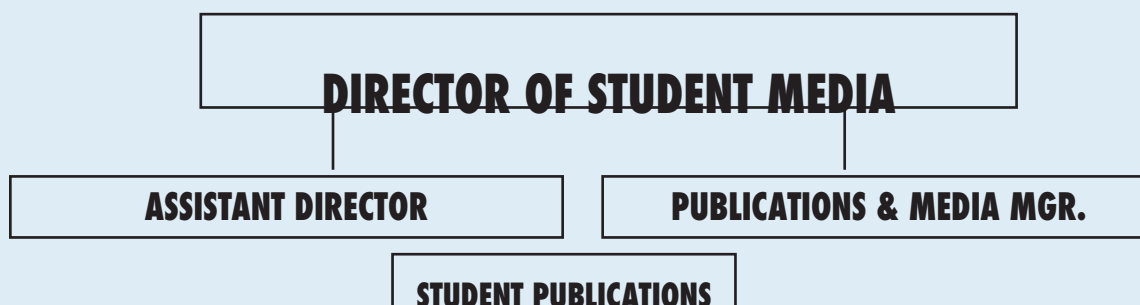
magazine and yearbook.

- Handles all business transactions for Student Media, newspaper, yearbook and magazine, which include the collection of advertising, ad placement, subscriptions, university purchase order request, university requisitions, balanced budgets, and travel arrangement.
- Serves as primary accountant for department budget, newspaper and yearbook budgets.
- Serves as publication liasion with newspaper and magazine advertising clients.
- Responsible for soliciting and selling ad space to campus entities as well as local and national businesses.
- Reports directly to the director of OSM.

### PUBLICATIONS & MEDIA MANAGER

- Serves as the publication assistant in OSM.
- Responsible for directing, instruction and coordination of the layout and design for the student newspaper, annual yearbook, student media manuals and future publications.
- Also serves as adviser for student magazine that publishes five times per year.
- Promotes and maintains industry standards for student staff in graphic layout and design.
- Responsible for meeting final deadlines for newspaper and magazine designs to printers.
- Seeks to keep office current on new graphic and design software, printing trends and maintains newspaper and magazine print quality and standards.
- Promotes recruitment to involve more SUBR students with OSM and its publications. Seeks to recruit and train design and graphics majors, along with students with layout experience at SUBR.
- Serves as publication and deadline liasion with newspaper and magazine printers.
- Other office duties may apply as deemed by the director.
- Reports directly to the director of OSM.

## OSM STUDENT ORG CHART





*This is the policy of the Office of Student Media in regards to the publications editorial policy. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

**EDITORIAL POLICY:** The Southern DIGEST is written and edited by the student staff of Southern University – Baton Rouge. This shall be the policy of The Southern DIGEST in regards to the publication of all material on the Opinion page of each issue. This covers columns, staff editorials, editorial cartoons and art, guest editorials, letters to the editor and unsigned (staff) editorials. The staff must recognize the importance of this section and the commitment to editorials and columns.

1. The editorial page of The Southern DIGEST is the responsibility of the **EDITOR IN CHIEF**, who will supervise the writing of all editorials and columns, which include “Speak Out.” The Editor in Chief may assign a majority of the responsibility to the Opinions Editor but the Editor in Chief holds the final responsibility of this section.

2. An editorial must not contain offensive, libelous or profane material.

3. The views presented are those of the staff writers and do not necessarily reflect administration policies.

4. Opinions are expressed through **CLEARLY LABELED** editorials.

5. Signed non-staff articles, commentaries and features do not necessarily reflect the views of The Southern DIGEST, editors, staff, or the student body.

6. The general editorial or column is approved by the majority vote of the student editorial board.

7. The Editor in Chief makes the decisions on which editorials will run. If there is strong disagreement on a particular subject, the editor may authorize one column in the same issue to defend the opposite point of view.

8. No staff member, including the Opinions Editor and Editor in Chief, will edit copy in such a way to alter its meaning or tone. The author of all editorials should be contacted if their piece requires a great amount of editing to ensure that no liberties will be taken by the editors who may alter said editorial to the dissatisfaction of its author.

9. Reporters and editors writing editorial comments and columns will be expected to meet the same standard of accuracy in proof in their columns and editorials that must be met in a news story.

10. The Opinions Editor and Editor in Chief reserve the right to refuse publication of any signed editorial, which they deem to be offensive, untimely, poorly written, slanderous, libel, or containing unfounded assertions.

11. At the editor’s discretion, the publication may NOT print the letter received if: (1.) The letters are NOT signed and the editor cannot verify the signature. (2.) If the letters do contain material that is libelous, obscene, and substantially disruptive of the educational process or (3.) The letter must be NOT be an invasion of privacy, personal attack, frivolous and can be rejected if it is the judgment of the editor to be in bad taste.

12. The editor and staff members should not use the editorial/ letters section as a forum for rebuttal, although concise clarifications or corrections of erroneous material can be made if absolutely necessary.

13. The publication reserves the right to edit all letters for grammar, punctuation and length. The Director is available to the editor for advisement and the final decision is up the editor in chief as to which letters will run.

14. In some instances The DIGEST will run editorials from other professionals or collegiate papers if the topic merits attention in the Southern University community. In that case, the editorials will be attributed to the appropriate publication.

## STUDENT EDITORIAL BOARD

The editor in chief of the DIGEST serves as chairman of the Student Editorial Board for each publication. Other non-editorial staff members are appointed by the editor in chief with the knowledge of the Director.

1. Only the Editor in Chief, Managing Editor, News Editor, Sports Editor, Culture Editor and the Commentary Editor are automatic members of the board.

2. Three (3) additional at-large members of the board may be added at the appointment of the Editor in Chief for a limit of 9 board members. The at-large members must be selected from members of the official DIGEST staff listing and may not be a member of the Student Government Association.

3. The Board will consist of no fewer than five members, if no persons hold the above titles.

4. Members of the Student Media Staff may participate in the Editorial Board Meetings but have no voting power.

## FUNCTION OF THE EDITORIAL BOARD

The function of the board is to determine the editorial policy by majority vote, plan and coordinate publication activities; recommend staff changes; appointments or suspensions to the editor in chief; recommend changes in staff operation to editor in chief; review each issue after publication and critique; conduct vigorous and aggressive pursuit of the news in the highest journalist manner; write editorials, columns and opinion articles; perform all tasks for publication; attend



all meetings of the editorial board; recommend new students for staff positions based on classroom performances; and to push deadline for interviews, photo assignment, layout, and story assignments for the publication each week.

### STAFF EDITORIALS

Staff Editorials will run at least once per month in the DIGEST. A member of the Editorial Board will write each staff editorial. The staff editorial should address a particular issue occurring on campus or in the community and should compliment or address a story appearing in the news section of the same issue.

1. It is the duty of the editorial board to take in informed, objective and uniform stance on an issue. The board must ensure that they are as knowledgeable on a subject as possible, then, drawing off that knowledge the must take a stance on the issue.

2. The board should write each staff editorial in the hopes that it will positively impact the situation, which they are addressing. This means presenting solutions to problems, praise of those who deserve it and, as a rule, constructive criticism only.

3. The subject of the editorial will be determined by the board. Members will individually vote on and approve each editorial at the weekly staff meetings. The editorial board members will be assigned to write the staff editorials on a rotating basis throughout the semester.

4. The staff editorial is to be completed and hung for review by 10 a.m. on the deadline day of the issue in which it will appear and approved by a majority vote by the editorial board before its final publication.

5. The Editor in Chief take full responsibility for each and every editorial printed and has the final say in matters concerning the relevancy, ethical merit or subject matter of the editorial.

6. In the event that an editorial is not submitted for whatever reason, it is the responsibility of the Commentary Editor to submit one in its place via personally written or from wire services that the publication subscribes and is a member of.

### LETTERS TO THE EDITOR

The DIGEST accepts letters to the editor from members of the university community including students, faculty, staff, administrators, alumni and university neighbors, commenting on current issues and other matters of general interest to the SU family and public.

1. No unsigned letters will be published. Letters will not be printed from a group. Must be from an individual. If two or more persons sign a letter, the first persons endorsed will be used.

2. The writer must sign his/her name to the letter, furnish a home phone number, address and title if appropriate. For example, if a writer's letter concerns an issue of importance to the Greek society community, the writer should identify his or her fraternity or sorority affiliation.

3. The publication sets aside space to publish these letters for others to enjoy. This newspaper is not responsible for individual opinions expressed on its editorial and opinion pages.

4. The DIGEST reserves the right to edit any contributions and or reject them without notification. Outrageous, embarrassing or libelous letters will not be printed. Issues and concerns should be presented in an intelligent manner. Letters should make sense to even the most uninformed reader. Any misinformation identified in a letter should be resolved by contacting the author and requesting permission to alter the information.

5. Authors are encouraged to limit the length of submissions to 300 words. Letters should not include libelous statements. Offensive and personal attacks will not be permitted. The DIGEST will not print "open letters" addressed to someone else.

6. All contributions must be type written, signed and must include the author's address and phone number. This serves as a check for authenticity prior to publication.

7. Southern University students should include their names, major, hometown and year in school as proper identification with a letter. Faculty and staff need to include name, title and department. Off campus letters should include name and address. It is the job of the Opinion Editor to check for authorship of each submitted editor.

8. Staffers may not use letters to the editor to express their views. This section should be reserved for the community outside of the newspaper and strives to appear unbiased to keep the faith and trust of its readers and not serves as an abuse of the privilege of working for the newspaper.

9. When referring to specific DIGEST articles, please include the date and title.

10. All materials should be directed to the editor in chief of The Southern DIGEST, P.O. Box 10180, Baton Rouge, La. 70813. Materials may be delivered by hand to the DIGEST office located in Suite 1064 Harris Hall.

*This is the policy of the Office of Student Media in regards to the publication policy to prior restraint. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

Under **NO CIRCUMSTANCES** are writers to agree to let the subjects of their stories, articles, art, cartoons, photographs, commentaries or editorials read the piece they are preparing prior to its publication.

1. This is not to say that writers are not to take the necessary and appropriate steps to ensure their story is accurate, but that they are not to present a work, in its entirety, to those individuals who are affected by it (i.e. those being quoted, or mentioned in the story.)
2. Writers are free to read back quotes to a person after an interview. However, they are under no obligation to read quotes taken from other sources, individuals or parties involved in the story and in most cases should not do so.
3. Writers will **NOT** agree to provide a copy (fax or email) of their story, prior to its publication, to an individual as a condition for an interview.
4. Articles are intended to be independent, fair and balanced. Someone close to a story is obviously biased. Their input could serve to corrupt an otherwise unbiased story.
5. Because of our publication schedule, time constraints do not allow for submission of stories to anyone other than the section editor of the section that the story will appear in.
6. The U.S. Supreme Court has ruled that government and police agencies do not have the right to put restraints on stories prior to publications. Newspapers have customarily applied that same principle to all stories.

7. Our editors are, for the most part, more experienced at editing copy than someone not involved with the newspaper. We believe these editors are more qualified to edit stories than the sources or readers.

If a person refuses to do an interview because they cannot preview the story before it is published then you may ask them to send you a typewritten statement about the subject matter in general. Then list in the story or after the quote . . ."In a prepared statement released to the DIGEST."

1. Do NOT forward the person a list of your questions and let them return their statements to you. This tends to give them a chance to avoid or give a general, non-direct, predetermined, biased response. These responses generally never gets to the point and is also an attempt to make the interviewer sound more intelligent and sophisticated than what their first response would have been.
2. The general rule if the individual refuses, find someone else who is related to the story to interview and if the person is a noted figure head or is mainly responsible for the incident, you may note in your story that the individual refused a DIGEST interview.

Staff members are not to sign any conditional documents that states that a writer will report on an issue in a particular fashion, or otherwise restrict them in their inquiry, preparation, or presentation of a story. This undermines the writer's purpose and freedom, and consequently the objectivity of the story itself.





# RESPONSE POLICY

*This is the policy of the Office of Student Media in regards to the answering of all correspondences and concerns directed towards individuals staff members or the staff as a whole. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

If someone does call or e-mail to complain about a story you or another reporter wrote, please refer the call to the editor in chief. **BE POLITE**, even if the caller's tone is angry and accusatory. The meaner the caller is, the sunnier you should be. Research shows that libel suits can be avoided if the complainant's first confrontation with the paper is positive.

The Editor in Chief assumes responsibility for everything contained within or connected with The Southern DIGEST, EGO, Yearbook; therefore he/she will be the only person to speak on its behalf.

1. Complaints and criticisms often arise throughout the course of the semester. These concerns may stem from printed materials or staff conduct. In either case, the Editor in Chief will be the one individual who will address such concerns.

2. In the event that a problem regarding an individual staff member's work or conduct arises, that person will be contacted by the Editor in Chief to gather their input or intentions in the matter. From there, the Editor in Chief will use this information to speak on that person's behalf and to represent them in the presence of their accusers.

3. In all cases where staff members or their work are questioned by outside sources, those individuals will be consulted by the Editor in Chief and by the Office of Student Media if requested by the Editor in Chief.

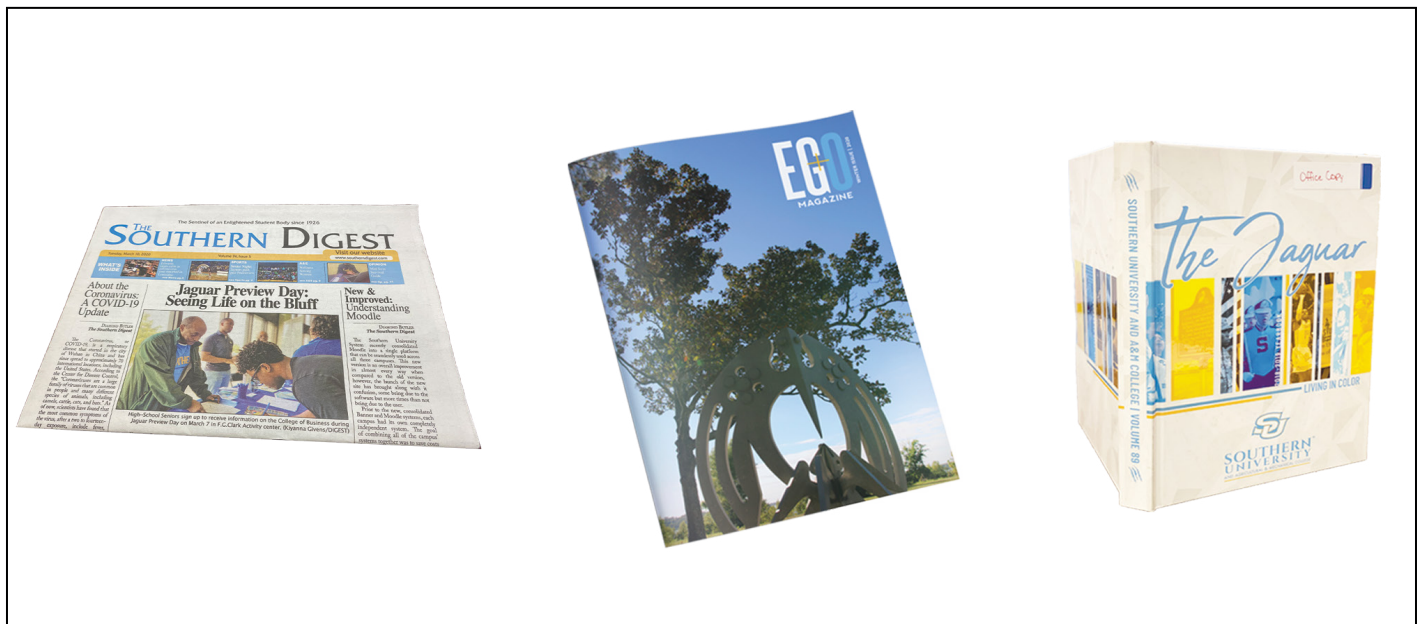
4. In certain situations staff members will be permitted to speak on their own behalf but only with the permission, consultation and the physical presence of the Editor in Chief.

Staff members are not to respond, in any manner, to complaints or remarks made verbally, or in print form, whether they are directed towards them or the staff in general. This includes material radiating from fellow staff members or other SUBR employees.

1. This would include responding to the authors of letters to the editors, email, phone messages, etc. To do so is extremely unprofessional and unconstructive. It is damaging to the reputation, integrity and image of the publication.

2. Staff members found to be in violation of this policy will be subjected to disciplinary action determined by the Editor in Chief *and could range from suspension, fines to termination of employment.*

*No letters or materials shall be run with comments inserted by the staff. Outside of simple editing, works submitted for publication are to be presented in such a way that they stand alone, to be judged on their own characteristics, inclusions and merit. To add sentences to this appears to be nothing more than an attempt to alter the final meaning of the piece.*







*This is the policy of the Office of Student Media in concerning the publication of material, which contains profanity, slanderous words or assertions, or any other such material, which might be considered to be commonly offensive. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

Student Media shall not publish any story, editorial, letter or other piece, which contains profanity, or words considered to be commonly offensive.

1. Any such language must be edited out of a story in order for it to be deemed fit for publication.
2. Such language may be commonly used in everyday conversation and in the course of news gathering a writer may encounter the use of vulgar or profane language but it is not appropriate for print. This is not to be used.
3. The publication of such language serves to diminish the credibility and general reputation of the entire staff.
4. As a writer and reporter, you are considered an expert on usage of language and words to express an opinion or point of view. Don't lower your standards to the intelligence of common wordsmiths with the use of such words. The art of being a great writer is use of the full spectrum of the English language to make your sentence.

In instances where an individual quoted in an article makes use of such terms the editor will employ the following measures.

1. Words commonly defined as vulgar or profane will be printed using the first and last letters only, and replacing each additional letter between the first and last letter of the word with an

\*(or another variation -which does not include the use of alphabetic letters.

Student publications shall not run any piece that contains slanderous remarks, or make any unsubstantiated assertions with might tarnish a group or individual's image or otherwise taint their good name.

Great care must be taken to ensure that every article appearing in the paper contains only factual information and, in the case of editorials, well-informed opinions. Each and every textual inclusion should be professionally written, and contain no information or opinion which would put the publication in a compromising legal position.

#### **Regarding LIBEL (The First Amendment States):**

1. All public figures must prove actual malice in order to win a libel suit.
2. A "private figure" is different. A private figure is someone who is not a public figure. The rule of law for libel suits brought by private figures varies from state to state. However, in most states private figures need to only prove negligence. Negligence is most simply defined as a careless error.

Staff members shall take every step necessary to ensure that what they are submitting/printing does not include any information or assertions which may be false, unsubstantiated or slanderous.

Each section editor is charged with the responsible presentation of all material in their section in accordance with this policy.



## STATEMENT OF INTENT



*This is the policy of the Office of Student Media in regards the acquisitions of information for the purpose of publication. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

Each staff member approaching someone for information which may be used in, or lead toward the inception of a story must state their intentions, including their name and association with Student Media.

1. This also includes any questioning done in person as well as over the telephone, email and Internet.

In all conversations in which information and quotes are gathered, every attempt should be made to keep comments “on the record.” If the speaker specifically demands the comment is “off the record” then that information is NOT to be used in the story.

1. In order for the material to be considered off the record, the speaker must specify this prior to stating the information. Otherwise, despite what they might assert, that information is legally free for use (on the record).

2. In an instance where a speaker continually speaks off the record, ask him/her to rephrase their comment in such a way that they would be comfortable with them being used in print and “on the record.”

3. Realize that all comments made off the record serve no other good than to provide the writer with greater insight into the situation (something which should also be extended to the reading

audience.) However, in many cases these comments do the writer little good. Therefore, encourage the speaker to restate their “off” comments while “on” the record.

All writers are encouraged to record all interviews, meetings, or conversations, which will be used as contributing and support materials for stories.

1. Also take notes while recording the interview. Write your notes in pen and save them, particularly if you wrote a sensitive story. By recording such correspondences, one ensures that all quotes are 100% accurate and were on record.

2. **DO NOT** solely depend on an audio recorder or your smartphone only during an interview because your batteries could fail or you’ve pressed the wrong button. If people complain they were misquoted, you have to be able to produce proof to the contrary for editors and our attorneys.

3. Recording can be used as documentation for later use if someone contends that they were misquoted, off the record material was used or inaccuracies in the information presented.

4. Always make your recorder or smartphone visible to the individual or group that you’re interviewing so that they know that they are being recorded. If speakers are at a podium or table place the recorder on the table to ensure clear recordings. This also lets the entire panel know that they are being recorded.

This policy should also be applied to the attendance of all open meetings, forums or discussions in which the writer may or may have not been an invited witness.





# CONTENT CORRECTIONS

*This is the policy of the Office of Student Media in regarding the printing of corrections following the publication of erroneous facts, materials or reporter and editing mistakes. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

In the event that material printed in student publications is found to be in error this publication is obligated to run a correction. To do otherwise is to suggest that the staff is uninterested in the fair and honest representation of individuals, events, or incidents within its pages.

**Corrections will be run as needed in student publications. The Editor in Chief will determine whether or not a correction should be printed.**

1. The Editor in Chief alone deals with all outside correspondences regarding the material published in their respective student publications, therefore, he/she will be the sole staff member who will make the final decision regarding the fallacy of material and appropriateness or need for correction. (See Response Policy)

**All corrections will run using the following guidelines.**

1. The correction should be printed within a uniform element that is clearly displayed as being a correction box. It is important that whatever style is chosen be used consistently.

2. The box should not be disproportionate in any way to other elements appearing in the paper, but should use comparable font style, letter size and leading to those appearing elsewhere as editorial elements.

3. Corrections will appear directly following the printing of material, which is found to contain incorrect information, immediately in the next issue.

4. Corrections can be run to clarify points that appeared which, while factual, might have been unclear or lacked suitable explanation or support.

5. The correction box should appear as needed on a jump page in the News section. It should contain corrections for all sections excepting Sports, which will run a correction box of the same particulars in its section. This box is to NEVER appear on the front page.

6. The language employed in the writing of the correction should be straightforward and avoid placing blame for the error. Rather it should matter-of-factly state the error that was made and then list the corrected information. In addition, under no circumstances should the correction be followed by or contain an apology (i.e. "The DIGEST staff apologizes for any inconveniences ...") While the Editor in Chief may feel it is appropriate to relate such sentiments to those directly affected by the publication of incorrect or inappropriate information, it is not to be done in the publication.





*This is the policy of the Office of Student Media in regards to the publication, development and ownership of all photographs, which appear in this publication. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.*

All photos taken by staff photographers for the purpose of publication are the property of the Office of Student Media, and not any individual photographer unless otherwise stipulated in writing by the Editor in Chief.

Photographs are not to be altered in any way that deforms the actual event which it captures, or otherwise alters its meaning or the representation of the events depicted therein.

1. Photos can, and should, be presented in the most attractive and clear fashion possible; therefore, cosmetic computer applications can be used to sharpen and otherwise improve the quality of all photos intended for use.

2. Pictures, which have been manipulated to any greater degree, must contain an explanatory caption that identifies the photo as being altered and labels it as artwork and not a photo.

Great care should be taken to ensure that photos not be used in situations in which the photo would serve to needlessly inflict greater duress on individuals involved in the story surrounding the shot.

1. The photographer should consider the sensibilities of the subjects of his/her photos while in the process of shooting them, as well as following the incident. In a case where there are concerns regarding the use of a particular photo, the Editor in Chief will consult the Photo Editor and make a final decision on whether or not to print the photo.

Posed photos should only be used in instances where readers will not be misled by the contents of that photo.

Photos contributed by non-staff photographers can be used in The DIGEST provided they meet all the guidelines outlined in this policy. Great care should be taken to ensure that proper attribution is given for such photos.

The following guidelines also apply to photos:

1. Preferably, photos taken for Student Media should be shot using our equipment. However, it is understood that situations will occur when this is not a realistic option.

2. All photos appearing in student publications must contain a photo credit as well as a caption to clearly explain the situation captured.

3. All supplies (cameras, lenses, memory cards, etc.) are the property of the university and are not to be used for personal use.

4. Keep the photo/scanner area clean at all times. All images must be saved to file folders indicating the event, date of event and person shooting (Example: SGA Senate Meeting 1-27-2012 John Doe)

5. Photographers must use taste and decorum when taking pictures of their fellow students.

6. Do not take a picture of an individual if he/she does not want to be pictured in a student publication, especially a candid photo. In the event of an actual news event, photographers are free to take the pictures without getting an individual's permission.

7. Photographers are required to get the names of the persons pictured. This is especially necessary when four or less person is in the photograph. An editor has the right to refuse any picture that is not properly identified.

8. Photography equipment and supplies are expensive. All student photographers are urged to conserve materials and properly care for equipment. Deliberate misuse/damage of supplies and equipment will be grounds for dismissal from the staff.

Photo and graphic request are mandatory. It cannot be stressed enough how important these requests are. Photographers and artists need time to do their thing, so please give them a three- (3) day notice, except for breaking stories.

Always think visually. If there is a great story with no art, it has less of a chance of making the front page than a mediocre story with wonderful visual appeal. Also remember, your goal is for people to read your work, and studies show that people pay more attention to stories that have a photo or graphics accompanying them. Be detailed with your requests. If you want a specific photo to go with a story, outline your idea for the photographer.

Photographers are expected to demonstrate creativity and originality in their work. At the same time, photographers must answer to the respective editors and must fulfill assignments given them by their editors.

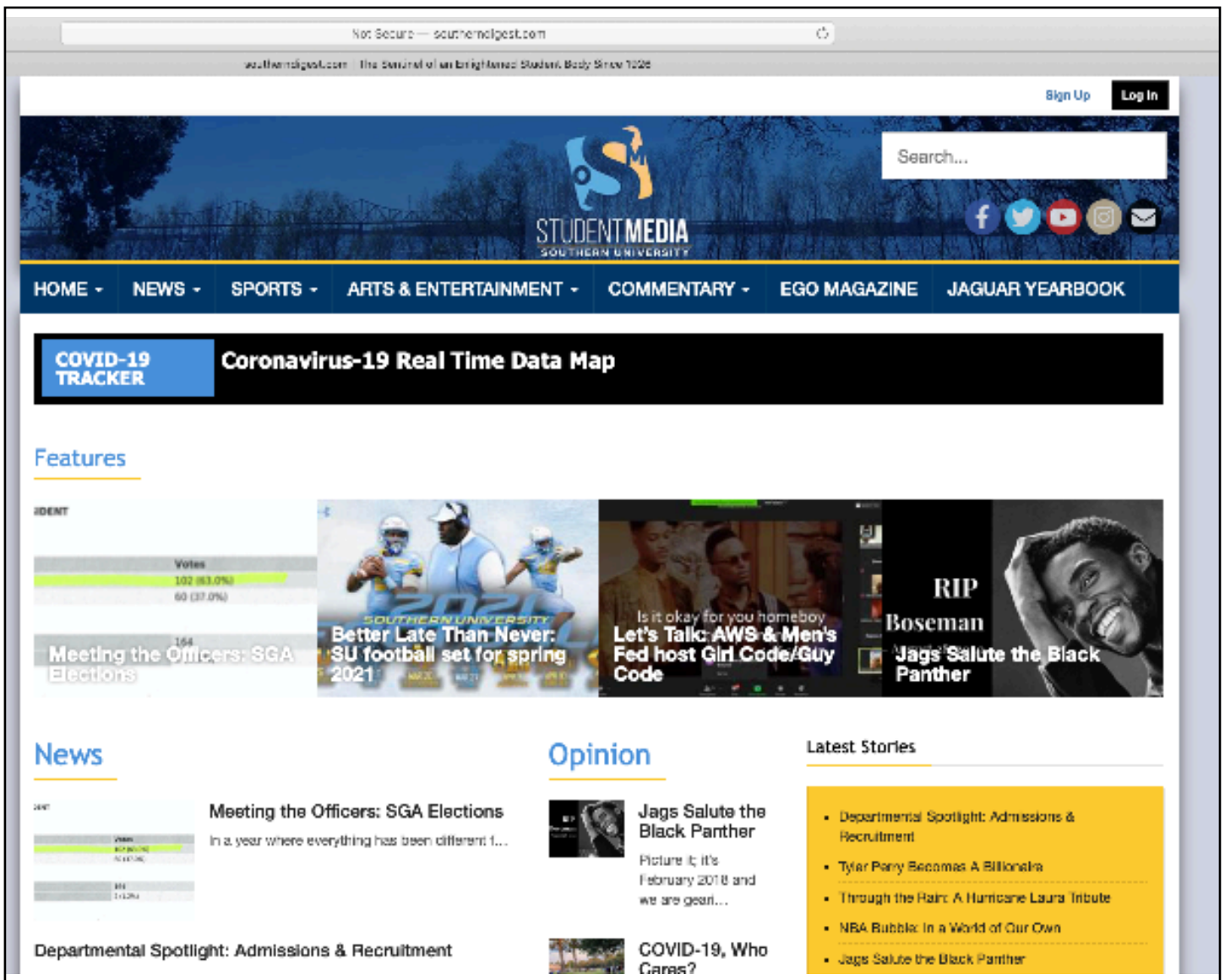




This is the policy of the Office of Student Media in regarding the publishing of materials and story content on the www.southern Digest.com website. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.

All publication of photos, editorials, copy and story content will follow the guidelines, rules and policy set for and in the printed edition of the publication.

1. Materials may be published on a different publication schedule such in the case of a breaking news story that differs from the regular print publication schedule. This is normal for the sports department during the winter break, late spring after graduation and the last printed publication of the semester.





What follows is the policy regarding cooperation with agencies outside the Office of Student Media. The policy is to be followed in all cases barring the intervention of the Editor in Chief and the Office of Student Media.

**In order to be an effective watchdog of other agencies and organization this publication must remain, in reality and appearance, totally independent.**

1. In the gathering of news it is most beneficial to have a good relationship with the organization with which you are working. However, such relationships should not progress to a level where members of that organization, and those within our own, would hesitate to run non-flattering information regarding that organization.

2. Relationships between members of our staff and the organizations, which we report on, should be strictly professional.

**Correspondences between the staff of student publications and outside agencies should be limited to which is required by law.**

1. Information gathered in the form of text, figures, photographs, or other resources is considered, upon its retrieval, to be property of the publication. No such information is to be shared with any other individual or organizations.

2. The sharing of information or materials gathered by our staff with other outside agencies, serves only to communicate to our readers, sources and critics that this staff is self-tailored policing agency who not only reports on instances, but actively penalizes the subjects or our work or the people who supply us with information or assistance.

**Pictures and other resources can, in some instances, be provided to individuals for research purposes, promotions, etc.**

1. The staff sometimes uses the resources of other organizations such as the SU Office of Sports Information and the SU Public Relations Office. Therefore, in the event that these organizations are in need of use of our resources (usually photos) it is acceptable to assist them, providing that the materials being requested are not going to be used for financial gain of those persons. Any such request should be handled by and require the approval of the Editor in Chief and the Office of Student Media.

2. The photographers or writers who first gathered, authored or shot the material being requested should be notified prior to handing over of any such material.

3. All items used in this matter are the property of the Office of Student Media and must be credited and returned to this publication.

**In the pursuit of information, this staff may sometimes enlist the input of individuals who request that their identity not be revealed in a story. These situations must be handled carefully.**

1. Material and quotes taken from anonymous sources should be thoroughly researched to determine, to the best of our ability, if that information is indeed factual.

2. All anonymous sources will remain as such. The identity of all sources used by this publication will remain unidentified to everyone excluding the writer(s) working on the story and the Editor in Chief. These individuals should be assured that the staff will in no way place them in jeopardy as a result of their contributions.

3. Anonymous sources should only be used when absolutely necessary, and only in cases where the incident being detailed is considered too highly sensitive. But normal DIGEST policy is not to use any anonymous sources and unverified facts given to the publication.

4. The Editor in Chief also determines when use of anonymous sources are needed.



**Great things never come from comfort zones.**  
- unknown