# THE SENTINEL

# STAFF MANUAL

Kennesaw State University
Student Media
Updated Sept. 2014

KSUSM

# OPERATIONS & GENERAL POLICIES

## ABOUT KENNESAW STATE STUDENT MEDIA

At Kennesaw State University, KSUSM oversees the student organizations that are the student newspaper, The Sentinel, Talon Student Feature Magazine, Share Art & Literary Magazine, and OWL Radio, KSU's streaming station, as well as their online counterparts. KSUSM also manages the Student Handbook & Planner, Market Day, and all other revenue raising functions such as advertising and underwriting. KSUSM is part of the Department of Student Life and our media organizations are part of KSU's 200 student groups and clubs.

*The Sentinel* student newspaper is a registered student organization at Kennesaw State University and is currently published in five column tabloid format, weekly (Tuesdays) during the Fall and Spring semesters and twice during the Summer. Approximately 29 issues are published in an academic year, with an average length of 20 pages. Between 5,000 and 6,000 copies are distributed. The Sentinel is part of Kennesaw State Student Media (KSUSM).

## OPERATING PHILOSOPHY

KSUSM recognizes and affirms the editorial independence and press freedom of all student-edited campus media. Student editors have the authority to make all content decisions; consequently, they bear the responsibility for the decisions they make.

Kennesaw State University believes an independent, robust student press is a basic right in a free and democratic society and necessary for a full and vigorous freedom of expression as well as proper growth and development of students as socially responsible journalists and individuals. It also believes such a student press serves the campus community best. Student journalists should pursue their vitally important tasks within an environment conducive to growth and development and, to that end, the university has assigned responsibility for creating such an environment to KSUSM through the Department of Student Life and the KSU Student Media Board.

Within this context, KSUSM develops policies and programs to assure adequate financial support for The Sentinel to relieve student editors of many non-editorial/non-production business matters; to provide student editors readily available, competent advice and counsel concerning their ethical and legal responsibilities and other professional matters; and to promote on campus an understanding and continuing commitment to student freedom of the press.

## ABOUT THIS MANUAL

The Sentinel staff manual is a culmination of input from previous and current editors, advisors and the Student Media Board in an effort to consolidate rules and procedures by which the organization operates.

It is our goal that this manual establishes a foundation for The Sentinel and serve as a trouble shooters handbook in times of crisis, help future staff learn from past mistakes, and add continuity. Manuals can be primers, giving incoming staff a place to start, answering some questions and prompting others they may not have thought to ask.

Keep in mind however, that manuals shouldn't contain everything, and the best manuals are not carved in stone. You are encouraged to ask questions about anything in this manual and expected to familiarize themselves with the contents as much as possible.

## MISSION STATEMENT FOR KSUSM

KSU Student Media is dedicated to the support and encouragement of responsible, ethical media to connect, explore and enrich the lives of the university's many constituencies. It provides an open forum to the campus community for the free expression and exchange of ideas, concerns, issues, trends, and information, and outlets for the KSU community. KSU Student Media provides opportunities for interested students to learn and practice skills in art, journalism, design, production, photography, editing, business, advertising, web authoring, broadcasting, new media and management in a "true to life" setting. It encourages the values of integrity, tenacity, creativity and honesty in the pursuit of excellence.

## LOCATION

*The Sentinel* is on the second floor of the James V. Carmichael Student Center, Room 277, along with other KSUSM publications. OWL Radio is downstairs, in Room 171.

*Street Address:*
The Sentinel Newspaper
Kennesaw State University, ST-277
395 Cobb Ave NW
Kennesaw, GA 30144

*Mailing Address:*
The Sentinel Newspaper
Kennesaw State University
Room 277, MD#0501
395 Cobb Ave NW
Kennesaw, GA 30144

*KSUSM Staff Contacts*
Ed Bonza, Associate Director of Student Life
for Student Media
Student Center 274
470-578-3083
ebonza@kennesaw.edu

Amie Mowrey, Student Media Marketing Manager
Student Center 277
470-578-6265
amowrey@kennesaw.edu

Main KSUSM (& Sentinel) Telephone: 470-578-6470
Fax: 470-578-9165

## KSUSM PROFESSIONAL STAFF

**Associate Director of Student Life for Student Media:**
Responsible for all Kennesaw State Student Media (KSUSM) organizations. This position manages or advises the business, editorial, legal, advertising, and production facets of KSUSM. Provide leadership training to the student employees and volunteers associated with Student Media by using educational techniques to promote responsible and ethical professionalism. Champion the role of Student Media services to the University and its diversified populations. Professional member in College Media Association (CMA) and adheres to CMA's Code of Ethical Behavior (www.cma.cloverpad.org/Default.aspx?pageId=1111735). Reports directly to the Director of Student Life. Supervises one full-time professional (KSUSM Marketing Manager).

**Student Media Marketing Manager:**
Provides management of the marketing, advertising, underwriting and promotional activities of KSU's student media organizations: The Sentinel newspaper, Talon Feature Magazine, Share Literary Magazine, and OWL Radio. Major responsibilities include advertising/underwriting, distribution, and market research, and developing, establishing, and maintaining marketing strategies to meet organizational objectives. Specific duties include: overseeing the distribution of all print publications; managing and coordinating all marketing, advertising and promotional staff and activities; conducting market research (readership, listenership, distribution and purchasing) to determine market and other strategies; managing advertising, sales, and underwriting budgets, working closely with the Student Life Business Manager; and assist with the general oversight and management of KSU's four media outlets. The Student Media Marketing Manager directly supervises the Marketing Team, a group of student assistants who work in the office management, advertising, web, design and distribution areas. Like the Associate Director, this position is a professional member of the College Media Association and is a KSUSM adviser. This position reports directly to the Associate Director of Student Life for Student Media.

"The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter."
Thomas Jefferson
Letter to Edward Carrington, 1787.

"I love deadlines. I like the whooshing sound they make as they fly by."
Douglas Adams

## ACCESS

*The Sentinel* and other student media offices are open during regular business/school hours from 8:00 a.m. to 5:00 p.m. except during weekends, holidays and scheduled academic breaks. For security reasons, only permanent personnel and top editors have Card Key access. When offices are locked you may gain access by accompanying a editor or manager, or visiting the Student Life office in Room 274.

Only the Editor in Chief may approve card key access. If approved, you will need to visit Card Services to have your Student ID activated.

## SECURITY & SAFETY

For security reasons, staff members are discouraged from working in the offices after midnight, even on production nights. Please remember considerations for your personal safety and the security of the building and offices. No one should leave the offices unescorted at night or when working on weekends or holidays. If no other students are available, call Campus Police for an escort.

The last person to leave the office should turn off the lights and equipment as directed. Check the door to make sure it is locked.

If a fire alarm is sounded or a fire is evident evacuate the area immediately. Exit to the nearest prescribed exit.

## PERSONAL ITEMS

The Office of Student Media does not ensure the security of personal equipment, such as text books, library books, stereos, purses, book bags, or other personal belongings.

## CLEANLINESS & PROFESSIONALISM

It is the individual staff member's responsibility to keep his or her work area clean. Because the offices are visited frequently by students, faculty and advertising clients, it is essential that work areas present a clean and professional image. This professionalism should be extended to use of the telephone, the greeting of visitors, appearance of the office, as well as the treatment of a fellow staff member.

If a staffer fails to keep his or her work area or any other part of the office neat, other staffers will do the cleaning-and perhaps dump important items in the process. *The Sentinel* has in the past received State Property Inspection Reports regarding a reoccurring problem with newspapers stacked in *The Sentinel* entrance. Please keep this area of your office clean on a permanent basis.

Please do not eat or drink near the computers. Smoking is not permitted in any KSU buildings.

## APPLIANCES

Some of the student media organizations have a refrigerator and a microwave oven available for student use. If you eat in the office, please clean up afterward. Remember not to eat or drink near any of the machines.

## DESKTOP PUBLISHING EQUIPMENT & SUPPLIES

*The Sentinel* and other student media utilizes a network of Apple computers to produce the publication.

The system and the various programs available for student use offer considerable flexibility in the production process. Software and applications are the property of KSU student media. Please do not download software to media computers without permission from the Production Manager or advisers.

Editors and managers are responsible for checking the needs for supplies, including printer paper, Ink cartridges for the laser printer, and other supplies. Give this information to the Office Manager (student assistant).

If you are aware of a supply shortage, please contact your editor or publications adviser. Some supplies for production have been stored inside the publications adviser work area for closer monitoring.

If you are unfamiliar with the equipment, do not attempt to use it without completing a training session with your editors and/or adviser. In addition to such training, be certain to refer to equipment rules and instructions posted in the office. Be especially watchful for notices on handling current problems.

The purpose of this manual is not to serve as an instruction booklet on use of the computers, printer or programs. More timely instruction will be delivered during training sessions. If you wish to learn more about a particular program or feature of the equipment, feel free to contact the production manager or adviser and get access to instructions manuals and training.

## PRIORITY USE

Deadlines for the newspaper determine the priority use of the equipment. Be courteous. If you are working at a computer and someone else has a more pressing deadline, then give up your computer and return at a later time.

Usage of the machine is limited to students working on the publication or those preparing material for publication. The machines are not available for other

students to use or other nonstudents to use.

Students may use the equipment for special journalism-related projects after obtaining permission from the editor in chief or adviser, but these projects do not take precedence over publication deadlines.

The Office of Student Media permits the use of the computers for personal use *under strict guidelines*. Under no circumstances should students be doing projects for friends, neighbors or other people.

**Any publication student using the equipment is expected to provide his own paper for the printer. You are required to save school or personal work to your flash drive or external storage device. Any material left on the hard drive could be erased.** The adviser and editors reserve the right to monitor use of the equipment and eliminate any or all personal use to extend the life of the equipment and maintain its usefulness to all staff priorities. Computer equipment repair and maintenance questions should be directed to the adviser. Abuse of equipment privileges may result in removal as a staff member.

Additional computers, fax and public phones are available for personal/student group use on the third floor.

"College newspapers have gone digital, and with that we've lost something vital about college journalism: the privilege to write wretchedly, irresponsibly, and incoherently in relative privacy. When you screw up now, it's Google-able. In the old days, you just had to wait three days and no one would remember."

- Christopher Buckley, editor of Forbes FYI and a veteran of the Yale Daily News, 2005

# OFFICE COMMUNICATION

## MAIL, MESSAGES & ANNOUNCEMENTS

Each day, check your desk and the message area. Editors and the adviser do not have the time to contact each staff member individually. It is your responsibility to "notice the notices."

Only Student Life staff are authorized to pick up mail from the campus mail room. Incoming mail will be distributed to staff via the editor in chief or section editor desks.

For outgoing mail, all off-campus mail must be identified with *The Sentinel* return address. Student media will pay postage only for official correspondence.

For interoffice communication, the majority will be through your ksusentinel.com email address. Checking this account regularly is a staff responsibility.

Remember that with mail, just as with telephones, you present an impression of our publications. Be professional.

"Judge others by their questions rather than by their answers."

- Voltaire

## TELEPHONE

Answer telephones promptly and professionally, saying "The Sentinel, ___ speaking, may I help you?"

If the person requested or an ad representative is not present, take a message and arrange for the staffer to return the call. Do not answer in a nonprofessional manner.

Telephone courtesy is vital to maintain contact with sources and advertisers, two important groups vital to the life of the publication.

To call a local off campus number, press "9" to get an outside line and continue as a normal call. To make a long distance call (Official use only), contact your section editor or the advisers. A fax for publication business is located within Student Life. Abuse of telecom-

"Democracy becomes a government of bullies tempered by editors."

- Ralph Waldo Emerson (American Poet, Lecturer and Essayist, 1803-1882)

munication privileges may result in removal as a staff member.

Sentinel / KSUSM Main Line: 470-578-6470
Fax: 470-578-9165

## COPYING & DUPLICATING

The copier operates on a cost per-page basis, not unlimited copying. It is located on the third floor within the student organization area. If you are unsure of how to operate the copier, please ask. Copier is available for use for student organization business only. It is not for use by the general public. Personal copies of any kind must be made on the wise owl machines. Use of the student organization copier for personal reasons may result in removal as a staff member.

## PRESS / MEDIA ID & CREDENTIALS

Individual press passes and credential letters are available for staff in connection with official duties. If you require a letter or pass, contact your editor or adviser. KSUSM ID carry expiration dates and are not valid without the adviser signature. KSUSM Media IDs do *not* replace your regular Student ID and may have other access and privileges included. KSUSM IDs are a privilege that are earned. Contact your editor or manager to discuss requirements.

## SOCIAL MEDIA POLICY

The Sentinel encourages its reporters to be involved with social media. We offer the following guidelines to our staff members:

• Understand that your profile and presence on social networks represents yourself, The Sentinel, and KSUSM. Be thoughtful with what you say, and remember Wilmington Star-News Editor-in-Chief Robyn Tomlin's advice: "We are journalists 24/7."
• Using your own name and photo is recommended, but you may choose any avatar you wish so long as it is in good taste and does not misrepresent yourself as someone you are not. If you using your account for Sentinel reporting, identify yourself as a Sentinel reporter in your profile.
• Tell your editor if you plan to tweet as a Sentinel reporter. Likewise, let your editor know if you plan to live tweet something.
• In general, do not post something online that would not be appropriate to run in the paper or on ksusentinel.com.
• You must disclose yourself as a Sentinel reporter to potential sources the same way you would if you were meeting face-to-face.
• Do not disclose political affiliation on profiles and do not write about your political preferences in updates.
• Do not criticize a colleague's work.
• Promoting your work via social media is encouraged.
• In the interest of transparency, staff meetings are considered open unless otherwise stated.
• It is acceptable to "friend" sources, but do it evenly. For instance, if you cover the KSU Staff Council, if you wish to follow one member on Twitter, you should follow all of them.
• Respond to people who contact you via social media. If you aren't the appropriate person to answer their questions, refer them to whoever is.

*See also* Guidelines for KSU Student Media Staff & Comment Boards.

# POSITIONS

The following positions and descriptions illustrate the primary responsibilities of staff positions on *The Sentinel*. The descriptions are not the only duties associated with a given staff position. The editor in chief and adviser reserve the right to negotiate positions and revised job descriptions and salaries before positions are offered and staff contracts are signed, and on a semester basis. Goal statements will be discussed prior to hiring or renewal.

Additional staff meetings, including training sessions and retreats, will be announced. Attendance is required. Academic credit for any positions (if available) may be coordinated through the adviser.

Failure to complete any of the responsibilities including attendance at meetings and deadlines, will result in termination of employment and withholding of pay by the editor and/or adviser. Theft, destruction of property or any breach of KSU security will result in firing.

Applications are accepted only from registered KSU students. Stipends are not to be considered as an employment contract (*see* Paid Positions / Salaries). In order to validate your application, it is necessary for the adviser to check your GPA and social security number. Competition of a staff application gives the advisers permission to review this information for business purposes only. If you have concerns, contact your editor or the adviser immediately.

## JOB DESCRIPTIONS

**Editor in Chief**

The Editor in Chief of *The Sentinel* is responsible for the overall operations of the newspaper. It is the editor's responsibility to ensure that all tasks, from plan-

ning to distribution, are completed. The editor must be familiar with and meet the requirements of the Student Media Board bylaws, statement of principles, and statement of understanding and acceptance. The Editor in Chief is a KSU student leader and represents the student newspaper at any and all functions.
The Sentinel's top student staff member in the newsroom. Responsible for the tone of the newspaper, as well as the direction of the news, sports, variety, photo, copy and opinions desks. The guiding spirit of the editorial staff, the editor in chief is The Sentinel's ambassador to the KSU community.

*Specific Duties:*

1. Motivate and maintain entire staff by assisting the other editors and managers in creating and facilitating an open and inviting atmosphere
2. Oversee the organization of the staff and the assignment of tasks so that the paper is published in an orderly manner and by deadline
3. Supervise all positions to ensure the fulfillment of job responsibilities; Explain and enforce all deadlines and policies with the staff
4. In conjunction with the executive staff, determine procedures for the submission of press releases
5. Hold regularly scheduled meetings for all staff and act as chair at these meetings
6. Be available and a resource for all staff
7. Meet regularly with the media adviser and faculty advisor to keep them updated on progress and any potential problems or concerns (i.e., legal, ethical, internal discipline, budgets, equipment needs, etc.)
8. Maintain a minimum (but announced) schedule of office hours in order to address all potential concerns of the staff and KSU community
9. Recruit new staff members
10. Represent the newspaper at all Student Media Board meetings, or provide a substitute
11. In conjunction with the executive staff, determine content and general layout of the newspaper
12. Act as a liaison with the KSU community.

"Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light."
- Joseph Pulitzer

**Managing Editor**

The Managing Editor's chief responsibilities overlap with those of the EIC but are not identical. The No. 2 student staffer in The Sentinel's editorial department. Responsible for the day-to-day operation of the paper by coordinating the activities of each desk, compiling the daily budget, overseeing the mechanics of putting out the paper and helping to set the tone of the newspaper's coverage. They include:

1. Acting as the EIC's chief in getting things done in a timely manner and helping to maintain communication with all staffers
2. Line editing final drafts of all articles to make them ready for layout
3. When there is no other ad manager or newsroom assistant, working to ensure that tearsheets and invoices are mailed in a timely manner and that paperwork is completed on time
4. When asked to by the EIC, reading rough drafts of staff articles and submitting comments in a timely manner
5. Encouraging staff reporters to take on ambitious reporting assignments and mentoring them throughout the reporting/writing process
6. Being receptive to critique and feedback from KSU members and

"News is what people want to keep hidden. Everything else is publicity."
- Bill Moyers

Some editors are failed writers, but so are most writers."
- T.S. Eliot (American born English Editor, Playwright, Poet and Critic, 1888-1965)

the advisors and using it to improve their work
7. Staffing and personnel functions & responsibilities.

**Production Manager**

The Production Manager of *The Sentinel* is responsible for all production functions and operations of the newspaper. It is the Production Manager's responsibility to ensure that all tasks of the production assistants, from planning to deadlines, are completed. The Production Manager is responsible for all layout and design responsibilities as defined by the editor in chief. While not involved in editorial/news value decisions, the Production Manager may be asked for input by the editorial staff.

*Specific Duties:*

1. Assist the editor in chief in all assigned duties
2. Consult and work with the Advertising Manager to determine space reservations for advertising
3. In conjunction with the editor in chief and Managing Editor, determine the layout of the newspaper and ensure that advertising commitments are accounted for
4. Based on advertising, determine the number of pages of the paper, in consultation with the editor in chief
5. Motivate, train, and maintain production staff; create and facilitate an open and inviting atmosphere; supervise production positions to ensure the fulfillment of job responsibilities
6. Oversee the photo cropping and placement and layout and paste-up of editorial and advertising copy so that the paper may be completed and published in an orderly manner and by deadline
7. Attend regularly scheduled meetings
8. Be available and a resource for all staff
9. Meet regularly with the editor in chief to keep him/her updated on progress and any potential problems or concerns
10. Maintain a minimum schedule of office hours in order to address all potential concerns of the staff in Production Manager capacity
11. Assist editor in chief in the recruitment of new staff
12. In conjunction with the executive staff, assist in the determination of general layout and design of the newspaper
13. Act as a liaison between the editor in chief and production staff.

**Advertising Manager**

The Advertising Manager of *The Sentinel* is responsible for the advertising operations of the newspaper. It is the Advertising Manager's responsibility to ensure that all advertising tasks, from sales to placement to collections, are completed. Non editorial position; supervised by KSUSM Marketing Manager.

*Specific Duties:*

1. Train, motivate and maintain entire advertising staff in creating and facilitating an open and inviting atmosphere
2. Oversee the organization of the advertising staff and the assignment of tasks and clients so that the paper is published in an orderly manner and by deadline
3. Supervise all advertising positions to ensure the fulfillment of job responsibilities; explain, enforce, and meet all deadlines and policies with the staff
4. Proof all advertisements placed to insure accuracy in placement and production
5. Regularly check message box and follow-up
6. Know and instruct all advertisers of all Sentinel and KSU policies and procedures
7. In conjunction with the Associate Director, Student Life and the editor in chief, determine advertising procedures
8. Hold regularly scheduled meetings for advertising staff and act as chair at these meetings
9. Be available and a resource for advertising staff
10. Meet regularly with the student publications adviser and the editor in chief to keep them updated on progress and any potential problems or concerns
11. Maintain a minimum (but announced) schedule of office hours in order to address all potential concerns of the staff and KSU community
12. Recruit new advertising staff members
13. Act as a liaison with the KSU community.

**Managers and Section Editors**

General duties applicable to all positions:

1. Assist the editor in chief in all assigned duties
2. Create and facilitate an open and inviting atmosphere
3. Attend regularly scheduled meetings
4. Be available and a resource for all staff
5. Meet regularly with the editor in chief to keep him/her updated on progress and any potential problems or concerns
6. Assist editor in chief in the recruitment of new staff members
7. In conjunction with the executive staff, assist in the determination of content and general layout of the newspaper
8. Act as a liaison between the newspaper and the KSU community
9. Take pride in and accountability for your area of responsibility.

**Copy Editors**

A copy editor will be asked to edit any or all copy that appears in the publication for errors of grammar, punctuation, clarity, accuracy, fairness, wordiness and completeness. They will also write headlines and other

display type.
A copy editor will specifically be expected to:
-- Become extremely familiar with all the rules of KSU Student Media and Associated Press style, as well as with the rules and restrictions associated with headline writing.
-- Ensure that all writing in the publication uses proper grammar and punctuation.
-- Identify libelous or potentially libelous stories and alert the editor.
-- Be prepared to answer any questions of style or grammar.
-- Write headlines, summaries, captions, pull quotes, etc.
-- Edit stories of all types that appear in the publication, correcting inaccuracies, wordiness, poor organization, bad grammar or other writing errors.
-- Constantly refer to reference materials to verify facts and spelling in stories.
-- Identify stories that need major revision, possibly recommending that they be held.
-- Bring the editor's attention to consistent problems, such as a writer who keeps making the same mistakes, or a style rule that is repeatedly violated.
-- Attend required staff meetings and regular meetings scheduled by editor.
-- Regularly read newspapers and magazines to keep abreast of issues and trends that may be of interest to the KSU student audience.
-- Set individual goals each term to improve your journalistic skills (For those receiving internship credit only).

**Online and Multimedia Editors:** Overall responsibility for online design, content planning and production. Lead long-term planning for site design and development. Decide, with the Editor in Chief, which non-print stories should run. Lead design team, organize and plan for production of multimedia content. They will also help reporters create multimedia content such as podcasts, sound samples, photo slide shows and interactive graphics and they will upload content to the Web.

**Photo Editor:** Supervise and ensure completion of photo assignments for the newspaper; supervise and ensure completion of developing and deadlines; responsible for Sentinel photo equipment; train digital darkroom/ photo personnel; maintain organization of digital darkroom and process digital photos through applicable software; create and maintain photo files.

**Distribution staff:** Supervise and ensure the timely distribution of the newspaper; distribute marketing materials as directed; perform/ assist in strategy formulations as deemed necessary. Non editorial position; supervised by Marketing Manager.

**Office Manager:** (*hourly student assistant*) Administrative and receptionist duties; answer telephone and route messages in a courteous manner; aid interested readers, staff applicants, walk-ins, and advertising clients with correct and courteous information; organize and rout mail and messages; inventory supplies on a weekly basis and initiate orders when necessary; update and maintain staff files and wall calendars; clean and organize office.

This position works closely with the Ad Manager as they handle

"Literature is the art of writing something that will be read twice; journalism what will be grasped at once"
- Cyril Connolly, English critic and editor, 1903-1974

"I will provide the people of this city with a daily newspaper that will tell all the news honestly. I will also provide them with a fighting and tireless champion of their rights as citizens and human beings."
- Fictional Charles Foster Kane II
New York Inquirer (Citizen Kane, 1941)

all advertising billing and proof of publication. Also responsible for publication archives. Student assistant hourly position; supervised by Marketing Manager and Associate Director.

**Staff reporter**

Cover beats regularly, providing ongoing story ideas and stories on a regular basis by deadline. Shall be responsible for improving the quality and content of all stories, as directed by supervising editors.

**Cartoonists**

Shall contribute both ideas and art for the publication. Cartoonists shall consult with the editorial board.

**Staff photographers**

Complete assignments as designated by the photo editor, Sentinel senior photographer or other *Sentinel* editor. Generate photo ideas, enterprise photos and cutlines as requested. Coordinates all assignments with photo editor. Process film and print photos as assigned by the photo editor and/or senior *Sentinel* photographer. Photo supplies provided for *Sentinel* assignments only. Use of personal camera and equipment required.

**Advertising Representatives**

Sell display advertising and properly service all advertising accounts on a twice-weekly basis. Personal visits to clients and presentations required. Meet deadlines and work to ensure effective display ad design and accurate ad content. Maintain regular office hours to assist the department in display ads.

**Special Publications Editor**

Full responsibility for special projects (Back to School issues, anniversary issues, etc.) and coordinates deadlines and production with the publication advisers, editors in chief, advertising manager and other editors and staff.

## PAID POSITIONS / SALARIES

Student activities at most colleges and universities subscribe to the philosophy of learning by doing, providing opportunities for students to transform theoretical knowledge into practical, real-life experiences. For this reason, most students in KSU's 200+ student groups are volunteers. Payment includes experience, job opportunities, and even friendships, but very seldom are financial rewards included.

Like our other KSUSM organizations The Sentinel is composed of volunteers, but a small number of managerial positions are paid*. These paid positions are either hourly paid student assistants (such as the marketing team) or student assistants that receive monthly unit payments or salaries.

The salaried positions with the editorial side of The Sentinel receive a set amount per month for nine (9) months, usually August through April. Issues outside these months, such as the orientation issue, are included in the 9-month breakdown.

Sentinel paid positions are:

Editor in Chief: $370 per month

Managing Editor: $310/month

Production Manager: $290

Section Editors: $215

Chief Copy Editor: $188

In addition to these management positions, production has up to four (4) senior page designers that may receive $150 per month. News, Sports, Arts & Living, and Opinion may have two (2) senior writers or reporters (Photography may have two senior photographers) that receive $60 per month.

In order to be eligible to be paid, Sentinel staff must be enrolled full-time and have at least a 2.0 GPA, attend HR Orientation and complete applicable paperwork, including a payroll contract.

**Unlike any other KSU student organization, The Sentinel does not recieve (and may not request) any funding from student activity fees. All operating costs, including pay, is covered by advertising revenue. In the event that The Sentinel has not met revenue requirements, staff pay is one of the first expenses to be suspended.*

Any Sentinel position, paid or voluntary, may arrange to receive academic credit for working with The Sentinel through an internship. If you are interested, contact the KSUSM advisers.

## AFFILIATION WITH STUDENT GOVERNMENT

To maintain the press as independent watchdog of the government, no student on The Sentinel's editorial staff may hold a position on Student Government or campaign for an SGA candidate.

Any staff member who wishes to become active in SGA may either take a temporary leave and return, or resign from his or her position. Staff members who choose activity in SGA must alert the Editor in Chief. Staffers should disclose any involvement with any KSU group with their section editor.

As a KSU student, any staff member may attend SGA events and vote in SGA elections. However, staff members may not publicly support or show favoritism toward any candidate during SGA political campaigns and must make it clear they do not speak for nor represent The Sentinel. Display of public favoritism, real or apparent, will lead to termination. *See also* 'Political Involvement.'

## WORKING FOR MORE THAN ONE MEDIA GROUP

While all student media groups are under the umbrella of the office of student media and the KSU Student Media Board (and therefor all part of the family), staffers may not hold officer or manager level positions in more than one student media organization without express permission from the editor in cheif and Associate Director/student media adviser. For example, a student may be a DJ for OWL Radio and a section editor for the paper, but may not be production manager for the paper and a section editor for Share Magazine.

Membership in any organization must be reported to your section editor to avoid conflict of interest, and its perception by readers of The Sentinel.

Michael McDougal (Randy Quaid): What's with all the grunt work? I'm a columnist.

Henry (Michael Keaton): You're not a columnist. You're a reporter who writes long.

- The Paper, 1994

## OTHER EMPLOYMENT

To avoid a conflict of interest, a staffer may not hold positions with two or more campus news, public information or public relations mediums or organizations. Other employment must not conflict with the staffer's first responsibilities to the publication. The staffer must report any other employment to the editor to avoid conflicts of interest with assignments, other staff editorial or business responsibilities or influences or situations that would potentially harm The Sentinel's reputation.

"Only presidents, editors and people with tapeworm have the right to use the editorial 'we.'"

- Mark Twain (1835-1910)

## NON-COMPETITION

As an educational institution, The Sentinel encourages staff members to express themselves and to work to further their journalistic goals. This can include publication in national magazines, interviews in local or national news sources or other publications. It is not appropriate, however, for any Sentinel staff member to work or volunteer for an organization that may be seen as or actually is a competitor. It is also improper for any staff member to publish materials in such publications. Internships at professional news organizations not considered competitors are acceptable. Application of this policy and exceptions shall be at the discretion of the editor in chief.

Students are going to work or intern at other off-campus news organizations, but they must distinguish between who they are working for on each individual story. They cannot cover one event or issue for more than one organization, and The Sentinel should be the staff member's first priority. Staff cannot write, photograph, edit or perform any other duties for other campus news or sports publications or departments without the express written permission of The editor in chief.

Sentinel staff members should not give other news organizations information obtained while working for The Sentinel.

It is acceptable for photographers to shoot for the University, but they cannot shoot the same event for both The Sentinel and the University. Writers, however, may not write for the University, in publications such as *Kennesaw State Magazine*. This is because KSU-published content is produced by the Office of University Relations, and there needs to be reasonable distance between the school's public relations operations and our journalistic work.

"A free press can, of course, be good or bad, but, most certainly without freedom, the press will never be anything but bad."

- Albert Camus

## EXPENDITURES

The following is intended to clarify expenditure procedures. Understand that these are policies set by the Board of Regents and the institution, are not new, and must be followed by all student organizations. These rules in no way violate, or are intended to violate, your editorial freedoms.

Any action by a student organization involving expenditures, purchases chargeable services, maintenance, and contracts must go through the adviser's office. **Purchases made over the telephone, prior to receiving a Purchase Order, outside the specifications of your publication's contracts or without an administrator's signature will be treated as personal and not organizational. In these instances, your organization nor KSU will cover the costs.** These actions include but are not limited to ordering extra issues of your publication, clothing, food and gas expenses involved with travel. When in doubt, ask. The adviser will work with you on your area's budget; you and your staff are strongly encouraged to get involved in your group's finances.

# REGULATIONS & REQUIREMENTS GOVERNING KSU ORGANIZATIONS

*Excerpts only. For complete information, consult a current copy of the KSU Student Handbook.*

## ELIGIBILITY FOR INDIVIDUAL PARTICIPATION

1. All registered students are eligible to participate in co-curricular activities during each semester for which they have enrolled in classes and have paid fees. Students who withdraw from classes are no longer eligible to participate for the remainder of that semester.

2. Students enrolled in the spring semester and who have preregistered for the fall semester as well as students enrolled in summer sessions are eligible for summer membership. Students may be non-enrolled for one semester and still be eligible for membership (summer vacation, etc.) with prior approval of the organization's advisor; however, the student must be enrolled three out of four semesters in order to participate in the organization.

3. In order to qualify for office, hold office, or receive payment in any registered student organizations, a student must:

a. Have a minimum cumulative grade-point average of 2.0 to be elected to office or receive payment and maintain a cumulative grade-point average of 2.0 while holding office and/or receive payment. A student whose grade-point average falls below this designated minimum will have one semester in which to raise his/her cumulative grade-point average before being required to resign from the office/position being held and discontinue receiving payment. Failure by individuals or organizations to meet these regulations shall terminate the organization's privileges to operate on the college campus, utilize campus facilities, or receive monies from student activity fees.

b. be enrolled for a minimum of five degree-credit semester hours while participating in the organization and/or holding office.

c. Not be on disciplinary probation.

d. These policies are minimum standards and any recognized student organization may set higher standards for participation and/or leadership. They may define further their own level of involvement or participation but the standards they determine should be in effect as new officers are elected or appointed.

## STUDENT PUBLICATIONS/MEDIA POLICY

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

In response to the editorial responsibility of students, the college must provide sufficient editorial freedom and sufficient financial autonomy for the student publications to maintain their integrity of purpose as vehicles for free inquiry and free expression in an academic community.

Institutional authorities, in consultation with students and faculty, have a responsibility to provide written clarification of the role of student publications, the standards to be used in their evaluation, and the limitations on external control of their operation. At the same time, the editorial freedom of student editors entail corollary responsibilities to be governed by the canons of responsible journalism, such as the avoidance of libel, indecency, undocumented allegations, attacks on personal integrity, and the techniques of harassment and innuendo. As safeguards for the editorial freedom of student publications, the following provisions are necessary:

A. The student press should be free of censorship and advance approval of copy (or prior review), and its editors and managers should be free to develop their own editorial policies and news coverage.

B. Editors of student publications should be protected from arbitrary suspension and removal because

of student, faculty, administrative or public disapproval of editorial policy or content. Only for proper and stated causes should editors be subject to removal and then by orderly and prescribed procedures. The agency responsible for the appointment of editors should be the agency responsible for their removal.

C. All college published and financed student publications should explicitly state on the editorial page that opinions expressed are not necessarily those of Kennesaw State University or the student body.

For complete policies, rules, and regulations concerning student publications, contact the Associate Director, Student Life at 423-6280.

### STUDENT TRAVEL

All travel funds designated for student travel are to be used for the purpose of conducting the official business of the organization or related professional conferences. Travel funds are a privilege and should be treated as such. Funding will only be available for full-time students whom are official members of the recognized organization. Travel plans should be discussed by the officer/editor/manager with the student staff in advance so that all staff members may have an opportunity to apply. Priority should be given to returning students, students who are slated to take on leadership roles, and students who have not already attended similar or identical conferences. For complete information, see the current Student Handbook & Daily Planner and your adviser.

### DISTRIBUTION OF PRINTED MATERIALS ON CAMPUS

Designated newspaper racks and machines are for the exclusive distribution of *The Sentinel* student newspaper. Other student publications may be permitted to distribute from these racks if permission is obtained from the editor in chief and Associate Director, Student Life. Violators will be charged the current insert rate.

## THE STUDENT MEDIA BOARD

The Student Media Board of Kennesaw State University receives its authority from the Georgia Board of Regents through the President of the University, the Vice President for Enrollment Services, and The Student Activities and Budget Advisory Committee.

The KSU Student Media Board supervises the non-editorial operation of recognized student media and such other student media as may be established, recognized, financed, contracted and directed by the Student Media Board, which Board is designated the operating and policy-making responsibilities for such student media. The Board is to promote professionalism in the practice of journalism in its publications and does not micromanage. Student media shall be defined as those publications and media supported directly by appropriations apportioned from student activity fees and published/broadcast by student staffs.

*Excerpts from the SMB Bylaws. For a complete copy, contact your editor or adviser, or visit ksusm.com.*

"I became a journalist to come as close as possible to the heart of the world."
- Henry R. Luce, American Publisher and Editor, 1898-1967

"And I say to you, whether you do environmental reporting or some other kind of journalism, and whether you practice journalism here in the U.S. or in some other place, please keep doing it and doing it well. Despite everything, journalism remains a noble calling."
- Jim Risser, director emeritus of the Knight Fellowships

"I love being a writer. What I can't stand is the paperwork."
- Peter De Vries

## STATEMENT OF PRINCIPLES

1. The editorial freedom of student editors entails corollary responsibilities to be governed by the canons of responsible journalism, such as the avoidance of libel, indecency, undocumented allegations, attacks on personal integrity, and the techniques of harassment and innuendo.

2. Editors and managers of student media should be protected from arbitrary suspension and removal because of student, faculty, administrative or public disapproval of editorial policy or content. Only for proper and stated causes should editors and managers be subject to removal and then by orderly and prescribed procedures. The Student Media Board which is responsible for the appointment of editors should be the agency normally responsible for their removal.

3. The editors and managers of the student publications of Kennesaw State University hold responsible positions and shall exercise mature decision making and judgment. *Editors and managers are not official spokesmen for the students or Kennesaw State University.*

4. Editors and managers of student publications are expected to have read the laws of libel, right of privacy, obscenity, and similar existing laws.

5. Editors and managers of student publications are expected to exhibit balance in the contents of their publications.

6. The Student Media Board believes that the widest degree of latitude should be allowed editors and managers of student communications media for the free discussion of current issues and problems. Editors and managers of student publications have the right to criticize without malice public officials in the performance of their official duties.

7. Letters to the Editors of student publications must bear positive identification of authorship. Identification of the author may be withheld at the discretion of the editors. Editors and managers, before publication of letters, must be able to verify and clearly identify the author of the letter.

8. Publications and their editors may give news and editorial coverage to student political events and controversies. At no time, however, will the editor or student staff member of any student publication, acting in his/her official capacity, enter into student partisan politics and/or use the facilities or the privileges of his/her office for the promotion of a political party or candidate.

9. Reprinting of materials from other sources does not mitigate deviations from the Statement of Principles.

*~ Approved 11/91. The New Staff Agreement and Ethics Form and other related documents are maintained at www.ksumedia.com.*

## ROLE OF THE MEDIA ADVISERS

To encourage positive interaction between both teaching and administrative staff and students, every student organization is required to have an adviser. Advisers agree to assist the organization, provide an educational experience for the organization's members, and to be familiar with its programs and activities.

The responsibilities of the adviser include but are not limited to:

1. Interpreting University policies and procedures.
2. Acting in an advisory as opposed to directive relationship in the organization.
3. Being available to the officers and members in order to share ideas and concerns about the organization.
4. Meeting with the officers at least quarterly to discuss progress and direction of the group.
5. Attending as many meetings and functions as possible.
6. Approval for all financial and budgetary matters.
7. Serving as ex-officio members on the Student Media Board.

Because of this added responsibility the adviser carries, student organizations have an obligation to maintain a sound relationship with their adviser. Responsibilities of the student organization include but are not limited to:

1. Being available to the adviser in order to share ideas and concerns about the organization.
2. Meeting with the adviser at least quarterly to discuss progress and direction of the group.
3. Inviting the adviser to as many meetings and functions as possible.
4. Working with the advisor/adviser in reference to approval for off-campus events (conventions, etc.,) and all financial and budgetary matters.
5. Attending all meetings of the Student Media Board.

Liability for an organization and an adviser varies, but due to the nature of student publications organizations, these risks may be somewhat higher. Therefore, Student Publications organizations also have the following obligations:

1. Keep the adviser abreast of any changes that occur within your organization and its programs.
2. Anticipate risks which may arise out of any decision or situation. Contact your adviser before you take action.
3. Be aware of College policies and regulations (*The KSU Student Handbook & Planner* and this manual are good sources).
4. Be aware of the scope of your authority. If you stay within the designated responsibilities of your position,

you will be able to avoid many unnecessary risks.

Risks cannot always be avoided. However, if decisions are made consistently and in good faith, reasonable precautions taken, if you become familiar with College policy and regulations, meet regularly with the student publications adviser, and if you consult with your adviser before situations become complicated, the risks involved with student publications organizations can be minimized.

*See also the "Role of The Adviser" in the supporting materials section of this manual.*

## OWNERSHIP OF WORK

Regardless if a staffer is paid or is a volunteer, The Sentinel as represented by the Student Media Board "owns" the published and unpublished work done by the staffers if the work was done as a staff assignment. All published work is copyrighted by The Sentinel. Ownership of unpublished work may revert to the staffer upon petition to and approval of the editor in chief. The Sentinel has unlimited use of the work. The act of voluntarily joining a publication staff indicates approval of this policy.

**Photo resale rights:** The adviser is authorized to permit reselling of a single copy of published or unpublished staff-created photographs only if the cost to the buyer is not less than the cost of producing the single copy sold. Requests for multiple copies of published or unpublished staff-created photographs must be approved by the editor in chief with the advise of the photo editor and advisor. In all cases, copyright of reproduced published or unpublished photographs remains with The Sentinel. Only the editor in chief is authorized to sell or otherwise transfer copyrighted material.

## SENTINEL PHOTO RELEASE POLICY

"I hereby give the Kennesaw State University Office of Student Media the irrevocable right and permission to include my photograph in KSU Student Media publications and in information on websites that KSU Student Media makes accessible electronically via the Internet. I also waive the right to approve the final product.

This release and indemnity agreement is binding on myself, my heirs, assigns, and personal representatives. I acknowledge that I am 18 years old or more. If I am not at least 18 years old, I have marked through the preceding sentence, and I understand that my parent's or guardian's signature must appear below before I will be permitted to grant release."

## RECOGNITION & AWARDS

In April or May of every year, KSUSM holds the SMA's or Student Media Awards. Awards and recognition is given to are given to students by their respective editors/managers and advisers.

**Ed Hutcheson (Humphrey Bogart): A profession is a performance for public good. That's why newspaper work is a profession. About this wanting to be a reporter, don't ever change your mind. It may not be the oldest profession, but it's the best.**
**A free press, like a free life, sir, is always in danger.**
**- Deadline - U.S.A. (1952)**

**Jim Cleary (Jim Backus): A journalist makes himself the hero of the story. A reporter is only a witness.**
**- Deadline - U.S.A. (1952)**

# EDITORIAL POLICIES

## GENERAL INFORMATION

Editorial policies are reviewed every term of office by the incoming editor in chief, but the following general policies apply, unless amended by the editor.

*The Sentinel* subscribes to the Code of Ethics of the Society of Professional Journalists which was adopted in 1926 and revised 1973, 1984 and 1987 and the Associated Collegiate Press Model Code of Ethics for Collegiate Journalists, 1992 (*See* Appendix ). Although these codes generally will be enforced, the editor, in consultation with the advisor/adviser, may decide in certain instances to vary from the code.

## TRAINING & WORKSHOPS

*The Sentinel* (and other student media) require attendance at yearly orientation sessions and quarterly and weekly training updates.

The purpose of these meetings is to provide essential, fundamental training in the skills required of newspaper management, ethics, writing, computer production, layout and design, photography and advertising. This training also permits clear discussion of policies, goals, and social activities.

*The Sentinel* has workshops just before Fall registration/orientation dates. Since *The Sentinel* publishes prior to Fall registration, these workshops are essential; The Welcome Back Package (Orientation and Back to School issues) is usually the largest two papers of the academic year. Spring training may be called by the editor and/or media adviser.

Students must join a publication with the understanding that these staff workshops are required.

## NEWSGATHERING

When doing an assignment, reporters must always identify themselves as a staff member with the organization and show their press ID if requested. Reporters should be professional since they represent The Sentinel and should strive to protect its reputation. The only exception would be an assignment that necessitates "undercover reporting." Going undercover requires some form of deception and is therefore intrinsically unethical. Undercover journalism and reporting that incorporates misrepresentation and/or fabrication should only be used in exceptional circumstances and only with the approval of the editor-in-chief.

Reporters may not speak on behalf of the media, claim to represent the organization, or claim the identity of the organization (reserved for the Editor in Chief/Station Manager) in any personal or private matter, such as on a web site or internet chat room. Staff may not claim to represent KSU Student Media in any personal or private matter in an effort to get special favors.

Sentinel staff must not get personally involved in any news event that they are covering, nor take part in any activity that occurs at a news event, unless assigned by the editor *(also see the* KSU Media Contact, *included at the end of this manual)*.

## SOURCES

The cliche goes that stories are like stools - they need at least three legs to stand. In most cases Sentinel stories require at least three sources, two of which should be "expert" (having some knowledge or expertise related to the topic). The Sentinel mandates that only one source may be obtained online. Remaining sources must be from "real people" obtained from interviews and at least one must be local. For example, if you are doing a story on financial aid, interview the Kennesaw State University Financial Aid Director, not one from another university.

## ANONYMOUS SOURCES POLICY/AGREEMENTS WITH SOURCES/CONFIDENTIALITY

Reporters must not promise confidentiality to a source for any reason without the consent of the editor in chief. Confidential sources should be used only in stories of vital public interest.

Confidentiality should only be granted if there is a real danger of physical, emotional or financial harm to the source should the source reveal his or her name. The reporter and editor should have the facts and the source's name before confidentiality is granted.

Confidential sources must be used with care and only when absolutely necessary. Whenever possible, information given by a confidential source should be confirmed by at least one other credible source.

If a Sentinel staffer makes an agreement with a source, The Sentinel should uphold that agreement.

## INTERVIEWS VIA EMAIL

When conversing with a source, the preference is to speak with him or her in person. If that is not possible, phone interviews are acceptable. Email interviews are less desirable, and any info obtained in an email should be acknowledged (for example, "Smith said in an email").

## PEN NAMES

The Sentinel prohibits pen names (or fake names) because it's a threat to credibility. A reporter needs to be willing to put his or her real name on a story and stand by it. Leave the pen names to the fiction writers.

## EDITORIAL BOARD

*The Sentinel* Editorial Board is an eight-member board which consists of the editor in chief, managing editor (*if applicable*), five section editors and photo editor. Two staff members to represent general staff and reporters may be chosen by the staff at the discretion of the editor in chief.

The board will meet once a week to discuss issues and the stand the newspaper will take on these issues, news value, and future stories. A topic(s) will be selected each week, with one person writing for the majority opinion on a particular issue (not unlike the Supreme Court). These editorials will be the newspaper's official stand on the issues considered by the board.

For that reason, representatives to the board must be representative of the entire staff. Representatives are expected to spend extra time each week working with the board.

At least one (1) more than one half of the members of the editorial board *must* be present each week to warrant an editorial decision. A simple majority vote is need for the board to write a specific opinion or make a decision.

## OPINION/VIEWPOINTS POLICY

The opinion section of a newspaper is, in its purest sense, an open forum for the community that the paper serves. More so than any other section of the paper, the opinion section belongs to the readers, and except for the unsigned staff editorial, should stay objective - or at least fair - and allow readers to present *their* viewpoints. The section editor is responsible for actively seeking guest columnists and *expert* opinion (e.g., Point/Counterpoint). The Viewpoints editor should present varied opinions, not his or her opinion. Give a little thought to your roles and give priority to the opinions of our readers and not yourselves. Staff members may not use the Op/Ed section for letters to the editor or rebuttals.

## LETTERS TO THE EDITOR

Editors and staff members may not use the letters sections as a forum for rebuttal, although concise clarifications or correction of erroneous material can be made if absolutely necessary and approved by the EIC. Priority will be given to those letters written by KSU students, faculty and staff on current events. Staff members should not inform writers as to whether the letter will run or when. Published policy:

1.) The Sentinel will try to print all letters received. Letters should be, at maximum, 250 to 300 words long. Any exceptions will be made at the discretion of the editors. We reserve the right to edit all letters submitted for brevity, content and clarity.

2.) The writer must include full name, year and major if a student, professional title if a KSU employee, and city if a Georgia resident.

3.) For verification purposes, students must also supply the last four digits of their student ID number and a phone number. This information will not be published. E-mail addresses will be included with letters published in the web edition.

4.) Contributors are limited to one letter every 30 days. Letters thanking individuals or organizations for personal services rendered may not be accepted. We do not publish individual consumer complaints about specific businesses.

5.) If it is determined that a letter writer's political or professional capacity or position has a bearing on the topic addressed, then that capacity or position will be identified at the editor's discretion.

6.) While we do not publish letters from groups endorsing political candidates, The Sentinel will carry letters discussing candidates and campaign issues.

7.) Letters to the editor written for class assignments must be relevant to campus issues in order to be published.

8.) All letters become property of The Sentinel.

All comments and opinions in signed columns are those of the author and not necessarily of The Sentinel staff, its advisers or KSU and do not reflect the views of the faculty, staff, student body, the Student Media or the Board of Regents of the University System of Georgia.

Columns are opinions of only the columnist. They do not reflect the views of The Sentinel, but instead offer a differing viewpoint.

## VERIFYING LETTERS TO THE EDITOR

No letter to the editor should appear in The Sentinel's print or online editions (excluding reader's comments) before it is verified – that is, until the editor is sure that the person whose name is on the letter or e-mail is really the person who wrote it. For the specific verification process, see the op/ed editor or advisers.

## ACCEPTANCE OF AND RESPONSE TO READER FEEDBACK

The Sentinel accepts, and in fact encourages, reader and listener feedback in all forms. The Sentinel reserves the right to review any feedback before publishing or posting and may also remove comments made to articles on the Web site if they do not meet the standards set by the guidelines on the Web site. Under no circumstance is a non-editor to respond to any reader feedback, whether the staffer was contacted via a work resource (work telephone and e-mail, fax, in person, etc.) or personal resource (personal telephone and e-mail, in person, etc.). In most cases, only the editor in chief or an section editor should respond to feedback. Furthermore, staffers may not post article comments on the Web site. Columnists may respond to comments made only to their own work and must do so using their name as it appears in print in their byline.

## READERS COMMENTS ONLINE POLICY & DISCLAIMER

The Kennesaw State Sentinel welcomes and encourages readers to comment on our content and engage in substantive, mutually respectful exchanges over topics. Reader comments featured on ksusentinel.com do not necessarily reflect the views or opinions of The Sentinel or Kennesaw State University and we can't vouch for the accuracy or appropriateness of comments from readers. Permission to post reader comments is assumed.

Online Posting of Readers Comments: The ksusentinel.com does not review, moderate or edit comments prior to posting, but reserves the right to edit or delete any and all reader comments.

Disclaimer:

• Reading and posting comments at ksusentinel.com constitutes acknowledgment of and agreement to the terms outlined in this comment policy. This comment policy may be revised in part or in full at any time.

• All comments must comport with applicable state and federal laws. The ksusentinel.com has no obligation to monitor, edit, censor, or take responsibility for comments. It may or may not act upon a violation of its comment policy once a suspected violation has been brought to its attention. Therefore, commenters are solely responsible for the content of their comments and should ensure that their comments are lawful and fall within the stated guidelines.

• The ksusentinel.com is not be responsible for injury or liability to any reader or commenter resulting from its own communications or those of commenters, that may be offensive, misleading, inaccurate, illegal, or otherwise unsuitable in the view of the reader.

• The ksusentinel.com is not responsible for and often disagrees with material posted in the comments section. Comments are opinion. Comments may or may not be accurate.

## GUIDELINES FOR KSUSM STAFF & COMMENT BOARDS

KSU Student Media staff are encouraged to express opinions and engage in discussions with readers and visitors of KSU Sentinel comment boards and blogs. While we encourage an open forum, staff should follow these guidelines. The Sentinel does not review or moderate all comments but reserves the right to remove or edit content once posted.

• Kennesaw State Student Media staff members will be identified. If writers, editors or other staffers post comments on ksusentinel.com, they must identify themselves to our readers by placing "(KSU Sentinel, KSU OWL Radio, etc)" after their names.

• Respect one another. Debates are great, attacks are not. Comment on the opinion or subject matter, not the person who posted. Refrain from posting offensive, obscene, threatening or abusive comments. You are fully responsible for libelous or defamatory comments.

• Hate-speech will not be tolerated. Comments containing racism, homophobia, sexism, or any other form of hate-speech do not represent our publications or media.

• Keep your language in check. As we are University media, we are fairly tolerant, but staff must remember that they are perceived as members of our student media organizations.

• Stay on topic. Comments should be related to the topic discussed in the associated article or blog post. Take off-topic comments or extended discussions to your individual blogs and encourage readers to follow.

• Stop and think before you comment. We won't remove comments because a reader or staffer regrets a post. Remember that these comments are searchable and a comment history has a long life on the web.

• You are a member of KSU Student Media. Section Editors have been directed to visit our comment boards

from time to time. This is an open forum but editors are responsible for the integrity and credibility of our media as a whole.

## FORUM SECTIONS: VIEWPOINT & COUNTERPOINT

*The Viewpoint & Counterpoint* forum in the opinion/Viewpoints section of *The Sentinel* will serve as a forum for readers. The timetable for appearance on this page is at the discretion of the editor. Printed manuscripts should conform to the ethics, professionalism and journalistic integrity of *The Sentinel*.

## CONSENSUS & STAFF EDITORIALS

The unsigned staff editorial (or consensus editorial) of *The Sentinel* is the responsibility of the editor in chief, who will supervise the writing of this editorial. Commentaries and opinion columns are the responsibility of the Op/Ed editor.

Unless unusual circumstances are involved, reporters will not write editorials concerning their beats but will advise the editor about facts not readily apparent in a story. A reporter may write a column about a story on his/her beat, but said columns should only give insight into the news gathering process and should not be used to print what the reporter suspects but cannot prove. Reporters and editors will be expected to meet the same standards of accuracy and proof in columns and editorials that must be met in news stories.

*The Sentinel* does run guest editorials.

Inclusion of short bios is strongly encouraged with columnists and guest editorials.

In some instances, *The Sentinel* will print editorials from other professional or collegiate papers if the topic merits attention in the KSU community. In that case, the editorials will be attributed to the appropriate publication.

## COLUMNS; GENERAL GUIDELINES

• Columns must take a stand. We're not writing blogs or Facebook updates. Columns must take a defensible position and defend it in less than 500 words.

• Submission does not guarantee publication. Publication is solely at the editor's discretion.

• Columns will be edited-nothing personal. The Sentinel uses the Associated Press (AP) Style book as our guide. If your plans include journalism of any type, you should become cozy with the AP style guide.

• Columns must be clear and to the point.

• Columns are usually selected based on campus concerns, local Kennesaw/Cobb County issues, Georgia issues, national and world issues, in that order.

• The oped pages are not for personal vendettas, or issues. Familiarize yourself with the AP Style book section on libel. Remember, the farther a person is from the public, the more protection they receive.

• The Sentinel owns any work we publish. You cannot publish elsewhere without permission of the EIC. An exception to this is other student media outlets. You need permission, however, before publishing anywhere else. When you do get permission, you must include the line 'Originally Published in the KSU Sentinel xx/xx/xxxx.'

"On behalf of the newspaper industry I wish to announce some changes we're making to serve you better. When I say ` ` serve you better," I mean ` ` increase our profits." We newspapers are very big on profits these days. We're a business, just like any other business, except that we employ English majors."

- Dave Barry, Miami Herald, May 20, 2001

"Write without pay until somebody offers to pay you. If nobody offers within three years, sawing wood is what you were intended for."

- Mark Twain (1835-1910)

• You should suggest a headline knowing that the section editor or EIC will probably change it. Nothing personal.

# GRIEVANCE PROCEDURES

## EXTERNAL

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 accurately quoted the source, he 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. Staff members should never raise their voices or become abusive to the caller or visitor. If the person should become abusive, transfer him to a section editor or the managing editor. Do not continue an adversary conversation. Complaints not satisfied at lower levels should be reviewed by the editor in chief. Only if the complaint cannot be resolved at this level should a complaint be forwarded to the Associate Director of Student Life (student media adviser). If a resolution still cannot be arrived at, the matter may be forwarded to the Student Media Board. Complaints must be in writing and should be directed to the Student Media Board via the adviser.

## GRIEVANCE PROCEDURE: INTERNAL

*(Approved by the SMB 2/05)*

**SMB Section 19. C. a. Grievance Procedures. Media Management**

**19.01 Editorial board**

The editorial board of the different entities of student media is the governing authority for the daily operations of each medium. While the different media are not democracies, and the ultimate responsibility for its operations is vested in the editor in chief, most leaders would agree that involvement of their editorial boards is essential to successful operation of student media. The three C's — cooperation, consultation, and compromise — are vital for EICs to forge a strong working relationship with their boards. The core membership of the boards is defined in section 1.06 of these procedures listed previously; however, the number of board members may be increased at the discretion of the Editor in Chief. The duties of board members include but are not limited to the following:

1. Each board member is required to maintain office hours for a minimum of two hours daily, Monday through Friday, between 9 a.m. and 4 p.m.

2. Each board member is expected to be available for "after hours" work on deadline nights as warranted.

3. The editorial board will meet with the newspaper's adviser once a week to discuss any problems or concerns and to discuss upcoming plans.

4. The editorial board will assume other duties as warranted by the operations requirements of the different media.

**19.02 Editor in Chief**

While the editor in chief is strongly encouraged to involve their media board in all facets of daily operations, the editor in chief retains the ultimate authority to establish media operations policy on a day to day basis.

In matters of board decisions involving an individual medium, the editor in chief retains a veto power over their decisions. The EIC, however, is encouraged to use this "veto" authority sparingly inasmuch as policy decisions which have the board's endorsement will be much easier to implement than those which lack such support.

*General expectations of the EIC are as follows:*

1. The EIC absorbs all responsibilities for the functioning of the media, and is expected to provide leadership and guidance to the staff.

2. The EIC is responsible for determining the duties of staff members and supervising performance of their assigned duties.

3. The EIC is responsible for reviewing and understanding the staff manual and SMB Bylaws.

4. The EIC has final authority on policy regarding their medium. While some policy decisions, by necessity, must be made "on the run" during deadline production, the EIC has an obligation to the staff and audience to put any policy revisions in writing as an addendum to the staff manual. As much as possible, the EIC should follow the staff manual.

5. The EIC is expected to follow established grievance procedures prior to dismissal of a staffer.

**19.03 Disciplinary action by EICs**

If at any time the EIC should become dissatisfied with the conduct of any staff member, the EIC may initiate disciplinary action.

The EIC, in the exercise of managerial responsibility mandated by the Student Media Board, has the authority to issue reprimands in the form of warnings, suspensions, or expulsions to staffers whose conduct is in conflict with the objectives of student media. In all cases, the questionable action of a staffer should be measured against performance of job-related duties, and not on the basis of personalities.

**19.04 Disciplinary remedies**

In all cases, the EIC is required to document in writing the reason and the rationale for the disciplinary action taken. The disciplinary remedies available to the editor are as follows:

*1. WARNING NOTICE* — A written document from the EIC which notifies the staffer of the job-related infractions, and lists resulting consequences for additional infractions. The following infractions may result in a formal warning notice:

- Failure to meet an established deadline.
- Failure to maintain office hours as established.
- Failure to attend mandatory staff meetings without a proper excuse.

*2. NOTICE OF SUSPENSION FROM STAFF* — A written document from the EIC, usually issued only after one or more written warnings have been issued, which notifies the staffer of suspension from the staff for a specific period of time not to exceed two weeks. During this time, the staffer will not be awarded any assignments, nor will the staffer be paid. During the term of the suspension, the staffer and the EIC or editorial board are encouraged to meet and to discuss the reasons and rationale for the suspension. Once a suspension has been lifted, the staffer may again resume normal staff duties.

*3. EXPULSION FROM STAFF* — A written document from the EIC, issued as a last resort only after the staffer has been given written warnings and suspension(s) notices, which terminates a staff member from affiliation with the newspaper.

*4. CONFIDENTIALITY* — A disciplinary action is considered a personnel action and, thus, is confidential. When the EIC issues a written reprimand, the EIC must retain a file copy of the reprimand and is advised to have the reprimanded staffer sign the file copy of the reprimand as acknowledgment of its receipt.

*5. EXTRAORDINARY SUSPENSION* — In a few, exceptional cases, the EIC has the authority to immediately suspend a staff member without issuing a formal warning. These instances include, but are not limited to, the following infractions:

- Plagiarism. (*see* the Plagiarism & Ethics Statement at the end of this manual)
- Maliciously falsifying a news report.
- Maliciously misrepresenting the newspaper.
- Theft of newspaper property.
- Malicious destruction of newspaper property.
- Acceptance of money or other special considerations in exchange for favorable news coverage or a promise of news coverage.

**19.05 Disciplinary action appeal**

A staffer may file an appeal with the student media adviser (Associate Director, Student Life) about the EIC's decision regarding suspension or expulsion from the staff.

1. At no time will the media adviser consider an appeal of written warnings issued to the staffer.
2. The reprimanded staffer must file this appeal in writing with the media adviser within a reasonable time following the EIC's actions.
3. The media adviser will arrange a meeting between the EIC and the reprimanded staffer to discuss the EIC's actions, and seek to adjudicate any disagreement.
4. Subsequently, the media adviser will issue a written opinion regarding the suspension or expulsion.
5. Should this procedure fail to resolve any apparent conflict, the reprimanded staffer may file a written notice of appeal with the chair of the Student Media Board and seek to schedule a hearing with the

**"I am not the editor of a newspaper and shall always try to do right and be good so that God will not make me one."**
**- Mark Twain (1835-1910)**

**"Many a small thing has been made large by the right kind of advertising."**
**- Mark Twain (1835-1910)**

committee or its designee, according to the committee's constitution.

6. The decision of the SMB in this matter will be considered final.

**19.06 Assistant Director of the Student Life Center/media adviser**

The Associate Director of Student Life performs the duties of the adviser but is also responsible for the financial matters of student media.

1. The Associate Director of Student Life has direct financial responsibility for the expenditure of funds required for newspaper and other student media operations. Student editors and managers must seek the adviser's approval for all purchases or expenditures.

2. The Associate Director of Student Life is responsible for preparing the newspaper's annual budget (part of the entire KSU Student Media budget).

3. The Associate Director of Student Life strives to represent the students' interests in all dealings with university administration and others.

4. The Associate Director of Student Life/student media adviser is not a censor.

5 . The Associate Director of Student Life/student media adviser does not require prior review of any materials.

6. Student editors and managers are encouraged to voluntarily seek the student media adviser's opinions prior to publishing items of questionable legality or extreme sensitivity.

7. The student media adviser is a good source of news, feature and other coverage ideas.

8. Student editors and managers are encouraged to consult the student media adviser with questions about publication standards, procedures, ethical and professional conduct, media operations, management, content, and/or legal concerns.

9. The student media adviser, upon request, will make reasonable efforts to attend editorial board and staff meetings.

10. The Assoc. Dir. of Student Life/student media adviser is a member of College Media Association and supports the *CMA Role of the Adviser* and *Code of Ethics*.

**19.06 Staff grievance procedures**

Formal grievance procedures are listed [above].

Staffers, however, are expected to follow an internal grievance procedure prior to seeking the involvement of the Student Media Board.

The informal grievance process is as follows:

1. Staffers first should seek to resolve their own grievances or differences of opinion with editors, managers and/or other staffers on an informal basis.

2. If the informal procedure fails to resolve the disagreement, the editor, the editorial board, EIC, or their designee might be appointed to hear, to arbitrate any grievance, and to make a decision on the grievance.

3. If the staffer is dissatisfied with the decision of the editor, manager or editorial board, the staffer may discuss the matter with the student media adviser who will advise the staffer of other remedies available, and if necessary, make a final decision.

4. If either party is dissatisfied with the decision of the student media adviser, the grievance will then - and only then - be heard by the Student Media Board. The decision of the SMB in this matter will be considered final. *(approved by the SMB 2/05)*

## DISCLAIMER

Required to be published on a regular basis in all KSU student publications. For example:

"*The Sentinel* is the registered student newspaper of Kennesaw State University and is published weekly (Tuesdays) during fall and spring semesters and bi-weekly during the summer. Opinions and ideas expressed in *The Sentinel* are those of the individual artists, authors, and student editors, and are not those of Kennesaw State University, its Board of Regents, nor the advertisers.

*The Sentinel* receives no funding from student activity fees."

## CORRECTION POLICY

*The Sentinel* never knowingly publishes inaccuracies. If any error is found, *The Sentinel* is obligated to correct the error as soon as possible, regardless of the source of the error. A consistent location, signature and style for corrections and clarifications is recommended. Corrections run on page 2.

The Sentinel does not remove any editorial content from its Web site. However, if there is a factual inaccuracy in a story, the editors will run a correction or an update as needed.

When a person calls in question of a fact published, they should never be guaranteed a correction will run. A section editor must first confirm that the fact in question is an inaccuracy.

## MANIPULATION OF ARCHIVES / REMOVAL OF ONLINE CONTENT

The Sentinel and its website, ksusentinel.com, strive to report the truth as accurately as possible on news events of the day. Print and online archives are a part of the institutional memory of the newspaper and a historical record of our community. As such, we will not remove nor attempt to hide from commercial search

engines any material in our online archives – news stories, story comments, editorials, opinion columns, photographs or graphics. If an error in our archived content is brought to our attention and documented to our satisfaction, we will append the original article with an editor's note acknowledging the change made to the original archive. That decision is solely at the discretion of the current student editorial management.

To make a complaint that archived content is inaccurate, contact the editor-in-chief in writing by letter or e-mail with the following information:

- Name, telephone number and e-mail address,
- The URL address of the content in question, and
- The specific content that is inaccurate and an explanation of how the information is inaccurate.

In the case of content published more than one year ago, the complainant must provide reasonable proof to the editor-in-chief that the content in question is no longer accurate. For example, a copy of expungement papers should be provided in case any criminal charges are dropped. If published more than a year ago, contested quotes are highly unlikely to be amended without written or audio documentation.

If the contested content was published less than a year ago, normal internal procedures for checking the material's accuracy will apply, and you may be asked to provide written documentation. Updates or corrections may be added if the material is factually inaccurate, but nothing will be removed. In the event of a correction, a note detailing the date and time of the change will be included.

The request will be reviewed and checked by the editor and if the editor determines it to be valid, an update or correction will be posted.

## USE OF PHOTOGRAPHS AND GRAPHICS

Photos have a tremendous impact on readers and should receive the same scrutiny as news copy. The question of privacy and the public's right to know should be considered. The line between good and bad taste is a narrow one and care should be taken. Photographs and graphics must inform, not mislead. Any attempt to confuse readers or misrepresent visual information is prohibited.

In photographing news, The Sentinel does not stage or reenact events. Photographers may direct subjects of portraits, fashion shoots or studio work. In presenting such images, we must avoid creating the impression that they were captured spontaneously.

The Sentinel does not add color, create photomontages, remove objects or flop images. We do not digitally alter images beyond making minor adjustments for color correction, exposure correction and removal of dust spots or scratches required to ensure faithful reproduction of the original image. Exaggerated use of burning, dodging or color saturation is not permitted.

On occasion, The Sentinel does publish artistic or graphic renderings that include altered photographs. Such renderings should be clearly labeled "photo illustration." Before creating a photo illustration, photographers, editors and designers must obtain approval from The Editor in Chief. Complex graphic illustrations should be similarly labeled. Editors must verify the authenticity of handout photos. Except in rare instances, credit lines must identify the source of such photographs.

## POLICE BEAT

Staffers need to know the state laws that govern criminal information; contact the adviser for information. Generally, the names of rape victims are not published in *The Sentinel*. Victims of non-sexual crimes may be identified, but *The Sentinel* has a responsibility to give some protection to the victim such as giving imprecise addresses. With the exception of major crimes, an arrested person is not named until charges are filed.

## POLITICAL INVOLVEMENT

The editor strongly advises staff members not to become involved actively in any kind of political campaign. Active staff participation in politics gives the impression of partisanship. This does not preclude *The Sentinel* editorial page endorsements as long as they are marked as opinion.

Staff members should keep in mind that *The Sentinel* is the only newspaper serving the campus and handle that privilege carefully.

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 issues or organizations.

Staff members should try to avoid any activity, outside employment or civic involvement which could 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.

No campaigning or politicking should be allowed in the newsroom. *See also* 'Affiliation with SGA.'

## PLAGIARISM OF WORDS, ART, OTHER

Plagiarism is prohibited and is illegal if the material is copyright protected. Plagiarism is defined, for the purposes of this manual, as the word-for-word duplication of another person's writings, artwork, research and findings, with or without his/her permission. Information obtained from a published work must be independently verified before it can be reported as a new, original story. Except for exclusive facts, *The Sentinel* requires that all information be attributed. Absolutely no exceptions for web or Internet materials.

The use of composite characters or imaginary situations or characters is not permitted in *The Sentinel*.

How do I know when to give credit? In your writing, you must give credit whenever you use information that you found in a source, unless it is common knowledge (see below). *Always give your source for:*

• Quotations (exact words)
• Paraphrased/summarized information
• Facts that are not common knowledge
• Ideas, including opinions and thoughts about what particular facts mean
• Maps, charts, graphs, data, and other visual or statistical information

What is common knowledge? Common knowledge is information that is widely available. If you saw the same fact repeated in most of your sources, and if your reader is likely to already know this fact, it is probably common knowledge. For example, the fact that Vladimir Putin was elected president of Russia in 2000 is common knowledge.

All staffers must read and submit the online KSUSM Contract at www.ksusm.com before working for a KSU Student Media organization.

## PRIOR READING OF COPY/PRIOR REVIEW

A reporter should never agree to let a subject read a story before publication, regardless of the arguments that a subject makes. A reporter should refer all such requests to the editor who has the ultimate authority to allow reading, but who is discouraged from doing so.

Reporters are encouraged to read back quotes to subjects, however.

If there are any questions about the story or any facts, then the reporter should check back with the subject prior to publication to confirm the material. Audio recorders are recommended for all interviews, but should not replace good note taking.

The student media adviser supports *The Sentinel* as an open forum and will not engage in censorship, prior restraint, or prior review. Writers and editors are encouraged to seek out the adviser as a writing coach or to advise on ethical, legal, or controversial matters. In these cases, the adviser will advise and in no way dictate.

## HANDLING OF SENSITIVE OR CONTROVERSIAL MATTERS

The editor will make the final decision on sensitive or controversial matters taking care to see that matters dealing with libel, obscenity or substantial disruption of the educational process do not make their way into pages of the paper. He/she may consult with the adviser to determine if the material falls into one of these categories, but the final decision is his or her's.

## SUICIDE COVERAGE

Suicides that occur outside the public's view are not generally reported. Those that occur in public, cause public disruption or involve public figures are reported. The overriding reason The Sentinel does not cover most suicides is consideration for the victim's family and their right to privacy. In addition, many suicide prevention experts argue that suicide stories, particularly those involving children and teens, may generate more suicides. Coverage is handled by the editor in chief on a case-by-case basis.

## APRIL FOOLS ISSUES AND SATIRE

April Fools issues are strongly discouraged for several reasons. The publication of satire by the press is often responsible for libel action. Generally, humor is not a legal defense. While libel cases are not easily won by individuals, plaintiffs who sue media defendants also sue for intentional infliction.

## PRINTING OF VULGAR OR OBSCENE WORDS

*The Sentinel* follows the guidelines in the Associated Press Stylebook in the entry "obscenities, profanities, vulgarities." Individual cases will be judged by the editor.

## DECENCY STANDARDS, GENERAL

The Sentinel's print and online media are not bound by Federal Communications Commission rules that govern broadcasters. However, The Sentinel has developed its own policy that generally prohibits what the FCC has termed "indecency." This is defined as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Sentinel staffers sometimes will encounter offensive or vulgar language and explicit descriptions in stories, commentary, cartoons and ads. While legally safe most

of the time, here are some issues to consider:

- Is the language necessary to communicate the message? Or will it divert attention from the primary focus?
- Is the author using certain words just for shock value without journalistic justification?
- Is there less offensive language that would communicate the same idea?

It is The Sentinel's general policy not to offend its audience by the use of shocking or profane language, or explicit photos or cartoons. If you are not certain about whether something is acceptable --

- Ask editors and adviser for their opinions.
- Ask yourself if your mother would be offended by seeing it in the paper or hearing it on the air.
- If you're still not sure, err on the safe side and don't use it.

## PROTECTION OF SOURCES

In some rare instance, it will be necessary for a reporter to protect his/her sources. A 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 with the management, not solely with the reporter. The story must include the reason for protecting the source's identity. A reporter should warn the source that the protection of confidentiality will be removed if it is later determined that the source lied. Avoid personal attacks ("He's a vicious liar") by unnamed sources.

A reporter should not leave any notes or other materials in the newsroom that might contain any confidential information or names of confidential sources connected with a story.

## OFF-THE-RECORD COMMENTS

*The Sentinel* policy is for reporters never to agree to conduct an interview in any way other than on-the-record, unless the editor in chief has been consulted before the interview. 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 paper in the pursuit of a story. Your best bet is to tell the source that he should not tell you the 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. Be very careful with this. You do not want to lose a valuable source over a trivial piece of information. If you did agree to go off-the-record, you are not to use the information. This is a matter of ethics as well as *Sentinel* policy.

# ADVERTISING POLICIES

*For complete information, consult the Marketing Manager, Advertising Manager, advisers, or ksuads.com and ksumedia.com.*

## ADVERTISING TERMS OF ACCEPTANCE

Advertising is not acceptable which, in the opinion of The *Sentinel* student newspaper, is libelous, promotes academic dishonesty, violates any federal, state, or local laws, or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, creed, religion, national origin, or disability. Further, The *Sentinel* reserves the right to refuse advertising that is felt to be in poor taste or judgment; that is ambiguously or deceptively worded or portrayed, making the product or service unclear or open to misrepresentation. *The Sentinel* reserves the right to edit or reject any advertisement which it deems objectionable due to subject matter, illustration, phraseology or set-up. See complete policies at ksuads.com and in the advertising invoice.

## PUBLIC SERVICE ADVERTISEMENTS

PSA's are filler ads. These are nonspecific, no consideration given ads which are placed by the production staff after advertising and editorial layout is completed to fill space. PSA's or fillers are rarely included in the layout or paste-up stages, and then only if a specific public service campaign is being supported.

OWL Radio also performs PSAs (*see* ksuradio.com).

## GRATIS ADVERTISING

Gratis Advertising is free advertising. While they may be PSA's in text or format, what defines these ads as free ads is that, while space and dates are specifically reserved, no charge is assessed. *The Sentinel* believes that this practice is easily abused, unfair, and unethical. Not acceptable by The *Sentinel*.

## TRADE-OUTS

Trade-outs are advertising space given in exchange, in whole or part, for something of value other than money (e.g., airline tickets, movie passes, etc.). Handled on a case-by-case basis after consultation by the editor in chief and ad manager.

## EDITORIAL SPACE

Editorial Space comes under the direct domain of the student editorial staff and is space reserved for editorial matter.

## LATE ADVERTISEMENTS

The ad manager may accept ads up until the deadline. After this date, the editor in chief must approve acceptance of late ads.

## CANCELLATION OF PUBLICATIONS / "SNOW DAY" POLICY

If an issue of The Sentinel is being printed or distributed when Kennesaw State cancels classes, The Sentinel will distribute newspapers in as timely a manner as possible and will make efforts to distribute as many copies as possible. No adjustments will be made. If Kennesaw State cancels classes before The Sentinel is printed or distributed, staff will make every effort to contact advertisers and will schedule ads in the next available publication.

## PLAGIARISM POLICY AND ETHICS STATEMENT

Plagiarism at The Sentinel shall be defined as submitting another person's work, whether previously published or not, as your own, or taking portions of another person's work, whether published or not, and presenting them as your own in your work without properly attributing them to the person who created the work. In terms of the law, if the plagiarized work is then published in the newspaper, that is called copyright infringement. These rules apply to staff of both the newsroom and advertising, as well as Talon Feature Magazine.

Any person caught committing plagiarism and/or copyright infringement will face the following disciplinary action:

1. The employee will be immediately fired from the newspaper and will never be permitted to work for the newspaper again.

2. The editor in chief, or any other editor, or any of the newspaper's advisers, may submit the student's name to the University's judicial system for adjudication and punishment.

3. A person who commits copyright infringement must pay all costs related to settling with any aggrieved party. For example, if the writer of a previously published piece demands payment, the student who committed the plagiarism must pay the requested price to The Sentinel. The newspaper will then pay the person to whom payment is owed.

4. Any student refusing to fulfill the financial obligations incurred from copyright infringement will have his/her records and registration frozen by the University until the debt is settled with The Sentinel.

All staff at The Sentinel are expected to know and understand these rules and to submit the Plagiarism Policy & Ethics Statement (KSU Student Media Contract) as acknowledgement of having received this policy, a form at www.ksumedia.com.

## ETHICS STATEMENT FOR EDITORIAL STAFF

I, [ ___ ] understand that as a staff member in the editorial department of The Sentinel, I must adhere to the following ethical principles in doing my work. I also acknowledge that I have reviewed all documents required in the application process and that I am responsible for adhering to the newspaper's Policy for Plagiarism and Copyright Infringement.

1. I will never submit plagiarized or fabricated material. Plagiarism at The Sentinel shall be defined as submitting another person's work, whether previously published or not, as your own, or taking portions of another person's work, whether published or not, and presenting them as your own in your work without properly attributing them to the person who created the work. In terms of the law, if the plagiarized work is then published in the newspaper, that is called copyright infringement. Fabrication at The Sentinel shall be defined as attributing to a fictional or incorrect source.

2. I will never submit work (story or photograph) about an organization, business, social group, or academic society to which I belong or to which I previously belonged without the approval of the editor. If an editor offers such a story to me, I will immediately disclose my conflict of interest and request another story.

3. I will not use a roommate, relative, employer, employee, professor or close friend as a source, including (but not limited to) someone in an organization to which I belong, or someone with whom I have an intimate or close personal relationship, or with whom I have an outside business or professional relationship. I will select, as sources for my story, informed people with whom I have had no prior personal or business relationship, or informed people whom I know only casually and with whom I do not socialize or work. In the event that I write a story that requires me to mention or interview a staff member of The Sentinel, I will make my editor aware of this fact.

4. While working for The Sentinel, I will not take a job with any office of Kennesaw State University that disseminates information to the news media, including (but not limited to) University Relations or the Office of Sports Information without express written permission for the editor in chief.

5. I will not promise anonymity to a source. Only my editor can promise anonymity to a source. If a source requests anonymity, I will tell the source that I can make no promises and can only honor the request if my editor agrees.

6. I will not print anything in the newspaper that is untrue, or that I have reason to believe is untrue. If I believe a source may not be telling the truth, I will not print what s/he says, and I will seek a more reliable and credible source. I will also point out any such suspicions to my editor.

7. I will not accept free gifts of any substantial value from a news maker or a source, nor will I accept free food while covering a news event, with the exception of a token offering, such as a non-alcoholic beverage.

8. When I cover a news event or interview a source, I will always dress appropriately and behave courteously. I will not get personally involved in any news event that I cover, nor will I take part in any activity that occurs at a news event, unless my editor has assigned me to write about the event from the point of view of a participant.

9. I will only claim to represent The Sentinel when doing an assignment for the newspaper. I will not speak on behalf of the newspaper, claim to represent the newspaper, or claim the identity of the newspaper (reserved for the Editor in Chief) in any personal or private matter, such as on a web site or internet chat room. I also will not claim to represent The Sentinel in any personal or private matter in an effort to get special favors or to persuade someone to act in my favor.

10. If I become involved in any political or social advocacy group, or any other student or community activity, I will notify my editor immediately. While I may pass on tips and information, I understand that involvement in such a group means I cannot report on or write about issues related to that group, and that if my advocacy becomes too public and I become a news maker, I may be asked to resign my position with The Sentinel. *(Approved by the SMB 2/05) This pledge is has been updated to the KSUSM Contract and is part of the application process*.

## AFTERWORD

"Nobody could possibly memorize all these rules, policies and guidelines. Nobody does. But they will help you accomplish your real task: To publish a Sentinel that is open, fair, honest and fully reflective of the Kennesaw State University community.

You are never very far from help from Sentinel editors and faculty advisers. If you don't know how to handle some situation, if the rules sometimes seem fuzzy and unworkable, do what any profession journalist tends to do: ask. And ask again. Strong people look for help and advice.

Rule books such as this try to cover every conceivable circumstance (and a few inconceivable.) They never do. The toughest calls in journalism, just as in life, are the ones for which there are no rules.

Putting out a newspaper is collaborative group work, bringing together inquisitive, individualistic people. That's what makes journalism so tough. It is also its strength. Journalism combines the strength of the individual with the collective strength of the group. Use those strengths to the fullest. Use the rules. Use your own good sense."

**~ Arnold Rosenfeld, Member, Student Media Board, 1994***

**Arnold S. Rosenfeld of Atlanta, retired editor-in-chief of Cox Newspapers and a former editor of The Atlanta Journal-Constitution, died in 2005. He was 72. KSU Student Media is ever appreciative of his contributions to our publications.*

*See: http://www.legacy.com/obituaries/atlanta/obituary.aspx?pid=14411285*

# ACP MODEL CODE OF ETHICS

## OVERVIEW

To seek truth and to publish it is the two-step goal of a journalist. Despite the complexities of today's college media world, truth-seeking remains paramount. To help journalists be true to this goal, newspapers, magazines and yearbooks adopt rules and guidelines, which are often called a code of ethics, for their members to follow. The code contains specific standards of conduct and moral judgments. Some points are specific and inflexible; others may be imprecise due to extenuating circumstances. Some are based on law. Once a code is adopted, it brings desirable uniformity to some degree in the group's search for truth. The code answers questions and reminds those who operate under it that standards of honesty and performance exist. A code of ethics is not a burden; rather, a code is a useful license to practice news gathering and publishing free of much uncertainty. The code can be used individually by men and women to measure their work. The code can also be used to evaluate the integrity of the publication as a consumer product. Readers should expect nothing less than the truth; adoption of a code of ethics by those who publish helps safeguard the public trust given to journalists.

A model ethics policy statement may be adopted without changes, but it is more likely that a staff will want to individualize the code to fit any unique characteristics of the campus and the publication. Ideally, this model will be suitable for newspapers, yearbooks and magazines published by students. However, some of the points may be more appropriate for one type of publication than another. Finally, the realities of budgets and staff numbers may make some points impractical or impossible to follow completely. If the complete model is unattainable, a staff will want to adopt those points which are important and attainable regardless of limitations caused by budgets and other factors.

A staff should view a code of ethics as a living document. All staff members should have a copy; it should be discussed at a staff meeting at the start of a publishing term; all new recruits, including volunteers and paid staff, should be introduced to the code as a part of their orientation. It should be revised as needs change and it should be compared to other codes for completeness. Collegiate journalists who follow a code of ethics will find the transition to commercial or non-student media easier.

### 01 Free Travel

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

### 02 Gifts

Gifts should not be accepted. Any gift should be returned to the sender or sent to a charity. If the gift is of no significant value, such as a desk trinket, small food item or pen, the staff member may retain the gift.

### 03 Free tickets, Passes, Discounts

If money is available, staffers assigned to cover a sporting event, lecture, play, concert, movie or other entertainment event should pay for admission. Free tickets or passes may be accepted by staff members assigned to cover an event or by those attending for legitimate news purposes. Press facilities at these events may only be used by staff members who are assigned to cover the event. Free tickets or passes may be accepted by staff members for personal use only if tickets are available on the same complimentary basis to non-journalists.

### 04 Ownership of Books, Other Products Given for Review

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

### 05 Other Employment

Other employment must not conflict with the staffers first responsibilities to the publication. The staffer must report any other employment to the editor to avoid any conflicts of interest with assignments or other staff editorial or business responsibilities or influences.

### 06 Other Campus Media Work

To avoid a conflict of interest, a staffer may not hold two or more similar positions on two or more campus news, public information or public relations mediums or organizations.

### 07 Other Off-campus or Freelance Media Work

Approval of work for an off-campus medium and freelance work should be sought in advance of the commitment. It is permissible only in a noncompetitive medium, on a staffer's own time and should not conflict with the staffer's obligations to the publication.

### 08 Membership in Campus Organizations

Staffers may not cover a campus organization they

belong to or participate in any editorial or business decisions regarding that organization. Staffers may provide story leads about the organizations to which they belong to other staffers. Staffers should report their memberships to their supervising editor. To maintain the role of the press as an independent watchdog of government, a staffer should not be an elected or appointed member of student government.

### 09 Outside Activities, Including Political

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

### 10 Relationships and Coverage

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

### 11 Use of Alcoholic Beverages While on Assignment

Even though a staffer may be able to drink legally, no or only light drinking in a social setting such as a dinner or reception is recommended to avoid any suspicion by a source or the public that the staffer's judgment, credibility or objectivity is impaired by alcohol. When covering an event where alcohol is served, staffers should not accept free drinks. Staffers should avoid the appearance that they are being "wined and dined" by any source or agency.

### 12 Sexual Harassment

Sexual harassment is: (verbal) suggestive comments, sexual innuendo, threats, insults, jokes about sex-specific traits, sexual propositions; (non-verbal) vulgar gestures, whistling, leering, suggestive or insulting noises; (physical) touching, pinching, brushing the body, coercing sexual intercourse, assault. This conduct can be called job-related harassment when submission is made implicitly or explicitly a condition of employment, a condition of work-related assignments, compensation and other factors, and if such conduct interferes with the staffer's performance or creates a hostile, intimidating or offensive work environment. Sexual harassment is prohibited. A staff should establish a procedure to report any harassment claim. That procedure should include two alternate methods of reporting, information on how the claim will be investigated, and what will be done to correct the situation if it is real harassment. A staff meeting that includes a discussion of sexual harassment and working conditions is recommended at the start of each publishing term.

### 13 Plagiarism of Words, Art, Other

Plagiarism is prohibited and is illegal if the material is copyright protected. For the purposes of this code, plagiarism is defined as the word-for-word duplication of another person's writing and shall be limited to passages that contain distinctively personal thoughts, uniquely stylized phraseology or exclusive facts. A comparable prohibition applies to the use of graphics. Information obtained from a published work must be independently verified before it can be reported as a new, original story. This policy also forbids lifting verbatim paragraphs from a wire service without attribution, or pointing out that wire stories were used in compiling the story.

### 14 Fabrication of Any Kind

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

#### 15 Electronically Altered Photos

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

#### 16 Photo Illustration

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

### 17 Use of Photographs of Victims of Accidents, Fires, Natural Disasters

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

### 18 Reporting Names, Addresses of Crime Victims

Staffers need to know the state laws that govern the publication of the names of rape and sexual assault victims. Generally, the names of rape victims are not published; however there is a trend to ask rape victims to go public. This may be negotiated between the victim

and the publication. Victims of non-sexual crimes may be identified, but the publication has a responsibility to give some protection to the victim such as giving imprecise addresses. With the exception of major crimes, an arrested person is not named until charges are filed.

### 19 Cooperation with Law Enforcement, Government, College

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

### 20 Scrutiny of a Public Person's Life

Conflicts exist between a person's desire for privacy and the public good or the public's right to know about a public person's life. Persons who freely choose to become public celebrities or public servants should expect a greater level of scrutiny of their life than a private person- even a private person who suddenly is involved in a public situation. Staffers should make judgments based on the real news value of the situation, common sense and decency. Reporters and photographers should not badger a person who has made it clear that he or she does not want to be interviewed or photographed. One exception is those who are involved in criminal activity or in court. Publishing intimate details of a person's life, such as their health or sexual activities, should be done with extreme care and only if the facts are important for the completeness of a story and reflect in a significant way upon the person's public life.

### 21 Profane, Vulgar Words, Explicit Sexual Language

The primary audience of a college publication is adults. Profane and vulgar words are a part of everyday conversation, but not generally used for schola rly writing. During the interview stage of news gathering, staffers will encounter interviewees who use words viewed as vulgar and profane. The staff may publish these words if the words are important to the reader's understanding of the situation- the reality of life- or if the words help establish the character of the interviewee. The staff may decide to limit references to prevent the vulgar or profane language from overshadowing the other, more important facts of the story. Profane and vulgar words are not acceptable for opinion writing. Though they may be vulgar or profane, individual words are not obscene. Explicit language- but not vulgar, street language- describing sexual activities and human body parts and functions should be used for accurate reporting of health stories and, in a more limited way, for sexual crime stories.

### 22 Sexist Language

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

### 23 Negative Stereotyping

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

### 24 Use of Racial, Ethnic Other Group Identifiers

Identification of a person as a member of any population group should be limited to those cases when that membership is essential for the reader's complete understanding of the story; it should be done with great care so as not to perpetuate negative group stereotyping. When identifiers are used, it is important that the correct one be used. Some examples of identifiers: Hispanic, Jew, lesbian, Italian, person with AIDS (PWA), physically challenged, hearing impaired.

### 25 False Identity, Stolen Documents, Concealed Recording, Eavesdropping

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

### 26 Granting and Preserving Confidentiality to Sources

A reporter should not promise confidentiality to a source without the permission of the editor. Confidentiality should only be given if there is a real danger

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

## 27 Anonymous Sources

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

## 28 Corrections

An inaccuracy is never knowingly published. If any error is found, the publication is obligated to correct the error as soon as possible, regardless of the source of the error. A consistent location for the publication of corrections is recommended. Such a location could be on the editorial or op-ed page of a newspaper. It should be clearly and prominently labeled as a correction. A magazine or yearbook published semi-or annually may want to publish a correction in the student newspaper which is published more frequently. Clarification may also be labeled and published in the same manner.

## 29 Ownership of Work

Regardless if a staffer is paid or is a volunteer, the publication "owns" the published and unpublished work done by staffers if the work was done as a staff assignment. Ownership of unpublished work may revert to the staffer at a certain time if the editor agrees with this arrangement. The publication has unlimited use of the work. The act of voluntarily joining a staff indicates approval of this policy.

## 30 Contests, Honors

The publication has a proprietary interest in the material it publishes. Thus, the publication as a voting group or top editors are entitled to determine which entries will represent it in contests. This will avoid the appearance of a conflict of interest that may occur if staffers were to win or accept awards from organizations they are assigned to cover. Awards presented to the staff as a whole or to the publication generally become the property of the publication. Individuals who win awards for work published in the staff publication may accept the award and retain ownership of it.

## 31 Five Important Questions for a Reporter

1. Why am I reporting the story?
2. Is the story fair?
3. Have I attempted to report all angles?
4. Who will the story affect?
5. Can I defend my decision to report the story?

## 32 Supplementary Reading

Groping for Ethics in Journalism, 2nd ed., H. Eugene Goodwin, 1987, Iowa State University Press, Ames, IA.

The Dialectic in Journalism: Toward a Responsible Use of Press Freedom, John Merrill, 1989, Louisiana State University Press, Baton Rouge, LA.

An Ethics of News: A Reporter's Search for Truth, Wesley Pippert, 1989, Georgetown University Press, Washington, D.C.

Media Ethics, Clifford C. Christians, Kim B. Rotzoll, Mark Fackler, 1991, Longman Publishing Group, White Plains, NY.

The Handbook of Nonsexist Writing, 2nd ed., Casey Miller, Kate Swift, 1988, Harper & Row, New York.

Dictionary of Cautionary Words and Phrases, Multicultural Management Program, 1989, University of Missouri, Columbia, MO.

What Every Manager Must Know To Prevent Sexual Harassment, Alexander Hamilton Institute, 1991, Maywood, NJ.

## By:

*Albert DeLuca is an assistant professor of journalism and adviser to the student newspaper at James Madison University, Harrisonburg, VA.*

*Tom Rolnicki is the executive director of the Associated Collegiate Press of the National Scholastic Press Association, University of Minnesota, Minneapolis, MN.*

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# KSU STUDENT MEDIA CONTRACT

The KSUSM Contract has three sections: *Reading List, Plagiarism Policy,* and *Ethics Statement*. Please review these carefully, as they protect both your credibility and ours. Violation of these policies is also grounds for your termination so it is in your best interest to understand them. If you have questions, don't hesitate to talk to your editor, manager, or advisers.

## I. READING LIST

As a KSUSM staff member you should be familiar with the policies and codes governing your organization. The materials you should review depend on the group(s) you are employed by:

*All Applicants:*

• The Student Media Board Bylaws

• The Associated College Press Code of Ethics

*Sentinel Applicants (in addition to 'A' above):*

• The Sentinel Staff Manual

*OWL Radio Applicants (in addition to 'A' above):*

• OWL Radio Staff Manual

• DJ Contract

*Marketing Applicants (in addition to 'A' above):*

• American Marketing Association (AMA) Statement of Ethics

## II. PLAGIARISM POLICY

Plagiarism at The Sentinel and other KSU Student Media shall be defined as submitting another person's work, whether previously published or not, as your own, or taking portions of another person's work, whether published or not, and presenting them as your own in your work without properly attributing them to the person who created the work.

In terms of the law, if the plagiarized work is then published in a KSU Student Media publication or broadcast, that is called copyright infringement. These rules apply to staff of the newsroom, production, and advertising, as well as Talon Feature Magazine, Share Art & Literary, and OWL Radio.

*Any person caught committing plagiarism and/ or copyright infringement will face the following disciplinary action(s):*

The employee will be immediately fired and is not permitted to work for the organization again.

The editor in chief, or any other editors, managers, or advisers may submit the student's name to the University's judicial system for adjudication and punishment.

A person who commits copyright infringement must pay all costs related to settling with any aggrieved party. For example, if the writer of a previously published piece demands payment, the student who committed the plagiarism must pay the requested price to the publication. The publication will then pay the person to whom payment is owed.

Any student refusing to fulfill the financial obligations incurred from copyright infringement will have his/ her records and registration frozen by the University until the debt is settled with the KSU Student Media organization.

## III. ETHICS STATEMENT

I understand that as a staff member in the editorial department of The Sentinel or other KSU Student Media, I must adhere to the following ethical principles in doing my work. I also acknowledge that I have reviewed all documents required in the application process and that I am responsible for adhering to the newspaper's plagiarism and copyright infringement policies.

I will never submit plagiarized or fabricated material. Plagiarism at KSU Student Media shall be defined as submitting another person's work, whether previously published or not, as your own, or taking portions of another person's work, whether published or not, and presenting them as your own in your work without properly attributing them to the person who created the work. In terms of the law, if the plagiarized work is then published in the publication, that is called copyright infringement. Fabrication at KSU Student Media shall be defined as attributing to a fictional or incorrect source.

I will never submit work about an organization, business, social group, or academic society to which I belong or to which I previously belonged without the approval of the editor. If an editor offers such a story to me, I will immediately disclose my conflict of interest and request another story.

I will not use a roommate, relative, employer, employee, professor or close friend as a source, including (but not limited to) someone in an organization to which I belong, or someone with whom I have an intimate or close personal relationship, or with whom I have an outside business or professional relationship. I will select, as sources for my story, informed people with whom I have had no prior personal or business relationship, or informed people whom I know only casually and with whom I do not socialize or work. In the event that I write a story or produce a broadcast that requires me to mention or interview a staff member of KSUSM, I will make my editor or director aware of this fact.

While working for KSU Student Media, I will not take a job with any office of Kennesaw State University that disseminates information to the news media, including (but not limited to) University Relations or the Office of Sports Information without the written permission of the editor in chief or General Manager.

I will not promise anonymity to a source. Only my editor/manager can promise anonymity to a source. If a source requests anonymity, I will tell the source that I can make no promises and can only honor the request if my editor agrees.

I will not print or broadcast that is untrue, or that I have reason to believe is untrue. If I believe a source may not be telling the truth, I will not print/air what s/he says, and I will seek a more reliable and credible source. I will also point out any such suspicions to my editor.

I will not accept free gifts of any substantial value from a news maker or a source, nor will I accept free food while covering a news event, with the exception of a token offering, such as a non-alcoholic beverage. I will never accept payola with OWL radio.

When I cover a news event or interview a source, I will always dress appropriately and behave courteously. I will not get personally involved in any news event that I cover, nor will I take part in any activity that occurs at a news event, unless my editor has assigned me to write about the event from the point of view of a participant (see #10).

I will only claim to represent a KSU Student Media organization when doing an assignment for the organization. I will not speak on behalf of the media, claim to represent the organization, or claim the identity of the organization (reserved for the Editor in Chief/Station Manager) in any personal or private matter, such as on a web site or internet chat room. I also will not claim to represent KSU Student Media in any personal or private matter in an effort to get special favors or to persuade someone to act in my favor. This applies to staff of the newsroom, production, and advertising, as well as Talon Feature & Share Magazines, Share Art & Literary, our Advertising staff and OWL Radio as well.

When doing an assignment, I will always introduce myself as a staff member with the organization. I will be professional since I represent the organization and should strive to protect its reputation. The only exception would be an assignment that necessitates "undercover reporting." Going undercover requires some form of deception and is therefore intrinsically unethical. Undercover journalism and reporting that incorporates misrepresentation and/or fabrication should only be used in exceptional circumstances and only with the approval of the editor-in-chief.

If I become involved in any political or social advocacy group, or any other student or community activity, I will notify my editor/manager immediately. While I may pass on tips and information, I understand that involvement in such a group means I cannot report on or write about issues related to that group, and that if my advocacy becomes too public and I become a news maker, I may be asked to resign my position with KSU Student Media.

By submitting this *KSU Student Media Contract,* I am signifying I understand and will abide by all these materials including the Reading List, GPA policy, Plagiarism Policy, and Ethics Statement. I understand the penalties for violations. I understand that I may not work for any student media organization until I have done so. I understand that all KSUSM staff members must be registered and maintain a 2.0 GPA.

*An online version of the KSUM Contract is at ksusm.com, accompanies the application and must be submitted before one may work with any KSU Student Media organization.*

*Congress*

shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

*The First Amendment to the Constitution of the United States of America*

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**"Four hostile newspapers are more to be feared than a thousand bayonets."**

**—Napoleon Bonaparte**