



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

DIVISION OF STUDENT LIFE

Office of Student Media

Policies & Procedures Manual

2021-2022

Table of Contents

Welcome from the Director of Student Media

..... 3

Student Media Mission Statement, Goals and Objectives

..... 4

Brief History of Student Media Publications

..... 7

Office of Student Media Policies

..... 10

Getting started with a position in the Office of Student Media

..... 23

Departments

.....

..... 24

Daily Beacon

.....

..... 24

Phoenix Literary Magazine

..... 36

Lumos Media Services

..... 39

Honey Magazine

.....
.. 42

Code of Ethics or Canons of Journalism

..... 45

Defamation and libel

..... 47

Office of Student Media Board

..... 50

Acknowledgement of Policies and Procedures

..... 51

Welcome Student Media Staff Members:

As a member of student media that serve the University of Tennessee campus community, you have a significant privilege to work for a publication that's been recognized over many years for excellence. The Daily Beacon and staff members have regularly won awards from the University, the Associated Collegiate Press, the Columbia Scholastic Press Association, the Society of Professional Journalists, the College Media Association and the College Media Business and Advertising Managers awards. The Office of Student Media is one of the BEST college media departments and your participation can help that strong tradition continue.

The Office of Student Media is a part of the Division of Student Life. It is composed of three departments: The Daily Beacon (newspaper and website); Student Magazine Publications (Phoenix Literary Arts Magazine, Housing Guides, On Rocky Top, Honey Magazine); and Lumos Video Productions. Staff members create their publications and share production facilities and support of the department's permanent staff.

The Daily Beacon staff produces one print edition per week during the spring and fall semesters while posting new content and updating daily their website with breaking news as needed. The student staff of the Daily Beacon are the publisher of the editorially independent student publication whose editors are appointed by the Student Media Board.

Student Magazine Publications produces six publications per year: two housing guides, the On Rocky Top orientation issue, and two Phoenix Literary Arts Magazines and an issue of Honey magazine.

Lumos Video Productions produces video work as needed for Office of Student Media websites and for university departments for a cost.

The department's professional staff members, led by the Director of Student Media, are here to work with you as resource providers and colleagues with a goal of developing the potential of individual students and producing quality student media. Please call on them when you need assistance and advice.

Best wishes and thank you for joining The Office of Student Media staff.

Sincerely,

Jerry Bush

Director of Student Media

The Office of Student Media Mission Statement

The Office of Student Media provides quality, independent news and commentary to the UT community in an accurate, timely and unbiased manner. It serves as an inclusive, professional learning environment where student journalists can gain first-hand experience through various mediums of communication. It publishes content that is exclusively conceptualized, created, edited and published by students. Student Media advocates for the continued freedom of the student press and serves as an example of journalistic integrity.

The Office of Student Media Goals and Objectives

A. Coordinate and support quality publishing operations for The Daily Beacon, The Phoenix Literary Arts Magazine, Honey Magazine and their websites.

- Develop a comprehensive publishing program for each publication, which respects student and printer needs, requirements and schedules
- Foster development of orientation and training for student staff to maximize student experience and assure maintenance of publication standards and traditions,
- Assess and maintain quality publications and student contributions through participation in local, regional and national collegiate competitions and campus recognition programs.
- Maintain a qualified full-time staff to assure knowledgeable, professional advising and training for the student staff and leaders of the publications

B. Provide a positive, professionally oriented environment for student co-curricular learning which will foster student exploration of internships and career opportunities.

- Provide students hands-on, career preparation in a realistic environment offering experience with current media technology and computer applications.
- Offer experiential learning and leadership development opportunity through participation in journalistic and creative writing and editing, photography, graphic

design, videography, advertising creation and sales, computer applications, marketing, and business communications.

- Foster teamwork, professionalism and ethical practice in communications by staff and students.
- Foster positive relationships of the student leadership with the Student Publications Board and the campus community.
- Support participation of students in collegiate media seminars and professional conferences and submission of quality entries to regional and national competitions.
- Collaborate with related academic units and maintain a resource of information about student internship and job opportunities in media and professional communications practice.

C. Assure quality programs through continuing assessment and improvement of departmental programs and resources.

- Assess needs and experience of student participants.
- Evaluate current practices in light of assessment findings and make needed change for achieving goals and making improvements.

D. Recruit and encourage promising, dedicated and diverse students.

- Maintain visibility as an inclusive program within the general student body and within specific groups by inviting participation of any interested student as well as minority, adult, disabled, international and other non-traditional student participant.
- Communicate recruitment messages through campus departments and student organizations serving minority, international, adult, non-traditional and disabled student populations.

- Advertise in the daily newspaper, make classroom presentations, and publicize across campus the opportunities for student involvement and job opportunities with the publications.
- Use technology to enhance the application process for participation in the publications.
- Conduct and publicize an annual student publications recruitment fair.
- Maintain information about internships and career opportunities related to the publications experience.

E. Maintain and enhance long-standing cooperation with student affairs and related academic departments and seek new cooperative arrangements that benefit student learning and development

- Support and participate in Dean of Students and Student Life programs for the mutual benefit of student learning and development through co-curricular experience.
- Support and participate in University admissions and recruitment efforts to include hosting students expressing interest in the publications.
- Participate in each session of new student orientation and other special recruitment and information fairs for prospective students and parents.

F. Secure and effectively manage financial and business resources and relationships to support the department.

- Plan and effectively manage the departmental budget to provide financial resources essential to support the publications programs.
- Assure adherence to business agreements and maintain quality relationships with external and internal entities providing essential services to the publications.
- Maintain and improve departmental facilities and equipment to assure a quality learning environment for students.

Brief History of the Publications

The following is a brief history of each of the publications in The Office of Student Media.

The Daily Beacon

Since its creation in 1906, the University of Tennessee's student newspaper has gone through countless alterations. The paper that sits on stands today is almost unrecognizable to the product put out over 100 years ago.

Formerly known as the Orange and White, The Daily Beacon has changed with the student editors who have redirected its course of coverage, the flagship university that has grown around it and the evolving media industry. While the paper itself changes, though, the principles and standards on which The Daily Beacon was founded remain the same.

In 1871, students at the University published a semi-monthly newspaper, The University Times-Prospectus, which included "literature, science, news, wit, humor, and whatever else may be of interest in connection with the Institution." More frequent student newspaper publishing began in the first decade of the 1900s, and since 1906 a student newspaper has published continuously. The Orange and White published for 61 years, as a weekly first and later as a semi-weekly.

From 1916 to 1971, the Daily Beacon and other student publications were published and supervised by a separate corporation known as the University of Tennessee Publishing Association, Inc. In 1971, University administrators dissolved the University of Tennessee Publishing Association, Inc. and the University accepted its assets and liabilities. Subsequently, the Department of Student Publications was created in the Division of Student Affairs to assume administrative oversight of a long-standing student publications tradition at the University of Tennessee.

When the School of Journalism was incorporated into the College of Communications in 1969, it hired the first student publications director, who was also a part-time journalism instructor. The publications moved into the department's present offices in the Communications and University Extension Building.

The Publications Council, which had overseen the newspaper since 1916, hired alumnus David Hall '65 to develop a plan for a student-managed daily paper. That led to the establishment of The Daily Beacon in the spring of 1967, successor to the Orange and White. An initial publishing schedule of four issues per week was soon expanded to five days and continued uninterrupted

until Fall of 2018. In the fall of 2018 and spring of 2019, issues were published twice a week on Monday and Thursday, and since the fall of 2019, issues are published once a week. Publication of a student newspaper remains to be one of the oldest traditions of the University of Tennessee.

The department director has reported to the Dean of Students since 1967, and the department has focused on providing, through the publications, co-curricular experience and leadership development opportunity to undergraduate and graduate students from all majors and colleges.

Phoenix Literary Arts Magazine

The Phoenix Literary Arts Magazine has evolved through a well-documented and interesting literary publishing history at the University. The first literary publication was the University of Tennessee Magazine, published by seniors from 1840-43 and “dedicated to the good cause of education and morality.”

During the 1870s, two literary societies, Chi Delta and Philomathesian, began publications bearing the names Chi Delta Crescent and Philo Star. In 1875, they produced a joint publication, The University Monthly, which survived three years. The 1880s saw a competitive, personal and political episode of publishing, characterized by conflicts among students and faculty regarding editorial content, practices and approval.

The societies published underground briefly, and in 1888, they launched an all-student periodical, Tennessee University Student, with the purpose of “advancing the general welfare and interests of the University and its students.” In 1894, after some criticism, the name was changed to the Tennessee University Magazine, and it published poetry.

From 1912 to 1921 the University of Tennessee Magazine published and was replaced by the comic literary Mugwump, published until 1932. Despite its goal of being a leader and reformer of its type of periodical and offering to give keys to “true college life and real Tennessee spirit,” it had troubles with deadlines and censors among the faculty and administration. It was terminated by the administration for “unworthiness as a student publication.”

The next literary publication, The Tower, surfaced in 1936, but ultimately failed due to funding problems. It was eleven years before another literary publication, The Tennessean, started with the goal of “good writing and responsive reading on campus.” It published until 1951.

A literary publication did not exist at UT again until the current Phoenix Literary Arts Magazine evolved in the fall of 1959 from the quarterly newspaper supplement, The Orange and White Literary Supplement. From that time, it has remained in publication. It adopted the name “The Phoenix” in 1965, and began publishing two regular issues each academic year, plus an occasional special issue. The Phoenix staff holds an event each semester such as a gallery exhibition or poetry reading to correspond with the release of the latest publication.

The Volunteer Yearbook

The Volunteer yearbook was first published in 1897 and appeared annually until 2008. The book published a visual history of campus life, documenting the student experience and the university environment.

Lumos Video Productions

Lumos Video Productions was founded to give students who wanted to explore creative outlets through video production an opportunity to work with The Office of Student Media. While the Daily Beacon does produce digital news content, Lumos Video Productions works closely with University departments and Knoxville community members to create high quality videos for promotional and educational purposes.

Honey Magazine

Honey Magazine is a new venture within The Office of Student Media. Once established, Honey Magazine will publish a print issue twice an academic year, once in the fall and once in the spring. The first print issue is planned for the fall semester of 2021.

Office of Student Media Newsroom Policies

Alcohol and Drugs

Alcohol may not be consumed, distributed or possessed in the newsroom, even among staff members of legal drinking age. Neither should staff members of legal drinking age covering an event, consume alcohol in social settings such as a dinner, reception or concert. Staff members should avoid the appearance of being “wined and dined” by any source or group.

The staff is also expected to abide by the University’s Standard of Conduct in regard to drugs and drug paraphernalia. It states: “A student or student organization may be disciplined for using, manufacturing, possessing, distributing, selling, dispensing, or being under the influence of drugs or drug paraphernalia, if prohibited by federal, state, or local law; using or possessing a prescription drug if the prescription was not issued to the student; or distributing or selling a prescription drug to a person to whom the prescription was not originally issued.”

Anonymous sources

No staff member has the authority to promise secrecy to a source unless permission it is granted by the Editor-in-Chief of that department and publication.

Confidentiality should only be promised if there is real danger that physical, emotional, legal or financial harm will come to the source if his or her name is revealed. In rare instances, the Editor-in-Chief may authorize a story with unnamed sources only if the Editor is informed of the source’s legitimate name, phone number and relationship to the story and approves the need for secrecy.

A reporter should make every attempt to get the same information from another source that agrees to be named since the goal is to attribute all information to a specific source for all stories.

Attire

Staff members should maintain a sense of professionalism when they are working in the newsroom during the daytime, under the assumption that at any given point, anyone could visit the office, or any staff member could be asked to speak with certain officials while representing the newspaper.

Business casual is not necessary but maintaining good hygienic practices and looking presentable is.

Bylines

All writers who have been formally hired as staff members and added to payroll receive the "Staff Writer" byline.

Photographers who have been formally hired and added to payroll receive the "Photographer" byline, and videographers who have been formally hired and added to payroll receive the "Videographer" byline.

Regular columnists who have signed a contract with the Opinions Editor receive the "Columnist" byline. Guest columnists who have not signed contract receive the "Guest Columnist" byline.

Designers who have been formally hired and added to payroll receive the "Production Artist" byline.

Anyone submitting projects who has not been formally hired and added to payroll receives the "Contributor" byline.

Stories drawn primarily from press releases or stories that do not comply with the necessary requirements, like having two human sources, receive the "Staff Report" byline without an accompanying name.

Photographs published from previous assignments are labeled "File Photo" without an accompanying name.

Stories taken from the wire news service receive the "The Associated Press" byline without an accompanying name.

Reporters who contribute research to a story but do not assist in the writing receive credit at the end of a story as "Josephine Reporter contributed to this story."

Conflicts of interest

While staff members are not prohibited or discouraged from engaging in political, community, personal or business activities, they are not allowed to do so while acting as a representative of a department of The Office of Student Media, specifically as a member of The Daily Beacon.

Therefore, staff members may not report or comment on any campus activity, organization or issue in which they are directly involved. This will help avoid any conflict of interest or the appearance, thereof.

Staff members may not use newsroom resources while working or organizing for any other groups, and staff members may not act as official employees of their department while working with unrelated organizations.

Employees may work for other publications and departments. However, these staff members are strictly forbidden from using Office of Student Media resources, equipment, sources, stories or ideas for other news organizations, nor may they cover the same events or issues for both their Office of Student Media department and the outside source. This is considered a breach of loyalty and grounds for dismissal. The Director of Student Media and the Editor-in-Chief of the department must always be informed of all staff members who work or are interns for other media.

a. Membership in campus organizations

Staff members must report any campus organizations they are affiliated with at the beginning of the semester to their Editor. If staff members join a new organization at a later point in the semester, they are required to update their information. Staff members may not cover a campus organization they belong or are involved in any editorial or business decisions regarding that organization. Staff members may provide story tips about the organizations they are affiliated with to editors.

To maintain the role of the press as an independent watchdog of government, a staff member should not be an elected member of a legislative student organization. Staff members should not report on a legislative student organization of which they are a member and should disclose all possible conflicts of interest to their editor.

b. Political involvement and other outside activities

Political involvement, holding off-campus public office and serving in community organizations should be considered carefully to avoid compromising the staff member's professional integrity and that of the publication. All positions of political involvement must be disclosed to the staff member's editor. Likewise, staff members should refrain from posting politically oriented content on their personal social media accounts. All staff members, including staff members in sections outside of the news beat, should be aware that publicly declaring their political opinions — either overtly or tacitly — can reflect poorly on the perception of the paper as an unbiased media entity.

The only exception to this rule is for staff members in the opinions section, exempt from the Opinions Editor. If a staff member can't tell whether a particular remark or post is acceptable, they should ask the Editor-in-Chief of their department. It is important to preserve the notion of the journalist as an independent observer and factfinder. If you are unsure about the appropriateness of your political involvement, ask your editor.

c. Relationships

Participants must declare conflicts and avoid involvement in stories dealing with members of their families, close friends and roommates, etc. Participants should not cover — through writing, photography or art — or make news judgments about family members or persons with whom they have a financial, adversarial or close sexual or platonic relationship.

Dating amongst staff members is not prohibited, but if situations occur where a person assigns or evaluates the work of the other person or if one is in a position to promote the other to a higher position action will be taken to prevent such occurrences. All staff members must disclose romantic relationships within the newsroom to the Editor-in-Chief and Managing Editor of their department.

Cooperation with law enforcement, government, administration

Staff members should know any freedom of information, open meetings and shield laws that apply to their work. If a staff member thinks any public authority is interfering with his or her function as a journalist, the incident should be reported to the Editor-in-Chief who will inform the Director of Student Media. The Editor will then consult groups such as the Student Press Law Center. The Editor and Managing Editor, if applicable, will decide upon an appropriate response before the staff takes any action.

Corrections

The Managing Editor is responsible for handling and addressing all corrections reported to The Daily Beacon. Corrections are handled by various staff positions for the other student media departments.

The reported correction should be written by the staff member responsible for the error. It will then be verified through contact with the original reporter prior to being published. Corrections should include the date of the issue containing the error, the headline, the information in question and the corrected information.

A disclaimer should be attached to all projects that had to be modified after publication because of a factual error. The disclaimer should read: This story has been modified from its original version, published on (date of original publications). The original version stated that (incorrect information). It has been changed to state that (correct information).

Crime reporting

All crime stories, including the Crime Log, follow strict guidelines for the personal protection of the campus community and the legal protection of the Beacon.

The Crime Log is a compilation of incidents by a staff writer or editor taken from Knoxville area police agencies and the UT Police Department's Media Log. Some campus crime incidents handled by UTPD may not be included in the Media Log, and The Daily Beacon can request copies of official police reports.

The Beacon does not print names of crime victims for their protection. All relevant police information pertaining to the suspects or offenders may be printed. All Reporters and Beat Editors must take great care to report only on information known and documented in police reports or statements and to completely avoid inferences. Information in news reports should be attributed to police officials or incident reports.

Be aware that the police department staff member who enters report information may not be a police officer. Be sure to verify titles of all individuals who provide information for stories as well as confirm those who are officers or have other police department titles.

Etiquette

Common courtesy, respect for others and rules of etiquette must apply in the workplace to ensure that colleagues can get along with each other and work productively.

Staff members are encouraged to think before they speak and to apologize if they have made a mistake or offended a colleague, intentionally or unintentionally.

Harassment and bullying — defined as abusive speech, intimidation, spreading rumors and taking credit for the work of others — are prohibited. Further, cursing, shouting or otherwise attacking a fellow staff member could result in your expulsion from the newsroom.

Fabrication of any kind

The use of invented characters or situations is prohibited from every department of the Daily Beacon, except when it is artistically appropriate, such as with The Phoenix or Daily Beacon Columnists and Cartoonists.

A columnist may occasionally use such an approach in developing a piece, but it must be clear to the reader that the invented character does not represent any one individual. Reporters and editors, when using examples, should be especially careful to not mix fact and fiction and not embellish fact with fictional details, regardless of their significance.

Hiring

Only student staff members of The Office of Student Media can hire and fire other student employees, and only the Editor-in-Chief and Managing Editor can hire staff members in editorial or staff member positions.

Editors should create a hiring process for their independent sections that ideally includes an interview, a review of the applicant's work and experience and a trial period for the new hire.

All online applications submitted to work at The Daily Beacon will be routed through the Editor-in-Chief and dispersed to the appropriate editors. All applications for employment, regardless of the applicant's race, class, gender, religious affiliation or sexual orientation, will be given equal consideration.

Final employment decisions, however, will be made based on an applicant's past experience and current ability to contribute to The Office of Student Media department that they are applying. A section editor, Managing Editor or Editor-in-Chief should make these decisions. Any applicant or staff member that disagrees with the decision of the Managing Editor or Editor-in-Chief has the right to appeal that decision to the Director of Student Media and the Student Media Board.

Letters to the Editor

The Office of Student Media encourages campus feedback and commentary, especially in the form of Letters to the Editor. In order to be considered for print, all letters must include a name and email for verification. Also, they should include the writer's major and year in school or relationship to the university and the date of composition.

All letters will be verified before publication. No anonymous letters will be printed. The Daily Beacon and other departments do not print mass-mailed letters sent by groups and organizations seeking to promote an agenda.

Manipulation of archives

No department will not remove, alter or attempt to hide from search engines any material previously published on the department's website. If material in the archives is deemed incorrect, it will be corrected, and an editor's note will be added as an addendum. Material may be removed only if it is deemed to be in violation of copyright.

Opinions

All opinion pieces are subject to the same regulations and liabilities as any other published material that run in the newspaper. These pieces should run with a photograph of the author and be formatted in the paper and on the website to make apparent that the writing solely expresses the author's opinion.

Commentary and analysis must be thoroughly researched and factually accurate before being submitted. Opinion columns published online should be tagged as such, with the word "OPINION" preceding the headline on social media posts.

Plagiarism of words, art, or other is prohibited and is illegal. For the purposes of this code, plagiarism is defined as the unauthorized or uncredited use of another person's work, including distinctively personal style, unique phraseology or exclusive facts. 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 phrases from a wire service without attribution or crediting the wire service used in compiling the story. A comparable prohibition applies to the use of graphics. If you are unsure whether a photograph or phrase may be used, consult the Editor.

Always err on the side of caution in matters of copyright and plagiarism. Staff members who knowingly commit plagiarism will be asked to leave their department without exception. Any staff member who notices suspicious similarities between work published in a department publication and a piece published elsewhere must immediately notify the Editor. Afterward, the Managing Editor and the Editor-in-Chief will determine whether plagiarism has taken place. A decision in the affirmative will result in immediate termination.

Personal Items

Certain staff members at The Office of Student Media are entitled to an office, desk and computer space in the newsroom or their department's space. These staff members may bring personal items to keep on their desk for decoration or functionality, but should do so with the understanding that they are expected to keep their desks tidy, organized and their personal items clean. The Daily Beacon is not responsible for any personal items lost within the newsroom.

Press credentials

Every person working as a member of the newsroom staff is eligible to receive a press pass. Staff members only have the authority to use press passes when covering events specifically for The Daily Beacon, or in rare cases, for another department.

The Editor-in-Chief and Managing Editor issue Beacon press passes. Only Beat Editors are allowed to request media passes from an organization for a particular event and only when the event is to be covered for the Beacon. Abuse of the press pass or requesting media passes under false pretenses are grounds for dismissal and a referral to the Office of Student Conduct.

Prior review

Although it is permissible to check with sources after writing a story to verify that all information in the story is accurate, no staff member is authorized to allow a source to review a project or story before it is published.

Profane, vulgar words, explicit sexual language

Profane, vulgar and explicit language is subjective but generally understood as any language that pops out to an editor as inappropriate or offensive. The primary audience of a college publication is adults. Profane and vulgar words are a part of everyday conversation but are not generally used when writing for a broad audience. These words should only be used when they add something that develops a story further, help to clarify a point or if the elimination of such a word would take something away from the story. Use of these terms is at the discretion of the section editor and Managing Editor.

Promoted Content

Daily Beacon staff members are prohibited from publishing promoted content, or content that is solicited by a business, organization or person with the intent to promote a certain brand, product or idea.

However, sources who are interested in this sort of content should be referred to the Director of Student Media. All content published in The Daily Beacon should be done so fairly without an agenda or undue influence from external sources. Editorial staff members who promote organizations in their news stories jeopardize the newspaper's journalistic independence and integrity.

Recycling story materials

To recycle story materials for another project includes but is not limited to: re-running quotes from a previous story, re-running photos taken specifically for another story, re-running footage that is not B-Roll and reworking already published graphics. With the exception of documents acquired for another story, Beacon staff members are highly discouraged from recycling any story materials for the purpose of a new story. Staff members are prohibited from running previously published materials taken out of context and repurposed for a new story.

Sexual harassment

Sexual harassment can include but is not limited to: (verbal) suggestive comments, sexual innuendo, threats, insults, jokes about sex-specific traits, sexual propositions; (nonverbal) vulgar gestures, whistling, leering, suggestive or insulting noises, (physical) touching, pinching, brushing the body and coercing sexual intercourse or assault.

Propositions of sexual activities 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. If inappropriate conduct interferes with the participant's performance or creates a hostile, intimidating or offensive work environment, this is also harassment.

Sexual harassment is prohibited. Participants who experience harassment are encouraged, but not required, to inform the Editor-in-Chief of their department and the Director of Student Media.

Social media policy

As journalists at an editorially independent student newspaper, the editors and staff writers at The Daily Beacon possess the important ability to report freely across all mediums, including various forms of social media. Staff members are encouraged to take advantage of these resources as means of reporting, promoting content and building an active online relationship with Beacon readers. The same is true of other departments in The Office of Student Media, and it is encouraged for each department to understand and regularly maintain a social media presence.

Although The Office of Student Media endorses unrestricted freedom of speech on these platforms, it is necessary to outline several guidelines and caveats for staff members who are active online. This policy applies to multimedia, social networking websites, blogs and wikis for both professional and personal use.

As employees of The Office of Student Media, you are representative of something larger than yourself. As such, employees of the the Office of Student Media are expected to adhere to the following guidelines:

- You may not write or post negative content about The Office of Student Media or your department(s) online.
- You may not respond to any derogatory work-related tweets without first consulting the Editor-in-Chief. When an official response is needed (or thought to be needed), contact the Editor-in-Chief.
- You may not slander any persons you have interacted with or may interact with during your work for your department. This includes, but is not limited to, sources, contacts and coworkers. These persons are to be treated with respect, regardless of your personal stance on their actions.
- Posts should not disclose any information that is confidential to The Daily Beacon or to any outside source that has disclosed private information to the Beacon.
- If employees comment on any aspect of The Office of Student Media or their department, they must clearly identify themselves as an employee and include a disclaimer, an example of which is: “the views expressed are mine alone and do not necessarily reflect the views of [the department of your employment].”
- Editorial Team staff members are prohibited from posting politically oriented content on their personal social media. All staff members, including staff members in sections outside of the news beat and the Editorial Team, should be aware that publicly declaring their political opinions — either overtly or tacitly — can reflect poorly on the perception of the paper or the department as an unbiased media entity
- Remember that the Internet is a public space, so tweet responsibly. Use good judgment.
- Nothing you say online is ever completely deleted.
- The Editor-in-Chief reserves the right to withdraw certain posts and remove comments that do not comply with this policy.

Tennessee Phone Recording Law

A person who is a party to a wire, oral, or electronic communication, or who has obtained the consent of at least one party, can lawfully record a communication and divulge the contents of

the recorded conversation unless he has a criminal or tortious purpose. Tenn. Code ann. § 39-13-601.

Violations are punishable as felonies with jail sentences of between two and 12 years and fines not to exceed \$5,000. Tenn. Code ann. §§ 39-13-602, 40-35-111. Under the statute, consent is not required for the taping of a non-electronic communication uttered by a person who does not have a reasonable expectation of privacy in that communication. See definition of “oral communication,” Tenn. Code ann. § 40-6-303.

Anyone whose communications have been unlawfully intercepted can file a civil suit to recover the greater of actual damages or liquidated damages of \$100 per day of violation or \$10,000, whichever is greater. A plaintiff can also claim punitive damages, attorney fees, and litigation costs. The statute of limitations for such a lawsuit is two years. Tenn. Code ann. § 39-13-603.

Recording or disseminating a communication carried out through a cellular or cordless phone, or disseminating the contents with knowledge of their illegal origin, without the consent of at least one party, can be punished as a felony with a potential prison sentence of between one and six years and a fine not to exceed \$3,000. Tenn. Code ann. §§ 39-13-604, 40-35-111.

It is a misdemeanor to photograph, film, or observe a person without consent where there is a reasonable expectation of privacy; when the photographing, filming or viewing “would offend or embarrass an ordinary person,” and when the filming is done for sexual purposes. Tenn. Code ann. §§ 39-13-605, 39-13-607. Dissemination of a photograph or videotape taken in violation of these provisions is a felony. Tenn. Code ann. § 39-13-605(2).

Termination / Vacation of Positions

In the event that an Editor-in-Chief must be terminated, the Office of Student Media board will hear the case and determine the next course of action. A Managing Editor steps into the position of the Editor-in-Chief until a replacement can be determined or the Managing Editor is approved by the board to continue in the position.

In the event that a Managing Editor must be terminated, the Editor-in-Chief will bring to the attention of the Office of Student Media Director, who will then take the concerns to the Office of Student Media board who will hear the case. In the event a Managing Editor must vacate their position, the Office of Student Media board will select the replacement for the position, with recommended candidates from the Daily Beacon newsroom and Office of Student Media Director.

Use of photographs of victims of accidents, fires, natural disasters, etc.

Photos have a tremendous impact on readers. Photographers and editors must consider the value of privacy as well as the public's right to know a given piece of information. Care should be taken to maintain the dignity of the subject as much as possible without undermining the truth of the event.

Photos containing graphic elements (such as blood, deceased persons, etc.) are generally avoided. In making a final decision on a photo of this type, an editor must consider:

- Do the readers need information from this photo that helps explain the event better than words or another photo?
- Is anyone hurt by the publication of this photo?
- Is there a compelling reason for running one specific photo versus another?

In these circumstances, consult the Editor-in-Chief or Managing Editor to determine the appropriateness of using a particular photo.

Use of racial, ethnic, religious, sexual, other 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 or positive group stereotyping. When using an identifier, make sure that identifier is the correct one. All stories should adhere to AP stylebook guidelines.

Use of The Office of Student Media resources

Only Office of Student Media staff members are permitted to use office resources, including but not limited to, the computers, printers, camera equipment and computer software or programs.

Further, department staff members may only use these resources when working on projects for the department. The only exception are staff members belonging to the Editorial Team, who are expected to spend an extensive amount of time in the newsroom while also fulfilling their responsibilities as full-time students.

Use of The Office of Student Media space

The Office of Student Media and Daily Beacon newsroom is a space for work, not play. While camaraderie between the editors and staff members is encouraged, it is crucial that the newsroom and office remain a professional environment for productivity.

Any prolonged behavior that is unnecessarily distracting or disrupts workflow is strongly discouraged and may result in suspension from the newsroom. University policy states no animals of any type are allowed in campus buildings.

Getting Started with a Position at The Office of Student Media

Every staff member must take a few necessary steps in becoming a full-time member of the The Office of Student team, no matter the department. Simply follow these steps before you take your first assignment.

1. Get connected with the department you'd like to work with. Here are the emails you can reach out to based on the department(s) you'd like to work with.

The Daily Beacon: editorinchief@utdailybeacon.com

Phoenix Literary Arts Magazine: phoenix@utk.edu

Honey Magazine: honeymagutk@gmail.com

Lumos Video Productions: studentmedia@utk.edu

Advertising Productions: admanager@utk.edu

2. Once you've met with the department(s) you'd like to work with, they will be your direct supervisors.
3. If you find yourself in a position that is paid, make sure you're on payroll. Visit the Admin Assistant at the front desk, and they will help you get started with your paperwork. Please note that you are not considered a paid employee until that paperwork has been processed and a start date has been given to you by the Admin Assistant or your director department leader.
4. Be sure to read this handbook! It is very important that all staff members are aware of the uniform Student Media policy and practices.
5. Ask as many questions as you can to as many people in the newsroom as possible. All of the veteran Student Media staff members were once "newbies" so don't be afraid to ask them for help at any time! Director Jerry Bush and Advisor John Kennedy are also available to field any questions or concerns.

DAILY BEACON

The Daily Beacon Mission Statement

The Beacon provides quality, independent student news and commentary to the UT community in an accurate, timely and unbiased manner. It serves as an inclusive, professional learning environment where student journalists can gain firsthand experience through various mediums of communication. It publishes content that is exclusively conceptualized, created, edited and published by students. And, the Beacon advocates for the continued freedom of the student press and serves as an example of journalist integrity.

The Daily Beacon Job Descriptions

Editor-in-Chief

The Editor-in-Chief (EIC) is solely responsible for every word, every picture and every design element— everything in The Daily Beacon generated by any department of the Beacon.

The Editor-Chief is also responsible for most personnel and payroll decisions and takes the lead on all special issues.

Although the Editor-in-Chief has the final word on what is allowed on the website or in the paper on a daily basis, they delegate and supervise many of the responsibilities. The Editor-in-Chief directly supervises the Managing Editor and the Copy Chief.

On a daily basis, the Editor-in-Chief:

- Reviews all content, including copy and cartoons, to ensure it complies with Beacon policies.
- Edits all letters to the editor.
- Checks the weekday newsletter before it is sent out each night.
- Contributes to the newsroom.
- Updates the month-to-month budget to ensure operation is within budget provided by The Office of Student Media Director.

On a print night, the Editor-in-Chief

- Selects the stories for the paper and their placement.
- Edits copy.
- Ensures the cover is appropriate for print.
- Works with design through any issues with the paper content or design.

With JREM 175 or Practicum students, the Editor-in-Chief:

- Takes lead in all communication and assignments.
- Leads one-on-one editing sessions with JREM 175 students.
- Communicates with professors of JREM 175 classes.
- Ensures proper etiquette, writing, editing, and other training is provided.

On a larger scale, the Editor-in-Chief represents the paper to the world outside of the newsroom and speaks on behalf of the Beacon if anything in the paper is called into question. The Editor must hold strong relationships with on and off campus entities.

The Editor-in-Chief must always think ahead to future projects and convey the expectations of these projects to the rest of the staff. The Editor-in-Chief will also hold regular staff meetings on Sundays.

The Editor-in-Chief will post and keep regular newsroom hours and must be available at all times.

Managing Editor

The chief responsibility of the Managing Editor (ME) is to ensure that every piece of copy that runs in the Beacon is creatively, stylistically and technically of the utmost quality.

This is accomplished through planning and coordination with the section editors, who work directly with the Managing Editor. Reporters are also directly under the Managing Editor, although they generally answer to the section editors.

The Managing Editor should instill standard quality and accuracy through guidance and mentoring to section editors and reporters.

On a daily basis, the Managing Editor:

- Ensures the copy of the day is of the utmost quality.
- Enforces deadlines.
- Hosts daily staff meetings Monday – Thursday.
- Ensures sections will have quality content for the day.
- Ensure that any breaking news or uncovered news is brought to the attention of section editors.
- Contribute to sections in need of content or leadership through a section editor role.
- Ensures social media accounts are being run appropriately and actively.

The Managing Editor will ensure the newsroom staff is strong and of the best quality by maintaining discipline. Before disciplining, the Managing Editor will meet with the Editor in Chief but will do the disciplining.

The Managing Editor will keep the EIC informed about each day's story status, focus and concerns. The Managing Editor will hold posted office hours and must be easily reached outside of the newsroom.

Chief Copy Editor

The Chief Copy Editor (also known as The Copy Chief) directly supervises all persons working on the Copy Desk and is thus solely responsible for all the duties required of the desk. The Copy Chief must oversee all personnel of the Copy Desk to ensure they fulfill the responsibilities of a Copy Editor, as outlined in the Copy Editor job description and through their training process.

The Copy Chief must be acquainted with libel law. They have the authority to pull stories from the paper if they deem them potentially libelous, late or just poorly written. The Copy Chief has the authority to modify stories, including leads, and to improve them.

The Copy Chief is the resident stylebook expert. They make sure the Beacon is consistent with AP Style and Beacon Style from day to day. The Copy Chief is also the resident grammarian — our expert on English grammar and spelling.

The Copy Chief is responsible for assisting with editing the copy of each print issue before it is sent to be printed. They have the option of designating someone from the Copy Desk for this task, but it is necessary that all copy is read by a Copy Editor before it goes in the paper, regardless of when it is finished.

On a daily basis, the Copy Chief:

- Reviews, and either approves or makes changes to, all copy (stories, charts, teasers) that appear in the Beacon;
- Ensures all headlines are absolutely accurate (in fact, grammar, and spelling) and directly adhere to the content of the story.
- Ensures that Copy Editors are editing to the utmost of their ability, and also publishing stories to the website and social media platforms accurately.

The Copy Chief will post and keep regular office hours, as well as attend all meetings led by the Editor and Managing Editor.

Copy Editor

The chief responsibility of a Copy Editor is to ensure that all copy that runs in the Beacon on a daily basis is grammatically, stylistically, and factually flawless.

This is accomplished under the guidance of the Copy Chief and the resources available in the newsroom, including the AP Stylebook, the Beacon stylebook, dictionaries, thesauruses, the Internet, the “Campus Directory,” and any notes available from the Beat Editor, Reporter and Managing Editor.

All names, places, and dates must be double-checked for correct spelling. Any discrepancies should be clarified before the story is moved to the Copy Chief.

Copy Editors have the power to modify and improve stories in the case of poor construction, weak lead, or poor writing. Any modifications that dramatically alter the length of the story must be reported to the Managing Editor or the Copy Chief immediately. Also, any stories that appear potentially libelous or very poorly written should be reported to the Copy Chief for examination.

All Copy Editors must work on their scheduled day and time specified by the Copy Chief. Excessive absences or tardiness will result in termination. Copy Editors may also be reporters and are subject to the responsibilities of each position.

Beat Editor

The job of a Beat Editor is multi-faceted. They must be able to produce consistently excellent copy out of their beat for every issue of the paper.

This is usually accomplished through the use of Reporters; however, a Beat Editor should contribute to the digital and print issues of the newsroom, and is held responsible for major event coverage.

It is the chief responsibility of a Beat Editor to develop story ideas to assign to their staff. Each Beat Editor is expected to follow the guidelines for choosing stories that are specified under

beat's section. Many news items and story ideas overlap, so it is imperative that Beat Editors communicate with each other.

A Beat Editor must also think pictorially and graphically by regularly submitting photo assignments to the Photo Editor and suggesting infographic ideas to the Design Editor. To ensure quality, these requests should be submitted well in advance of publication. They must also weigh the importance of stories, subject to both the Managing Editor and the Editor.

A tentative weekly schedule of features and stories for each beat must be prepared and shared with reporters each week. Although the quantity of stories may vary with each issue due to scheduling and space issues, the standard quota for each beat is three stories per print issue.

The responsibility of developing a large amount of copy can be overwhelming; therefore, a Beat Editor should utilize input from all the Beacon staff, including senior staff, Reporters, and the Director of The Office of Student Media.

A Beat Editor must also act as a teacher to their staff of Reporters by informing them of the proper style of reporting and writing and by inspiring them to excellence and accuracy. Once a Reporter turns in a story and any notes to a Beat Editor, the story and notes become the absolute responsibility of the Beat Editor.

Before a story is moved to the Copy Desk, the Beat Editor must ensure that the story is:

- Factually flawless (including names, places, dates, and quotes).
- Structurally sound (i.e. – follows AP and Beacon style, flows well, avoids editorializing).
- Formatted correctly (i.e. – slugs, font style, italics).

Each Beat Editor will post and keep regular office hours, as well as attend all meetings led by the Editor and Managing Editor.

Each Beat Editor is also expected to hold weekly beat meetings of their own, usually on Sundays, to assign stories, discuss issues related to the beat, and inform Reporters of important happenings in the Beacon as a whole.

Assistant Beat Editor

It is the responsibility of the Assistant Beat Editor to facilitate the work of their specific beat editor, specifically in ensuring that the beat contributes adequate content to the paper each day. That means the Assistant Editor must be available to be dispatched to any campus breaking

news event, and help the beat editor cover major events in their specific beat frame. The Assistant Beat Editor works with their respective beat editor conceptualizing budget ideas and is engaged daily in the newsroom.

Their specific responsibilities include:

- Contributing stories to the digital and print issues of the Beacon.
- Check with their Beat Editor each day for breaking news or upcoming events they should be covering.

The Assistant Beat Editor will post and keep regular office hours, as well as attend all meetings led by the Editor and Managing Editor.

Reporter

The job of a Reporter is of the most essential in the newsroom. The entire cycle of Beacon publication first depends on the story from a Reporter. Reporters are distinguished further by title: Staff Writers are paid reporters required to write a certain amount each week for their beat; Contributors are unpaid reporters; Practicum students are reporters receiving course credit for the role on a beat; and JREM 175 students are reporters led by the Editor and Managing Editor.

Theoretically, the Reporter works for the Managing Editor but generally works most closely with the Beat Editors. Reporters are not limited to writing for one particular beat.

A Reporter should follow certain guidelines when reporting:

- Attend weekly beat meetings to discuss issues concerning the particular beat, become updated on important happenings of the Beacon as a whole, and most importantly, pick up a story or two. It is the responsibility of a Reporter to discuss necessary absences in advance with a Beat Editor.
- Ensure with absolute certainty, the names, places, and dates of features and news events. This is the basic essence of journalism and the chief responsibility of a Reporter.
- Retain all notes (including press releases, written notes, recordings, quotes) and turn these in along with your story to the Beat Editor.
- Remain accessible throughout the day a story is due so that a Beat Editor or other member of the staff will be able to contact you in case a need arises for clarification.
- Repeatedly ask for advice from either a Beat Editor or the Managing Editor on how to improve your stories. A good Reporter is willing to accept constructive criticism to improve his/her reporting and writing skills.

Lengths of stories vary from assignment to assignment; however, the generally accepted length is a minimum of 500 words and a maximum of 2,000, depending on the topic.

Because most of the news items and features that run in the Beacon are planned well in advance, it is imperative that the Reporter strictly upholds all deadlines given by the Beat Editor or the Managing Editor. If any emergencies or problems arise, these must be conveyed immediately to the Beat Editor so other arrangements can be made for the following issue's publication.

In order to be eligible for payroll, a Reporter must be hired on as a Staff Writer by the Beat Editor and Managing Editor and approved by the Editor.

Photo Editor

The Photo Editor directly supervises a staff of Photographers to capture the pictorial element of the news. They must ensure that all photo assignments that are submitted in reasonable time are completed in time for publication.

The Photo Editor must possess a strong sense of the aesthetic by capturing and training others to capture the utmost most appealing aspects of an assignment. The Photo Editor must also have enough technical knowledge of photography in order to train other photographers and be able to choose which shots will reproduce well.

In order to provide the highest quality photo packages for our readership, the Photo Editor works closely with the Design Editor and the Managing Editor to choose the quantity and sizes of pictures that will run in the week's issue.

On a daily basis, the Photo Editor:

- Ensures that all photo assignments for the day are completed.
- Develops or delegates someone to develop the film for the day.
- Prepares a list of all available photos for use in a story or feature package as well as their corresponding orientations.
- Writes cutlines for each photo that is used with the information from the photographer and the story itself.
- Files the negatives for that day.

The Photography Editor will post and keep regular office hours, as well as attend all meetings led by the Editor and Managing Editor.

Design Editor

The goal of the Design Editor is to create a visually appealing newspaper on a daily basis. To reach this goal requires advanced planning as well as the visualization of the paper as a whole with respect to our readership.

The Design Editor must work closely with the Editor, Managing Editor and sometimes Beat Editors to implement creative photos, graphics, and charts. The Design Editor must also supervise a production staff to ensure the correct fulfillment of the layout design.

On a weekly basis, the Design Editor:

- Lays out the paper along with the Editor and Managing Editor.
- Designs the front cover with intention for each print issue.
- Designs pages with text, graphics and imagery.
- Ensures the quality and accuracy of all photos, graphics, and artwork.
- Provides technical assistance to Production staff, if needed.

The Design Editor will attend daily meetings to ensure there are not only digital needs for articles in addition to duties related to print publications.

Production Staff

The Production staff fulfills the layout specifications set by the Design Editor, Editor and Managing Editor. All stories, photos, cutlines, graphics, charts, and art must be implemented and designed attractively.

The Production staff works directly with the Design Editor to construct the printed edition and post issue content for publication on the website of the Beacon on a daily basis. They are expected to follow the general guidelines outlined for the Production staff, and on a larger scale are responsible for the detailed accuracy and attractiveness of the printed edition of the Beacon.

All Staff of Production are expected to keep regular workdays and times to ensure consistency in production aid. Excessive absences and tardiness will result in termination.

Columnists and Cartoonists

Columnist

Columnists work for the Editor or, when delegated, for the Opinions Editor. They are required to produce insightful and creative material on a weekly basis.

Reliability, quality of prose, depth of research and understanding and the choice of timely topics are indicators of a good Columnist.

Columnists are subject to all regulations that apply to all Beacon staff members, including policies on content. Before a column is submitted to the Editor or Opinions Editor, the subject must be thoroughly researched, all facts must be checked, and the length must fit the specifications of the Editor.

The job of a Columnist may be called into question if the quality of writing deteriorates, they fail to meet specified deadlines or specifications or fail to turn in a column, or they turn in material that is contrary to Beacon policy.

Cartoonist

Cartoonists, both comic strip artists and editorial cartoonists, work for the Editor, or when delegated, for the Opinions Editor and are responsible for producing quality work on a consistent basis.

Cartoonists are subject to the regulations that apply to all Beacon staff members including those policies that apply to content. Any questionable material should be approved by the Editor before submitted and published.

The job of a particular Cartoonist may be called into question if their art begins to deteriorate, they consistently miss deadlines or fail to turn in a strip, or they submit material contrary to Beacon policy.

Daily Beacon Advertising Job Descriptions

Advertising Manager

The Advertising Manager is tasked with managing the advertising sales team which is comprised of Advertising Representatives (ad reps). The Advertising Manager leads the team through client prospecting and account management in order to increase sales and meet profit targets.

On a weekly basis, the Advertising Manager ensures that ad reps are communicating accurately and effectively with their clients in their territories, while also ensuring that all clients are satisfied with their service.

The Advertising Manager communicates regularly with the Daily Beacon newsroom, the Office of Student Media Director and his/her staff. The Advertising Manager is expected to host a weekly meeting to communicate with his/her staff about updates and their performance.

Advertising Representative

An Advertising Representative (ad rep) provides high-level customer service and account management to new and existing clients. The ad rep is also expected to develop and present print and digital advertising campaigns through consultative sales meetings.

On a weekly basis, an ad rep communicates with his/her clients to ensure that their needs are being met, and also ensures that any new special issues or opportunities for their ad placement are brought to the attention of the client.

Ad reps are expected to communicate regularly with their clients, the Advertising Manager and each other. Ad reps are expected to attend a weekly meeting with the Ad Manager and other ad reps to discuss updates and performance of the team.

Advertising Production Manager

The advertising production manager provides high-level graphic work for advertising clients and in-house promotional materials. The advertising production manager is expected to work closely with the student advertising manager to produce materials in a timely manner abiding by advertising and newsroom deadlines.

The advertising production manager is expected to supervise a staff of student advertising designers each semester. The manager should be involved in the quality control of the work produced by the design team, scheduling shifts and workflow, preparing advertisements for print and digital placement.

Advertising Production Artist

Advertising production artists are expected to produce high-level graphic work for digital and print under the supervision of the advertising production manager. Artwork should be produced or handled in a timely manner in accordance with student media deadlines. Some advertising artwork will be produced in-house while other will be sent in by clients. All artwork should be checked for file types, sizing and color mechanics.

PHOENIX

The Phoenix Job Descriptions

Editor-in-Chief

The Editor-in-Chief (also known as the Editor) is solely responsible for every word, every piece of art and every design element— everything in The Phoenix generated by any person.

Requirements:

- Experience as an Editor of a magazine is preferred
- Junior or Senior in Journalism, Art, or English

Expectations:

- Direct weekly meetings
- Maintain constant communication with the staff about expectations
- Oversee the social media pages alongside the social media coordinator
- Oversee the production of the website articles
 - Posting articles on the website
 - Enforcing deadlines
 - Creating a schedule for weekly website articles
- Fundraise for the magazine alongside the help of Student Media Advisors
- Hiring future staff members
- Read over the submissions and make final decisions for the print magazine with the content editors
- Work alongside other organizations / Student Media publications
- Responding to emails sent to phoenix@utk.edu

Content Editors

A Content Editor can be classified into three positions: Arts Editor, Poetry Editor and Prose Editor.

Requirements:

- Art Editor be a student in the College of Art
- Poetry and Prose Editors be students in the English Department

Expectations:

- Attend weekly meetings
 - Time to be determined at beginning of semester

- Write at least 2 Articles for the website
 - Around 1,000 words
- Meet with classes regarding submissions
 - Art Editor: 2d, 3d and 4d art classes
 - Poetry Editor: writing poetry classes
 - Prose Editor: creative writing classes
- Be able to read/ decide the best submissions for the print magazine
 - Usually, 20 pieces of poetry
 - Usually, 30-40 Art pieces
- (For the Art Editor Only): help the EIC organize an art gallery if necessary

Copy Editor

The Copy Editor is responsible for the accuracy of the publication.

Requirements:

- Student in the School of Journalism or English Department

Expectations:

- Attend weekly meetings
- Willing to edit the weekly Article Posts
- Contribute to the website as able
- Be able to edit news pieces and academic articles



Lumos Video Productions Job Descriptions

Executive Producer

The most senior position in Lumos. The Executive Producer will work directly with the advisor to run the business operations. This includes seeking new sales, student recruitment, student retention, training, and professional development. The Executive Producer is expected to be experienced with a working knowledge of all Lumos positions and the ability to produce, film, edit, finish, and deliver video content.

Creative Director

The Creative Director works directly with the videography team to help film and edit projects. They are the last creative eye to see a video prior to going to the executive producer or directly to the client. They are expected to be able to complete video production jobs on their own and train other students.

Production Manager

The Production Manager helps manage equipment and resources. Resources can be cameras, editing computers, or personnel. The Production Manager position is also a client liaison to make sure communications are happening on a regularly scheduled basis between clients and staff members.

Videographer

A videographer is a lead on projects. They will pack the gear bags, operation the cameras, offload the footage, edit, and send it to the creative director or executive producer for notes or approval.

Audio tech

The audio tech's responsibility is to ensure crystal clear audio is captured during a job. This can be a field shoot, studio shoot, or just a voice-over session. Audio techs can also focus on post-audio which is the finishing and "sweetening" of audio on a project. It is the audio tech's responsibility to work with the videographer to pack the correct audio equipment for a shoot.

Video editor

A video editor works closely with the videographer or producer to tell the story once footage has been shot. Communication is very important for this position to make sure the tone, voice, and pace are what the client wants.

Producer

A producer will work with clients to communicate needs and expectations to the production team. A producer will often sit with the editor because the producer knows the footage and knows what footage might be available from previous shoots or from the client.

Production assistant

A production assistant is an "all hands-on deck" helper for a shoot or office work. They will help name footage, check scripts, or complete paperwork in the office. In the field, they might carry gear, run errands, pick up food, clean up, or help film and direct.

Finishing editor and colorist

The finishing editor's job is to make sure the final edit is perfect. This can be before or after all notes and approval from the client. It can include mild edits, audio tweaking, and color.



Honey Magazine Job Descriptions

Editor-in-Chief

Maintains Honey as a collaborative. Skills wise, the EIC must overview the editing process of all content created for the magazine and make decisions with proper deliberation with the team and/or Managing Editor.

Managing Editor

Handles major organizational tasks for the magazine and will work closely with the EIC to ensure that tasks are carried out by the rest of the team.

Engagement Editor

Is savvy at networking and must organize events; including fundraisers and social events that benefit the magazine's image and bring the UT and Knoxville community together.

Social Media Editor

Ensures the cohesiveness of Honey's social media platforms and enables collaborative ideas amongst the teams. The posts must be approved by the EIC and Head Designer.

- Content Creators: Ideate and design digital content that is consistent and cohesive across our social media platforms.

Content Editor

Makes sure that high-quality, written content is being produced each week by making grammatical and informational edits. They also assign articles to writers, contribute ideas to the storyboard, and manage These editors must also have ideas to generally supply for content.

- Writers: Come up with ideas and write content for the magazine.

Video Editor

Has knowledge of videography or video editing to make final adjustments to videos and guide videographers throughout the semesters. The person in this position must also generate ideas with their team on what content to create.

- Videographers: Film and edit videos that fit visual content and social media needs.

Lead Designer

Has an artistic eye that dictates the image of Honey magazine through how the website and print magazine is put together.

- Graphic Designers: Work closely with social media and events to build authentic, creative images that create Honey's brand.

Photo Editor

Has skills for photographing and editing headshots, editorial shoots, and images of Honey's events. Images must be able to translate well for print, social media, and the Honey website.

- Photographers: Take photographs for assigned writers and miscellaneous projects. They also work with the Photo Editor to maintain a coherent image.

Code of Ethics or Canons of Journalism

The University of Tennessee Office of Student Media has adopted the Code of Ethics of the American Society of Newspaper Editors as its guide to professional journalism. Although the following statements pertain primarily to newspaper journalism, all student publications will adhere to the principles stated in this Code of Ethics.

I. RESPONSIBILITY

The right of a newspaper to attract and hold readers is restricted by nothing but consideration of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his or her power for any selfish or otherwise unworthy purposes is faithless to a high trust.

II. FREEDOM OF THE PRESS

Freedom of the press is to be guarded as a vital right of mankind. It is an unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III. INDEPENDENCE

Freedom from all obligations except that of fidelity to the public interest is vital.

1) Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2) Partisanship, in editorial comment, which knowingly departs from the truth, does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV. SINCERITY, TRUTHFULNESS, ACCURACY

Good faith with the reader is the foundation of all journalism worthy of the name.

1) By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control, or failure to obtain command of these essential qualities.

2) Headlines should be fully warranted by the contents of the articles they surmount.

V. IMPARTIALITY

Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretation.

VI. FAIR PLAY

A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1) A newspaper should not invade private rights or feeling without sure warrant of public right as distinguished from public curiosity.

2) It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII. DECENCY

A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking the authority to enforce its canons the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

Defamation and Libel

Defamation occurs if a statement harms the reputation of a living person or business that causes the person/business ridicule, contempt, shame, or hatred.

Examples are saying someone was fired from a job, was arrested, or has a sexually transmitted disease. For businesses, it can be as simple as saying the food was rotten or the establishment is racist.

According to the reporters committee for freedom of the press, "Libel occurs when a false and defamatory statement about an identifiable person is published to a third party, causing injury to the subject's reputation."

Libel is a legal term under defamation, and it is an extremely serious offense in journalism. A libelous statement can be the basis of a lawsuit that kills a news organization, so we must do everything we can to avoid it.

Elements of libel

The five (5) elements of libel are: identification, false, communication/publication, fault, and injury.

1. **Identification:** If we name somebody, that's identification. If we don't name the person but use a title such as "UT President," that's still identification because there's only one person with that title. When a group is mentioned, the size of it is important in establishing identification.

For example: "A UT regent is accused of burglary," would be identification because the group is so small, people could suspect each of them of the crime. However: "A UT professor is accused of burglary," would not be identification because there are thousands of them.

2. **False:** If the information is wrong, then it satisfies this element.

3. **Communication/publication:** Whether one person sees the libelous content or 100,000, it satisfies this element. This applies to everything printed or published online: stories, photo captions, tweets, headlines, videos, etc.

4. **Fault:** The general idea is if we fail to do the basic requirements of our job, we could be at fault. There are different standards when our subjects are ordinary citizens or public figures:

- a. Ordinary citizens and negligence – If we don't follow basic journalistic practices, such as talking to those involved, being critical of what people say and checking the facts, then we are negligent and would be at fault.
- b. Public figures and actual malice – Actual malice is an unfortunate phrasing because it doesn't mean ill will, it means we published information even when we suspected it to be false.

5. **Injury:** If a person or business can show our libelous statement caused injury, then this element is satisfied. It can be subjective, such as damage to reputation or emotional distress, or objective, such as drop in earnings or loss of job, etc.

All five elements must be established for the plaintiff to sue. If we quote public officials accurately and fairly during a news conference, town meetings, court appearances, etc., we are safe from libel—even if the statement turns out to be wrong.

For example, we can quote a police spokesperson in a news conference that a coach murdered someone. Even if the coach turns out to be innocent later, we are covered because we quoted the police official accurately, fairly and the spokesperson was acting in his or her official capacity.

The same goes for public documents or reports. So, if a health inspection report says a restaurant is infested with cockroaches, we can write that as long as we attribute the information to the report.

Further, the newsroom has the right to comment on things of public interest, as long as we do it fairly and honestly. Even though opinion is a defense against libel, that does not mean we can write whatever we want. In fact, editorials and editorial cartoons are a big minefield in libel because it's easy to stray from opinions to facts.

Examples:

- 1. Opinion: Coach John Smith should be fired.
Libelous: Coach John Smith should be fired because he inappropriately groped the players.
- 2. Opinion: The food at John's Diner is terrible.
Libelous: The food at John's diner is terrible; they serve roadkill taken off the street.

In critiquing a performance, stick to the performance, not the person's private life.

Also, avoid charged generalities such as: “college campuses are frequently cited as dangerous places for women,” or “fraternities are inherently racist and misogynistic,” without the facts to back that up. Yes, they are opinions and are not libelous, but they show a disregard for reasoned argument.

In today’s society, the opinion section and editorial cartoons have to tread a fine line. Too many times, what is legal will not protect us against public outrage; think racist, sexist, or inappropriate content.

Office of Student Media Board

Tasks:

- Review policies, programs, and budgets for student publications.
- Select editors for the Daily Beacon, Phoenix Literary Arts Magazine, and manager of the Advertising Production department.
- Review publications and solicits interest in and support of the student publication program.

Board members serve one-year appointments. Board members are appointed by the Vice Chancellor of Student Life.

Membership:

The Office of Student Media Board is comprised of:

- One administrator
- Two faculty, and two alumni/professionals who are appointed by the Vice Chancellor of Student Life
- Two students appointed by the Student Government Association president
- Four ex-officio members including the Editor of The Daily Beacon, Managing Editor of The Daily Beacon, Editor of Phoenix Literary Art Magazine, and Director of Student Media

**Acknowledgement and Agreement of
The Office of Student Media Policies and Procedures**

I, _____, have read and reviewed the Office of Student Media policies and procedures. Any questions I had have been brought up to Student Media leaders or administration prior to signing this acknowledgement.

I understand that signing this document holds me accountable for understanding and upholding the policies and procedures of the Office of Student Media.

Sign here

Date