

**UNIVERSITY OF PORTLAND STUDENT MEDIA GUIDE**  
**Operating Policies and Guidelines**

**INTRODUCTION**

The University of Portland seeks to provide an environment that facilitates development and growth in all aspects of a student's life: intellectual, spiritual, cultural, social and physical. The Division of Student Services specifically is charged with developing and maintaining a quality of student life that contributes to this development of the whole person. Toward that end, the University supports co-curricular activities that include a student-edited newspaper, The Beacon; a student-edited yearbook, The Log; and a student-run radio station, KDUP. The President of the University is the publisher of both The Beacon and The Log and holds an equivalent role with KDUP.

Students are encouraged to participate in Student Media – as volunteers or in paid positions. Besides the opportunity to enroll in applicable print journalism and communication courses, Student Media participants also have the opportunity to receive on-the-job training.

**GENERAL OVERVIEW OF STUDENT MEDIA**

The Beacon is the student newspaper. The Editor in Chief is appointed by the President upon the recommendation of the Student Media Committee. The Editor in Chief, in consultation with the Student Media Adviser, selects the Editorial Board and fills The remaining staffing positions. The editor reports to the Student Media Adviser. In basic terms, The Beacon serves the University community by giving voice to its members and providing relevant information and dialogue.

KDUP is a non-commercial, student-run radio station. The General Manager is appointed by the President upon the recommendation of the Student Media Committee. The General Manager, in consultation with the Student Media Adviser, fills the remaining KDUP staff positions. KDUP serves the University community by giving voice to its members and by providing music, information, dialogue and deejay services.

The Log is owned and published by the University of Portland. The Editor in Chief, who is appointed by the President upon the recommendation of the Student Media Committee, selects the remaining Log staff members. The Log serves the University community as the official student-produced yearbook.

In providing support for Student Media, the University draws from the provisions of the "Professional Code of Ethics of The Society of Professional Journalists" and the "Code of Ethics for Student Journalists of the Associated Collegiate Press" and thereby asserts: The duty of student journalists is to serve the truth. Toward that goal, the student newspaper, radio station and yearbook are carriers of public discussion and information, acting on the students' freedom of expression to learn and report the facts. Student journalists are obliged to strive at all times to produce the highest quality of work to which they are able and to perform their duties with objectivity, fairness and accuracy.

**BYLAWS OF THE STUDENT MEDIA COMMITTEE**

## **Article I: The Role**

The Students Media Committee is responsible for 1) defining the role and purpose of each student medium; 2) recommending to the President the appointment or removal of student editors and managers; and 3) providing on-going feedback to Student Media leaders. The SMC is not involved in the day-to-day operations of Student Media, although it can review operating procedures and budgeting, or review for gross negligence. Acting as an advocate for Student Media, the SMC will seek to ensure editors have resources and support to do their jobs.

Furthermore, the SMC will review all complaints not resolved by the Editor in Chief, General Manager or Student Media Adviser(s), and can review for gross negligence at any time.

## **Article II: Membership**

At the discretion of the University President, the Student Media Committee will include representation from all constituencies of the University (e.g., faculty, staff and students). The membership is as follows:

- a) **COMMITTEE CHAIR**  
The President appoints a faculty or staff member to serve as SMC chair.
- b) **FACULTY MEMBERS**  
The Academic Senate's Committee on Committees recommends three faculty members for appointment to the SMC. The President appoints at least three faculty members to serve as voting members of the committee. The President may reappoint at least one faculty member from the previous year to maintain continuity on the committee.
- c) **STAFF MEMBERS**  
The President appoints at least three staff members to serve as voting members of the committee. The President may reappoint at least one staff member from the previous year to maintain continuity on the committee.
- d) **THREE STUDENT MEMBERS**  
The Associated Students of the University of Portland recommends three students for appointment to the SMC. The President appoints at least three students to serve as voting members of the committee. Moreover, no more than one student should be a member of ASUP Senate or its Executive Board.
- e) **DIRECTOR OF STUDENT ACTIVITIES**  
The Director of the Office of Student Activities is a non-voting member of the SMC.
- f) **NON-VOTING MEMBERS**

The Student Media Adviser(s), The Beacon Editor in Chief, The Log Editor and the KDUP General Manager also are non-voting members of the SMC. They are required to attend regular meetings of the SMC.

In addition, all subcommittees formed by the SMC must include at least one faculty member, one staff member and one student member.

### **Article III: Officers**

Appointed by the President, the chair presides at all meetings, upholds the bylaws of the Student Media Committee, signs and executes all resolutions and correspondence for the SMC, and votes only in case of a tie. The secretary may be appointed by the chair to keep minutes of meetings and to coordinate sub-committee meetings. Proxies are allowed; however, every proxy must be authorized by signature by the represented SMC member and shall terminate upon the conclusion of the specific meeting for which the proxy was given.

### **Article IV: Meetings**

Meetings of the Student Media Committee, called by the chair, are held a minimum of once a semester. Notification of the time and place of each meeting, whether the meeting is a regular or specially called meeting, is to be served to each committee member and to any other interested party to whom notification may be appropriate due to the matter(s) to be presented at that meeting, not less than seven days prior to each meeting. A special meeting may be called at any time by the chair (or secretary). A special meeting also may be called if at least three members request such a meeting in writing. A quorum, calculated as half of the membership plus one, must be established for any meeting to be official.

### **Article V: Jurisdiction**

The Student Media Committee or its subcommittees may meet at the discretion of the chair to consider written appeals or complaints not resolved through normal procedures.

### **Article VI: Amendments**

The Student Media Committee shall have power to recommend to the President any changes to the committee's bylaws as necessary.

## **RESPONSIBILITIES AND ROLE OF THE STUDENT MEDIA ADVISER(S)**

A. The Student Media Adviser is responsible for the advising and supervising of his or her respective Student Media operation -- The Beacon, The Log and/or KDUP -- including its finances.

B. The Student Media Adviser(s) is appointed by and responsible to the Director of the Office of Student Activities or his/her supervisors, e.g. the Vice President for Enrollment Management and Student Life or his/her designee.

C. The specific duties of the Student Media Adviser(s) include the following:

1. Advise Student Media staffs to carry out the operating policies and guidelines set forth in the Student Media Guide;
2. Ensure, in conjunction with editors and General Managers, that these operating policies, guidelines and the mission of the University are understood and observed by staff members;
3. Assist Student Media staff in the development of ethical standards and practices;
4. Assist students in pursuing and maintaining the highest standards by providing training and orientation;
5. Assume the general supervisory responsibilities for the Editors in Chief and General Manger with the authority to caution, reprimand and/or place on probation
6. Monitor group process and dynamics;
7. Serve as a liaison between Student Media and the University community;
8. Using accepted journalism standards, provide ongoing feedback as is possible, both prior and post publication and/or broadcast;
10. Coordinate and advise in the selection and hiring of paid Student Media positions;
11. Seek to assure that appropriate supplies and resources are available;
12. Counsel staff members individually or collectively;
13. Work with Editors in Chief and the General Manager to design and implement training for staff members and conduct relevant workshops throughout the year;
14. Meet regularly to review publications and broadcasts with Editors in Chief and the General Manager.

D. The Code of Ethics of College Media Advisers and the tenets of Teaching, Faith, and Service within the Mission of a Holy Cross University shall inform and guide the work of the Student Media Adviser(s).

## **THE BEACON**

### **I. PURPOSES**

- 1) to report relevant news to the University community;

- 2) to disseminate diverse ideas, information, opinion, entertainment and advertisements to the University community;
- 3) to provide a forum where students, staff and faculty members engage in public dialogue on campus-related topics, as well as a wide variety of public issues;
- 4) to serve as an educational laboratory for students and members of the University community in which the ethics and skills of print and Web journalism are practiced within the context of a Catholic community;
- 5) to serve as a vehicle for free inquiry and free expression

## **II. EDITORIAL RESPONSIBILITY AND FREEDOM**

The Beacon is owned and published by the University of Portland. The University, in delegating editorial responsibility to student editors, provides both editorial freedom and the ongoing financial support necessary for The Beacon to maintain its integrity of purpose.

The editorial freedom of student editors is governed by our University's Catholic identity and the tenets of responsible journalism, such as the avoidance of libel, indecency, undocumented allegations, harassment, innuendo and attacks on personal integrity.

"The Code of Ethics of the Society of Professional Journalists" and the "Model Code of Ethics for Student Journalists" of the Associated Collegiate Press as well as the mission of the University should guide all staff.

Editors will respect and consider the academic and religious traditions of the University and its community in formulating and promoting the paper's editorial content. Advertising content will be evaluated according to the advertising policies outlined later in this guide.

## **III. ASSESSMENT**

The editors and the Student Media Adviser will critique each issue of the paper on a regular basis using standards for journalistically sound publications.

Members of the Student Media Committee may provide ongoing assessment to editors and may solicit feedback from various elements of the University community. Using standards for journalistically sound publications, local journalism professionals should also be invited to regularly critique the paper with student editors, the adviser and reporters.

## **IV. SELECTION AND TRAINING OF EDITORIAL POSITIONS**

The Student Media Adviser coordinates the selection process of Editor in Chief during spring semester of the academic year. The Student Media Committee interviews the candidates and makes recommendations to the President, who then appoints the Editor in Chief for the following academic year.

Editorial positions will be open to all full-time undergraduate and graduate students. Preference will be given to candidates with journalistic experience and academic preparation, including courses in writing, editing and communications law.

An Editor in Chief designee, without academic training in editing and communications law, may be required to take those courses (or appropriate directed studies) the summer prior to assuming the editorship. The Editor in Chief must have been a full-time student at the University for a full academic year before assuming the position. Exceptions must have the approval of the Student Media Committee.

Prior to the start of fall semester, all editorial staff members are required to attend an orientation program coordinated by the Editor in Chief under direction of the Student Media Adviser.

## **V. OVERSIGHT**

The Student Media Committee, responsible for recommending the hiring of the Editor in Chief to the President, also has the authority to recommend dismissal to the President. If dismissal or review for gross negligence is considered, the Student Media Committee or its subcommittee will hold a hearing and review the matter, and make a recommendation to the President. No Editor in Chief will be dismissed without benefit of due process as described above. Should, for any reason, an untimely vacancy of the Editor in Chief position occur, the Student Media Adviser shall work with the Student Media Committee to recommend a new candidate to the President.

Under normal circumstances, The Beacon staff will accept public complaints concerning the paper's content. When appropriate, the Editor in Chief may respond to the complaint in writing. In the event that a complaint is not resolved satisfactorily, it is referred to the Student Media Adviser. If the matter is still not resolved, it may be forwarded to the Student Media Committee for review. The Student Media Committee, after careful deliberation, will make a recommendation to the President of the University about the need for further action.

Guidelines for the Editor in Chief to oversee the performance of other editors are contained in "Personnel Guidelines for Student Media" found in the Student Media Guide.

## **BEACON JOB DESCRIPTIONS**

### ***The Beacon Editor in Chief shall:***

1. Be responsible for the production of a weekly newspaper with a minimum of 12 issues each semester, not including the summer term.
2. Be responsible for all material that appears in the publication, except for advertising content. While advertisers are responsible for the accuracy of their advertisements, the editor should monitor and approve advertising content so that it is consistent with University values. Adhere to all University policies and the basic tenets of responsible journalism as outlined on page 1 of the Student Media Guide.

3. Exercise sound judgment grounded in fairness and accuracy and the canons of responsible journalism. In cases of subjective analysis and editorial opinion, full opportunity must be given for dissenting replies or opinions with equal space and display, as determined by the editor.
4. Be responsible for all content in both the Faith and Fellowship and the Opinion sections.
5. Consult with the Editorial Board to determine general editorial policy (as distinct from opinion articles that represent the points of view of specific writers). The approval of a simple majority of the Editorial Board is required before the publication of specific editorials. Ensure that all editorial direction is guided by the Society of Professional Journalists' Code of Ethics.
6. Maintain an open mind and be accessible toward all elements of the University community, while realizing that students constitute its largest element. In so doing, the editor shall personally, or through delegated staff members, maintain reasonable access for individuals and campus groups wishing to meet with the editor.
7. With regard to personnel issues, the Editor in Chief will:
  - a. In consultation with, and subject to the prior approval of, the Student Media Adviser, appoint section editors as listed in The Beacon table of organization. Business Manager and Advertising Manager are to be appointed by the editor in consultation with the adviser. Actively recruit, train and supervise staff, including volunteers.
  - b. Exercise leadership that establishes and maintains an effective and productive managerial and editorial relationship with members of the staff. By personal example, encourage similar relationships between section editors and their staffs.
  - c. Provide leadership aimed at assuring optimum learning, including enhancing the journalistic skills of staff members.
  - d. Foster an amicable and productive relationship with Student Activities staff and with Communication Studies faculty and students to reinforce the news and editorial roles, and the activities and learning experiences of the appointed staff.
  - e. Establish close and productive working relationships with campus services, the contract printer and other agencies that provide production assistance and services.

- f. Represent The Beacon as a non-voting member of the Student Media Committee.
  - g. Maintain an effective working relationship with the Student Media Adviser in his or her role as a resource and as a representative of the University. To accomplish this, the Editor in Chief will initiate weekly conferences with the Student Media Adviser.
  - h. Conduct ongoing evaluations of the performance and product of staff members with regular written reports to the Student Media Adviser, and through periodic conferences with individual staff members.
  - i. Follow the “Personnel Guidelines for Student Media” found in the Student Media Guide in all matters dealing with the publication staff.
- 8.
- a. Hold weekly meetings with the editorial staff to plan the news budget and weekly meetings to critique the paper.
  - b. Prepare a written account of each week’s news budget, including a brief description of each story that has been assigned (three or four words is sufficient), the name of the assigned reporter and whether a photograph assignment is planned. The budget shall be e-mailed by noon Wednesday (the following day) to all section editors and the Student Media Adviser and posted in the newsroom in a location visible to staffers.
  - c. When such help can improve the quality of the reporting and writing of The Beacon, direct individual staff members to seek out the Student Media Adviser for individual coaching.
  - d. Write (before concluding his or her term) an evaluation of the year that includes a brief critique of each issue, lessons learned, problem areas, suggestions for changes, etc. The editor also will be expected to train his or her successor once that person has been selected.
  - e. In advance of each meeting of the SMC, prepare a one-page summary of accomplishments, challenges and feedback related to The Beacon to date.

***The Beacon News Editor shall:***

- 1. Be responsible for all news content of the newspaper.
- 2. Edit and design the News section of The Beacon.



3. Assign reporters to report and write all content in the News section, including in-depth reports, series, news events, news features and other copy as necessary.
4. Serve on the Editorial Board and attend all Ed Board meetings
5. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication. Absences must be cleared in advance through the editor and Student Media Adviser.
6. Assume the duties of the Editor in Chief when requested to do so.
7. Report and write stories as needed.

***The Beacon Opinion Editor shall:***

1. Edit and design the Faith and Fellowship and the Opinion sections of The Beacon.
2. Create a calendar for timely topics for both sections and conduct a systematic outreach to solicit thoughtful, informed commentary from on-campus contributors or contributors with appropriate campus ties.
3. The Opinion Editor also shall make a specific effort to keep informed and current with national and international news and developments that might impact or be of interest to members of the UP community and which would be suitable topics on which to seek commentaries.
4. Understanding the challenges of working with individuals who may not be familiar with newspaper deadlines, the Opinion Editor shall maintain a schedule that allows him/her to begin work early enough in the news cycle to guarantee the production of quality pages that are timely in terms of subject matter.
5. Work with contributors to insure their submissions adhere to AP and Beacon style and provide Beacon readers with meaningful content.
6. Serve on the Editorial Board and attend all Ed Board meetings
7. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication. Absences must be cleared in advance through the editor and Student Media Adviser.
8. Assume other duties when requested to do so.

9. Report and write stories and commentaries as needed.

***The Beacon Features Editor shall:***

1. Be responsible for all features content of the newspaper.
2. Edit and design the Living section of The Beacon.
3. Assign reporters to report and write all content in the Features section, including news features; features series; arts and entertainment news and events; profiles; restaurant, film and drama reviews; and other copy as needed.
4. Serve on the Editorial Board and attend all Ed Board meetings
5. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication. Absences must be cleared in advance through the editor and Student Media Adviser.
6. Assume other duties when requested to do so.
7. Report and write stories as needed.

***The Beacon Sports Editor shall:***

1. Be responsible for all sports content of the newspaper.
2. Edit and design the Sports section of The Beacon.
3. Assign reporters to report and write all content in the Sports section, including sports news, columns, profiles, series, features and other copy as needed.
4. Serve on the Editorial Board and attend all Ed Board meetings
5. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication. Absences must be cleared in advance through the editor and Student Media Adviser.
6. Assume other duties when requested to do so.
7. Report and write stories as needed.

***The Beacon Online Coordinator shall:***

1. Organize and posts content to The Beacon web site every Wednesday evening/Thursday morning to correspond with publication of print version.
2. On a weekly basis, working with either the Editor in Chief or section editors, post breaking news to The Beacon web site, but no more than two additional posts a week.
3. Serve on the Editorial Board and attend all Ed Board meetings
4. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication. Absences must be cleared in advance through the editor and Student Media Adviser.
5. Assume other duties when requested to do so.
6. Report and write stories as needed.

***The Beacon Design Editor shall:***

1. Be responsible for the design and layout of all special sections of the newspaper, such as those typically published around Halloween, Election Day, April 1<sup>st</sup> , the school year end, and the first of the calendar year issue, usually the Student Voice (approximately five per academic year).
2. Coordinate and direct the work of Beacon photographers and free-lance illustrators to insure the paper's visual element is strong and that visuals – either accompanying written material or standing alone -- are used to inform and/or entertain readers. .
3. Be responsible for designing all templates for the newspaper, including the masthead, and managing the overall “look” of the paper throughout the school year. This is to be done in consultation with all Editorial Board members (editors).
4. Check for design consistency on deadline night (Wednesdays) and be available for on-call help to section editors for design assistance on Wednesday evenings.
5. Manage electronic photo files and all other image-related tasks.
6. Design graphics (i.e. tables, charts, timelines, and art elements) for section editors as assigned and suggest the use of graphic elements, when appropriate.

7. Serve on the Editorial Board and attend all Ed Board meetings
8. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication. Absences must be cleared in advance through the editor and Student Media Adviser.
9. Assume other duties when requested to do so.
10. Report and write stories as needed.

***The Beacon Copyeditor shall:***

1. Be responsible for copy and line editing the newspaper, including original copy submitted for Monday's first deadline, and proofing the layout pages on Wednesday's final deadline. This includes copy and design elements from all sections of The Beacon, including cutlines, information boxes, and headlines on each page.
2. Serve on the Editorial Board and attend all Ed Board meetings.
3. Have a working knowledge of AP and Beacon Style guides or actively pursue a working knowledge of both.
4. Be able and willing to work with reporters in a tactful, thoughtful manner to help them recast and/or make changes to their work, when alterations are necessary.
5. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication. Absences must be cleared in advance through the editor and Student Media Adviser.
6. Assume other duties when requested to do so.
7. Report and write stories as needed.

***The Beacon reporter shall:***

1. Report to the News or Features Editor and write one to two stories per week (of generally 700 words), as assigned. Reporter is also required to offer a minimum of two story ideas at the weekly news budget meeting.
2. Make edits and corrections to his/her stories each week after the copy is reviewed and/or edited by section editors. When required, the reporter must complete rewrites per direction of section editor. The reporter shall be given sufficient time to complete rewrites.
3. Meet deadlines. Stories are due at 1 p.m. Monday of the week they are scheduled for publication. Corrected copy is due at 4 p.m. the following day (Tuesday.)
4. Attend and actively participate in all budget planning meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication.
5. Absences must be cleared in advance through the editor or Student Media Adviser.

***The Beacon Sports reporter shall:***

1. Report to the Sports Editor and write one to two stories per week (of generally 700 words), as assigned. The Sports reporter is also required to offer a minimum of two story ideas at the weekly news budget meeting.
2. Make edits and corrections to his/her stories each week after the copy is reviewed and/or edited by section editors. When required, the reporter must complete rewrites per direction of section editor. The reporter shall be given sufficient time to complete rewrites.
3. Be willing to cover weekend games as he or she is available.
4. Meet deadlines. Stories are due at 1 p.m. Monday of the week they are scheduled for publication. Corrected copy is due at 4 p.m. the following day (Tuesday.)
5. Attend and actively participate in all budget planning meetings and critique meetings. Prior to attending the critique meetings, must read that week's publication.
6. Absences must be cleared in advance through the editor or Student Media Adviser.

***The Beacon Photographer shall:***

1. Be responsible for taking high-quality digital photos as assigned by Beacon editors and/or the Design Editor. (The Design Editor's responsibilities include coordinating the work of photographers.)
2. Supply accurate identification and information for each photograph submitted to section editors. Information shall include proper identification (full names, correctly spelled; and class level) of all persons in the photo, a description of the activity and/or the event, including the proper name of the event, the location and date it occurred.
3. Maintain effective communication with section editors and Design Editor and organize digital photos on deadline and in accordance with editors' needs.
4. Participate in at least one job-shadow opportunity with a professional photojournalist; the Student Media Adviser will coordinate with a local newspaper to provide access to such training.
5. Attend and actively participate in all news budget planning meetings and critique meetings. Prior to critique meetings, must read that week's publication. Absences must be cleared in advance through the editor or Student Media Adviser.

***The Beacon Advertising Manager shall:***

1. Be responsible for managing all advertising content of the newspaper and maintaining relationships with ad clients, both on and off-campus.
2. Maintain and regularly check the Beacon advertising e-mail account, to which clients can electronically submit ads.
3. At the start of each semester, make in-person visits to ALL campus departments (i.e. Residence Life, Health Center) and distribute ad-rate sheet and deadline information to each department. Check in at least once each semester with each client department.
4. Create and employ a plan to solicit new and continuing advertising from local businesses and from national advertisers.
5. Design basic ads, when clients request those services, using QuarkXpress design program. Scan already-designed ads or accept these ads via e-mail.

6. Check Beacon Advertising voice-mail at least every other day and respond to e-mail inquiries and ad requests in a timely manner.
7. Check in weekly with section editors to determine pages with ads.
8. Submit a weekly written account to the Business Manager that includes a list of all published ads; the accurate billing amount for each client; and client contact information, including the campus billing account number.
9. Every Tuesday, “clear out” all Beacon pages (saving content to appropriate files) and places new ads on pages.
10. Manage Beacon Online ads in conjunction with the Beacon Online Coordinator.

***The Beacon Business Manager shall:***

1. Be responsible for billing all advertising in the newspaper and maintaining business relationships with ad clients, both on and off-campus, and representatives of the University Controller’s Office.
2. Keep accurate and current record of all financial accounts, and submit the records to the Student Media Adviser each month.
3. Check in at least once each semester with each on-campus department and off-campus client to ensure billing is going smoothly.
4. Check mailbox in the newsroom and Office of Student Activities on a regular basis and deposit checks in a timely manner.
5. Communicate at least once a week with the Advertising Manager to make certain all ads published that week are billed to the appropriate address and/or on-campus department billing number.
6. Communicate regularly with The Beacon Online Coordinator to manage the billing of any online advertising.
7. Distribute the newspaper to approved campus distribution points on Thursday mornings.
8. Keep current list of subscribers and recipients of courtesy copies of The Beacon and mail the publication to all in a timely manner.
9. Manage billing and deposits of subscription payments.

10. Perform cost analyses for The Beacon upon request, and assist in developing business plans to help increase revenue.
11. Supply an end-of-semester report of revenue/expenditures related to advertising and subscriptions to the Student Media Adviser.
12. Manage miscellaneous correspondence.

## **KDUP**

### **I. PURPOSES**

- 1) to involve the campus community by providing information, news, opinion and entertainment;
- 2) to build community by establishing and maintaining an atmosphere of free and responsible discussion;
- 3) to provide a wide variety of music and to connect students to the greater college music scene;
- 4) to serve as an educational laboratory for students to learn the ethics and skills of broadcast and Web journalism within the context of a Catholic community.

### **II. STATION RESPONSIBILITY AND FREEDOM**

KDUP is owned and operated by the University of Portland. The University, in delegating broadcast responsibility to student managers, provides both freedom and the ongoing financial support necessary for KDUP to maintain its integrity of purpose.

The broadcast freedom of student managers is governed by our University's Catholic identity and the tenets of responsible journalism, such as the avoidance of slander, libel, indecency, undocumented allegations, harassment, innuendo and attacks on personal integrity.

Any material proposed for broadcasting on KDUP that contains controversial subject matter as determined by University guidelines is to be submitted to the Program Director prior to broadcast of the material. The Code of Ethics and Professional Conduct of the Radio-Television News Directors Association shall serve as a guide in operations and programming for all KDUP staff members, including the General Manager and deejays. Pertinent guidelines can be found in the Student Media Guide.

Managers will respect and consider the academic and religious traditions of the University and its community in formulating and promoting the station's programming and public service announcement content.

### **III. ASSESSMENT**



The managers and the Student Media Adviser will meet to critique programming on a regular basis throughout the year. Members of the Student Media Committee may provide ongoing assessment to KDUP staff and may solicit feedback from various elements of the University community.

#### **IV. SELECTION AND TRAINING OF MANAGERIAL POSITIONS**

The Student Media Adviser coordinates the selection process of the General Manager during the spring semester of the academic year. The Student Media Committee interviews the candidates and makes recommendation to the President, who appoints the General Manager for the following academic year.

Management positions will be open to all full-time undergraduate and graduate students. Preference will be given to candidates with broadcast experience and related academic preparation.

A General Manager designee, without experience in broadcast journalism and academic training in communications law, may be required to take those courses (or appropriate directed studies) the summer prior to assuming the position. The General Manager must have been a full-time student at the University for one full academic year before assuming his or her position. Exceptions must have the approval of the Student Media Committee.

Prior to the start of broadcasting in the fall, all paid staff members are required to participate in an orientation program coordinated by the General Manager under direction of the Student Media Adviser.

Prior to broadcasting, all staff and deejays must sign a statement acknowledging that they are aware of station rules and guidelines. Station rules and guidelines are outlined later in this guide. Consult “KDUP DJ Manual.”

#### **V. OVERSIGHT**

Because the Student Media Committee is responsible for recommending the hiring of the General Manager to the President, it also will have the authority to recommend dismissal to the President. If dismissal or review for gross negligence is considered, the Student Media Committee or its subcommittee will hold a hearing, review the matter, and make a recommendation to the President. No General Manager will be dismissed without benefit of due process as described above. In the event of an untimely vacancy of the General Manager, the Student Media Adviser will work with the Student Media Committee to recommend a new candidate to the President.

Under normal circumstances, KDUP staff will accept public complaints concerning their broadcasts. When appropriate, the General Manager may respond to the complaint in writing and on air. In the event that a complaint is not resolved satisfactorily, it is referred to the Student Media Adviser. If the matter is not resolved, it may be forwarded to the Student Media Committee for review. After careful deliberation, the Student Media Committee will make a recommendation to the President of the University.

Guidelines for overseeing the performance of managers are contained in “Personnel Guidelines for Student Media” in the Student Media Guide.

## **KDUP JOB DESCRIPTIONS**

### **KDUP General Manager Job Description**

#### **The KDUP General Manager shall:**

- A. Be responsible for all on-air material and discussion
- B. Uphold all rules and regulations of the FCC and of the University of Portland as they relate to station operation, and assist the Student Media Adviser in implementing policies and directives.
- C. Represent the station in community relations.
- D. Represent the station as a non-voting member to the Student Media Committee. At each meeting of the SMC, the General Manager will present a one page summary of accomplishments, challenges and feedback related to the station's standing to date.
- E. Make the final decisions in all station matters in consultation with the Student Media Adviser.
- F. Exercise overall responsibility for supervising station staff. Exercise leadership in establishing and maintaining a professional managerial relationship with all members of the staff. Provide leadership in assuring an optimum learning experience for all members of the staff leading to the enhancement of their broadcast and interpersonal communication skills.
- G. Hold one regular air shift each semester: two hours, one day a week.
- H. Follow the "Personnel Guidelines for Student Media" in the Student Media Guide.
- I. Initiate and forward to the Student Media Adviser all requests for station requisitions and purchases.
- J. Maintain an effective working relationship with the Student Media Adviser in his or her role as a resource person and as a representative of the University. To accomplish this, the General Manager will initiate weekly conferences with the Student Media Adviser.
- K. Write a concluding report/evaluation of the year.
- L. Serve as the lead on all station budgetary matters in coordination with the Student Media Adviser.
- M. Set an agenda for and hold weekly all staff meetings. The meeting agenda shall be distributed one day in advance of the all-staff meeting.

#### **JOB DESCRIPTION:**

##### **Program Director**

Is responsible, along with the staff, for setting goals for the radio station.

Assists in the overall management of the staff and helps the General Manager ensure smooth operation and programming policy at KDUP.

Assumes the duties of the GM in his or her absence.

Assists in selecting and implementing the stations' music format.

Auditions, selects and evaluates all deejays.

Creates a written schedule of deejay shows and recruits new deejays to fill open slots.

Publishes the KDUP play list weekly; maintains regular contact with music company representatives.

Establishes cooperative working relationships with KDUP staff members and strives for coordinated efforts.

Attends all weekly meetings. Absences must be cleared in advance through the GM and Media Adviser.

**JOB DESCRIPTION:**

**Promotions Director**

Is responsible, along with the staff, for setting goals for the radio station.

Publicizes the availability of on-air deejay positions at KDUP in conjunction with the Program Director.

Promotes the station on campus. Coordinates all advertising and promotional activities such as Pump Up KDUP Day, sponsors, acquiring concert tickets from promoters and deejay promotions at on-campus events such as dances.

Coordinates the publication and distribution of all printed and other promotional materials including flyers and Pipeline announcements, newspaper ads, the station guide, t-shirts, Frisbees, etc.

Establishes cooperative working relationships with KDUP staff members and strives for coordinated efforts.

Attends all weekly meetings. Absences must be cleared in advance through the GM and Media Adviser.

**JOB DESCRIPTION:**

**Music Director**

Is responsible, along with the staff, for setting goals for the radio station.

Assists the Program Director in choosing music and screening music.

Assists in selecting and implementing the stations' music format.

Maintains contact with record label representatives.

Responds to deejay and listener requests for specific music.

With the Program Director, helps publish the KDUP play list weekly.

Establishes cooperative working relationships with KDUP staff members and strives for coordinated efforts.

Attends all weekly meetings. Absences must be cleared in advance through the GM and Media Adviser.

**JOB DESCRIPTION:  
Assistant Music Director**

Is responsible, along with the staff, for setting goals for the radio station.

Assists the Music Director in choosing music, screening music, and cataloging music.

Maintains contact with record label representatives.

Keeps the music library organized and up to date.

Responds to deejay and listener requests for specific music. Also contacts record labels for new music.

Establishes cooperative working relationships with KDUP staff members and strives for coordinated efforts.

Attends all weekly meetings. Absences must be cleared in advance through the GM and Media Adviser.

**JOB DESCRIPTION:  
News and Public Service Director**

Is responsible, along with the staff, for setting goals for the radio station.

Directs and coordinates all news-gathering activities, such as the recording of student government election debates or lectures on campus.

Conducts recorded interviews "in the field" to be played on KDUP.

Oversees, records, produces and coordinates the scheduling of public service announcements to be played at regular intervals in KDUP's schedule.

In August, introduces himself/herself to all campus departments and distributes written contact info and procedures on recording a free public service announcement.

Produces at least one hour-long news program each week.

Recruits deejays to produce news-talk shows, debate shows, and interview programs.

Establishes cooperative working relationships with KDUP staff members and strives for coordinated efforts.

Attends all weekly meetings. Absences must be cleared in advance through the GM and Media Adviser.

### **NEWS REPORTER:**

Is responsible, along with the staff, for setting goals for the radio station.

Assists the News and Public Service Director with duties recording events on campus.

Produces approximately one news or feature segment per week using high journalistic standards of accuracy, balance, and fairness. News or feature stories can originate from on or off-campus events or issues. Segments will be produced electronically and played in the rotation on-air throughout the academic year, and may be replayed at any time.

Establishes cooperative working relationships with KDUP staff members and strives for coordinated efforts.

Attends all weekly meetings. Absences must be cleared in advance through the GM and Media Adviser.

### **JOB DESCRIPTION:**

#### **On-Call Web Engineer**

Is responsible, along with the staff, for setting goals for the radio station.

Ensures high-quality web operations; maintains and troubleshoots the computer systems running KDUP's web-streaming music.

Updates KDUP's web site regularly.

Regularly monitors the station's AM signal strength and quality. Notifies GM and Media Adviser of any problems.

## ***THE LOG***

### **I. PURPOSES**

- 1) to assure a historical record that accurately and fairly reflects in print, photos and graphics the entire academic year at the University;
- 2) to serve as a keepsake and reminder for students and members of the University community of their time at the University;
- 3) to serve as an educational laboratory for students to learn the ethics and skills of publication within the context of a Catholic community.

### **II. EDITORIAL RESPONSIBILITY AND FREEDOM**

The Log is owned and published by the University of Portland. The University, in delegating editorial responsibility to student editors, provides both editorial freedom and the ongoing financial support necessary for The Log to maintain its integrity of purpose.

The editorial freedom of student editors is governed by our University Catholic identity and the tenets of responsible journalism, such as the avoidance of libel, indecency, undocumented allegations, harassment, innuendo and attacks on personal integrity.

“The Code of Ethics of the Society of Professional Journalists” found in the Student Media Guide will guide The Log staff.

Editors will respect and consider the academic and religious traditions of the University and its community in balancing the coverage of campus life in the yearbook.

### **III. ASSESSMENT**

The editors and the Student Media Adviser will meet regularly to discuss progress on the book’s development. The Student Media Adviser will read and approve each page prior to publication.

The Student Media Committee or its subcommittee will meet as needed to offer advice and counsel.

### **IV. SELECTION AND TRAINING OF EDITORIAL POSITIONS**

The Student Media Adviser coordinates the selection process of the Editor in Chief of The Log during spring semester of the academic year. The Student Media Committee interviews the candidates and makes recommendations to the President, who appoints the Editor in Chief for the following academic year.

Editorial positions will be open to all full-time undergraduate and graduate students. Preference will be given to candidates with yearbook experience, strong writing and design skills and academic preparation in journalism.

An Editor in Chief designee without academic training in publication production and communications law may be required to take those courses (or appropriate directed studies) the summer prior to assuming the editorship. The Editor in Chief must have

been a full-time student at the University for a full academic year before assuming the position. Exceptions must have the approval of the Student Media Committee.

All paid staff members are required to participate in an orientation program coordinated by the editor under the direction of the Student Media Adviser.

## **V. OVERSIGHT**

Because the Student Media Committee is responsible for recommending the hiring of the Editor in Chief to the President, it also will have the authority to recommend dismissal to the President. If dismissal or review for gross negligence is considered, the Student Media Committee or its subcommittee will hold a hearing, review the matter and make a recommendation to the President. No Editor in Chief will be dismissed without benefit of due process as described above. Should, for any reason, an untimely vacancy in the Editor in Chief position occur, the Student Media Adviser will work with the Student Media Committee to recommend a new candidate to the President.

Under normal circumstances, The Log staff will accept public complaints concerning the publication's content. When appropriate, the Editor in Chief will respond to the complaint in writing. In the event a complaint is not resolved satisfactorily, it is referred to the Student Media Adviser. If the matter is not resolved, it may be forwarded to the Student Media Committee for review. After careful deliberation, the SMC will make a recommendation to the President of the University.

Guidelines for the Editor in Chief to oversee the performance of other Log staff are contained in "Personnel Guidelines for Student Media" found in the Student Media Guide.

## **The Log JOB DESCRIPTIONS**

### **The Log Editor in Chief Job Description**

#### **The Log Editor in Chief Shall:**

**To add:** At each meeting of the SMC, the General Manager will present a one-page summary of accomplishments, challenges and feedback related to the station's standing to date **xxxxxxx**

- A. Be responsible for all material appearing in the yearbook, and its appearance and form. He or she shall exercise sound judgment grounded in fairness and accuracy and the tenets of journalism to assure the yearbook truthfully and fairly reflects the entire academic year at the University in print, photos and graphics in as complete a manner as production schedules permit. In so doing, he or she will call on the Student Media Adviser for counsel and support.
- B. Attempt to present a balanced depiction of the University and all elements of the University community during his or her year of editorship to create a publication of accurate record, which is an acknowledged goal of the yearbook.
- C. Strive to produce a yearbook that is a valid representation of the University community during one year in its history. The Log is not a publication for

commentary nor a forum for personal opinions of any one part or portion of the community.

- D. Maintain an open mind and an open-door policy toward all elements of the University community while recognizing that the students are The Log's largest constituency. The editor shall personally, or through delegated staff, keep in close touch with all facets of the University and all constituencies.
- E. Establish goals at the beginning of his or her term in conjunction with the yearbook staff. He or she is expected to coordinate all facets of yearbook production (including senior portraits and yearbook distribution) and to meet all deadlines with the publishing company.

**With regard to personnel issues, the Editor in Chief shall:**

- A. Set occasional compensation for adjunct/supplementary staff after consultation with, and subject to the approval of, the Student Media Adviser.
- B. Foster an amicable working relationship with student services staff and with the communications faculty and students.
- C. Establish close and productive working relationships with campus services, the contract printer and other agencies providing production assistance and services. This can be done through judicious delegation of responsibilities to staff members and continuing supervision.
- D. Represent The Log as a non-voting member of the Student Media Committee. Meet with the SMC or its subcommittee for evaluation of the previous yearbook and consult during planning for the current year's publication.
- E. Maintain an effective working relationship with the Student Media Adviser in his or her role as a resource person and as a representative of the University. The will initiate weekly conferences with the Student Media Adviser.
- F. Work productively with the incoming editor during the weeks following that person's selection and appointment in order to fully acclimate him or her to the responsibilities of the position.
- G. Follow the "Personnel Guidelines for Student Media."

**The Log General Staff Positions**

**JOB DESCRIPTION:**

**Assistant Editor**

Is responsible, along with the Editor and staff, for setting goals and establishing a theme for the yearbook.

Assists in the overall management of the staff and helps the editor ensure complete coverage of the year's events in the Log.



Oversees distribution of the yearbook in early September. Arranges for distribution tables and manages the staffing of such tables at campus events (movies, concerts) and in The Commons. Tracks who has/has not picked up their yearbook. Makes arrangements for and monitors yearbook distribution at the Info Desk in the Pilot House. Distributes embossed copies to high-level administrators.

Is responsible for helping to manage, in consultation with the editor and Design Editors, the overall design of The Log yearbook.

Attends yearbook training sessions when possible.

Establishes cooperative working relationships with yearbook staff members and strives for coordinated efforts.

Assists the editor in reading and editing copy from the copy writers.

Writes photo captions.

Solicits photo submissions by campus individuals and groups through marketing efforts in residence halls and other areas on campus.

Performs an overall edit during pre-submission deadline weeks (about five times per year).

Attends all weekly meetings. Absences must be cleared in advance through the editor and Student Media Adviser.

## **JOB DESCRIPTION:**

### **Photographer**

Is responsible for taking high-quality photos as assigned by Log editors and copy writers (digital and film) for all sections of The Log. Re-takes photos when asked by editors to do so.

Supplies correctly-spelled names and a description of the action for each photo submitted (both digital and film) to the Assistant Design Editor and Assistant Editor.

Reserves his/her university-owned digital camera for Log use only and keeps the camera locked in the Log office when not in use (see Camera Release agreement).

Develops film and keeps organized photo files (negatives in hanging files and digital photos in computer photo files/folders).

Takes initiative to snap photos for The Log that are not specifically assigned.

Keeps tabs on supply levels and manages the purchasing of digital photo accessories, regular film, and film developing chemicals with approval of the Media Adviser

Maintains a good working relationship with the Photo Lab manager in Buckley Center.

Supplies processed negatives to the editors and Design Editors in a timely manner, and files digital photos from his/her camera into organized computer folders/files in a timely manner.

Attends all weekly meetings. Absences must be cleared in advance through the editor and Student Media Adviser.

**JOB DESCRIPTION:**

**Copy Writer**

Covers on-campus events for the yearbook as assigned by the editor and Assistant Editor. Writes copy using material gathered at the event and through interviews with participants.

Communicates with photographer assigned to the same event to coordinate coverage.

Works with the editor and staff to set goals and establish a yearbook theme.

Follows a standard style for his/her writing as determined by the editor.

In a timely manner, makes edits or completes rewrites to his/her copy after the editor and/or Assistant Editor has made editing marks and suggestions.

Attends all weekly meetings. Absences must be cleared in advance through the editor and Student Media Adviser.

**JOB DESCRIPTION:**

**Design Editor**

Is responsible, along with the editor and staff, for setting goals and establishing a theme for the yearbook.

Is responsible for the design and layout of all sections of The Log yearbook.

Is responsible for designing all templates for the yearbook, such as page numbers, and managing the overall “look” of the Log throughout the production process. This should be done in consultation with the editor, Assistant Editor, and Assistant Design Editor.

Attends yearbook design training sessions when possible.

Establishes cooperative working relationships with yearbook staff members and strives for coordinated efforts.

Directs efforts of the Assistant Design Editor. Works with him/her to select the best photos for the yearbook.

Checks for design consistency during pre-submission deadline weeks (about five times per year).

Attends all weekly meetings. Absences must be cleared in advance through the editor and Student Media Adviser.

**JOB DESCRIPTION:  
Assistant Design Editor**

Scans photo negatives from staff photographers. Manages and organizes photo files, including hanging file folders of already-scanned negatives and electronic photo files in the computer.

In consultation with the Design Editor, uses PhotoShop to enhance the quality of photos that will be used in the yearbook.

Designs a limited number of pages under the direction of the Design Editor and assists him/her as necessary.

Attends all weekly meetings. Absences must be cleared in advance through the editor and Student Media Adviser.

**PERSONNEL GUIDELINES FOR STUDENT MEDIA**

**NOTE:** For the purpose of these guidelines, “editor” refers to the Editors in Chief of The Beacon and The Log and the KDUP General Manager. “Staff member” refers to all salaried staff, e.g., section editors, directors, managers, reporters, photographers, etc.

**I. Job Description**

- A. A job description for each staff member is listed in the Student Media Guide, and shall be discussed by the editor with prospective employees prior to hiring, preferably in the presence of the Student Media Adviser.
- B. At the discretion of the Student Media Adviser, and in consultation with the editor, job descriptions may be altered temporarily to adjust to the needs of the organization. Such changes shall not constitute a precedent for future staff members holding the position. Any changes to a written job description will be provided by the editor to the staff member and Student Media Adviser in writing.

**II. Staff Evaluations**

- A. The editor shall make a mid-year written evaluation (and if necessary more regular evaluations) of the job performances of staff members she or he has appointed, with copies to the individual staffer and to the Student Media Adviser.
- B. The editor will set up individual conferences with individual staff members to explain these evaluations. The frequency of these evaluations is to be determined by the editor, in consultation with the Student Media Adviser. It is recommended that such conferences include the Student Media Adviser.

### **III. Disciplinary Procedures**

- A. Warning: If a staff member's job performance is judged to be inappropriate or unacceptable, the editor will call a meeting with the staff member, which the Student Media Adviser also shall attend. In an attempt to resolve the problem, a verbal warning will be issued by the editor.
- B. Probation: If a staff member's job performance continues to be inappropriate or unacceptable, the editor may recommend probation by written memo to the Student Media Adviser, with a copy to the individual staff member. At this time, the Student Media Adviser shall confer jointly with the editor and staff member. At the Student Media Adviser's discretion, probation may be given. If issued, probation would be outlined in writing, for a stated length of time, and would detail corrective action steps for the staff member to follow.
- C. Termination: If the staff member does not complete the terms of the probation, the Student Media Adviser would issue a formal notice of termination to the staff member, citing cause, with a copy to the student editor and Director of Student Activities.
- D. Automatic Termination: If a staff member commits an act that is determined by the Student Media Adviser or Director of Student Activities to be so egregious that it warrants automatic termination, written notification, citing cause, will be issued to the staff member with a copy to the student editor.

### **IV. Right of Appeal**

- A. Appeal of termination may be made in writing to the Student Media Committee within five business days.
- B. On receipt of the written appeal, the chair of the Student Media Committee will review the matter and issue a recommendation to the President.

## **PROFESSIONAL CODES OF ETHICS**

### **THE SOCIETY OF PROFESSIONAL JOURNALISTS CODE OF ETHICS**

Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and

comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice.

### **Seek Truth and Report It**

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information. Journalists should:

1. Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
2. Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
3. Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
4. Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
5. Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
6. Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
7. Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
8. Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
9. Never plagiarize.
10. Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
11. Examine their own cultural values and avoid imposing those values on others.
12. Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
13. Support the open exchange of views, even views they find repugnant.
14. Give voice to the voiceless; official and unofficial sources of information can be equally valid.
15. Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
16. Distinguish news from advertising and shun hybrids that blur the lines between the two.
17. Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

## **Minimize Harm**

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect. Journalists should:

1. Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
2. Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
3. Recognize that gathering and reporting information may cause harm or discomfort.
4. Pursuit of the news is not a license for arrogance.
5. Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention.
6. Only an overriding public need can justify intrusion into anyone's privacy.
7. Show good taste. Avoid pandering to lurid curiosity
8. Be cautious about identifying juvenile suspects or victims of sex crimes.
9. Be judicious about naming criminal suspects before the formal filing of charges.
10. Balance a criminal suspect's fair trial rights with the public's right to be informed.

## **Act Independently**

Journalists should be free of obligation to any interest other than the public's right to know. Journalists should:

1. Avoid conflicts of interest, real or perceived.
2. Remain free of associations and activities that may compromise integrity or damage credibility.
3. Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
4. Disclose unavoidable conflicts.
5. Be vigilant and courageous about holding those with power accountable.
6. Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
7. Be wary of sources offering information for favors or money; avoid bidding for news.

## **Be Accountable**

Journalists are accountable to their readers, listeners, viewers and each other.  
Journalists should:

1. Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
2. Encourage the public to voice grievances against the news media.
3. Admit mistakes and correct them promptly.
4. Expose unethical practices of journalists and the news media.
5. Abide by the same high standards to which they hold others.

*The SPJ Code of Ethics is voluntarily embraced by thousands of writers, editors and other news professionals. The present version of the code was adopted by the 1996 SPJ National Convention, after months of study and debate among the Society's members.*

## **THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION CODE OF ETHICS AND PROFESSIONAL CONDUCT**

Professional electronic journalists should operate as trustees of the public, seek the truth, report it fairly and with integrity and independence, and stand accountable for their actions.

### **Public Trust**

Professional electronic journalists should recognize that their first obligation is to the public. Professional electronic journalists should:

1. Understand that any commitment other than service to the public undermines trust and credibility.
2. Recognize that service in the public interest creates an obligation to reflect the diversity of the community and guard against oversimplification of issues or events.
3. Provide a full range of information to enable the public to make enlightened decisions.
4. Fight to ensure that the public's business is conducted in public.

### **Truth**

Professional electronic journalists should pursue truth aggressively and present the news accurately, in context, and as completely as possible. Professional electronic journalists should:

1. Continuously seek the truth.
2. Resist distortions that obscure the importance of events.
3. Clearly disclose the origin of information and label all material provided by outsiders.

Professional electronic journalists should not:

1. Report anything known to be false.
2. Manipulate images or sounds in any way that is misleading.
3. Plagiarize.
4. Present images or sounds that are reenacted without informing the public.

### **Fairness**

Professional electronic journalists should present the news fairly and impartially, placing primary value on significance and relevance. Professional electronic journalists should:

1. Treat all subjects of news coverage with respect and dignity, showing particular compassion to victims of crime or tragedy.
2. Exercise special care when children are involved in a story and give children greater privacy protection than adults.
3. Seek to understand the diversity of their community and inform the public without bias or stereotype.
4. Present a diversity of expressions, opinions, and ideas in context.
5. Present analytical reporting based on professional perspective, not personal bias.
6. Respect the right to a fair trial.

### **Integrity**

Professional electronic journalists should present the news with integrity and decency, avoiding real or perceived conflicts of interest, and respect the dignity and intelligence of the audience as well as the subjects of news. Professional electronic journalists should:

1. Identify sources whenever possible. Confidential sources should be used only when it is clearly in the public interest to gather or convey important information or when a person providing information might be harmed. Journalists should keep all commitments to protect a confidential source.



2. Clearly label opinion and commentary.
3. Guard against extended coverage of events or individuals that fails to significantly advance a story, place the event in context, or add to the public knowledge.
4. Refrain from contacting participants in violent situations while the situation is in progress.
5. Use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality or sensationalize events.
6. Use surreptitious newsgathering techniques, including hidden cameras or microphones, only if there is no other way to obtain stories of significant public importance and only if the technique is explained to the audience.
7. Disseminate the private transmissions of other news organizations only with permission.

Professional electronic journalists should not:

1. Pay news sources who have a vested interest in a story.
2. Accept gifts, favors, or compensation from those who might seek to influence coverage.
3. Engage in activities that may compromise their integrity or independence.

### **Independence**

Professional electronic journalists should defend the independence of all journalists from those seeking influence or control over news content. Professional electronic journalists should:

1. Gather and report news without fear or favor, and vigorously resist undue influence from any outside forces, including advertisers, sources, story subjects, powerful individuals, and special interest groups.
2. Resist those who would seek to buy or politically influence news content or who would seek to intimidate those who gather and disseminate the news.
3. Determine news content solely through editorial judgment and not as the result of outside influence.
4. Resist any self-interest or peer pressure that might erode journalistic duty and service to the public.
5. Recognize that sponsorship of the news will not be used in any way to determine, restrict or manipulate content.

6. Refuse to allow the interests of ownership or management to influence news judgment and content inappropriately.
7. Defend the rights of the free press for all journalists, recognizing that any professional or government licensing of journalists is a violation of that freedom.

### **Accountability**

Professional electronic journalists should recognize that they are accountable for their actions to the public, the profession, and themselves. Professional electronic journalists should:

1. Actively encourage adherence to these standards by all journalists and their employers.
2. Respond to public concerns. Investigate complaints and correct errors promptly and with as much prominence as the original report.
3. Explain journalistic processes to the public, especially when practices spark questions or controversy.
4. Recognize that professional electronic journalists are duty-bound to conduct themselves ethically.
5. Refrain from ordering or encouraging courses of action that would force employees to commit an unethical act.
6. Carefully listen to employees who raise ethical objections and create environments in which such objections and discussions are encouraged
7. Seek support for and provide opportunities to train employees in ethical decision-making.

*In meeting its responsibility to the profession of electronic journalism, RTNDA has created this code to identify important issues, to serve as a guide for its members, to facilitate self-scrutiny, and to shape future debate.*

*Adopted at RTNDA2000 in Minneapolis September 14, 2000.*

### **COLLEGE MEDIA ADVISERS CODE OF ETHICS**

Those who advise college and university student media have an obligation to demonstrate, by their example and teaching, the highest ethical and professional standards possible to those they advise.

**The adviser serves as:**

A professional journalist who has the skills and education required to teach all aspects of that particular medium;  
a professional educator who should explain and demonstrate, commend and critique, and urge students to understand their roles and responsibilities as journalists learning and applying their craft; and  
a professional manager who can provide sound fiscal and technological guidance to the staff as it conducts its business and journalistic operations.

**The adviser's personal code includes:**

A dedication to the goal for media to be accurate, fair, factual, unbiased and honest;  
a deep conviction that the adviser's role, by law, is to guide and advise, but not to censor or prohibit;  
an unyielding commitment to defend and uphold the student's constitutional rights under the First Amendment related to a full and vigorous freedom of expression without fear of prior restraint;  
the integrity to reject any situation or instance which might be construed as a conflict of interest to advising duties or which might violate any of the high ideals of the journalism profession;  
a determination to uphold the truth in dealing with students, colleagues, administrators, suppliers and the public;  
a commitment to encourage in staff members the goal to be as professional as possible through accurate reporting, thorough coverage, editorial opinion labeled as such and based upon verified fact, and a recognition of the public's right to know the truth;  
and an open door for consultation and advice.

**The adviser** teaches by example, by having a strong personal code of ethical values, by possessing journalistic skills and professional experience in the area to be advised and by being an understanding counselor who encourages high journalistic ideals in student staffs.

**CODE OF ADVERTISING ACCEPTABILITY**

The courts have upheld the theory that a newspaper does not have to accept any advertising that is offered to it.

To protect the interests of readers, listeners and advertisers, the University of Portland Student Media Committee adopted a code of advertising acceptability standards during the 1990-91 academic year that applies to all media under its jurisdiction. These standards serve to protect the reader and listener from the potentially harmful effects of misleading, inaccurate, fraudulent, doubtful or ambiguous representation, and dishonest or unfair competitive statements. These standards also serve to prevent the effects of questionable advertising from destroying reader and listener confidence in the media and in the good advertising that it carries.

The general standards that govern the acceptability of advertising by the Student Media Committee are outlined below. Public Service Announcements for KDUP are to be screened according to the same standards. With the 1961 production of The Log, the solicitation of advertising for future yearbooks was discontinued as matter of policy.

1. The SMC does not accept advertising that, in its judgment, contains attacks of a personal, sexist, racial or religious nature, or that reflects unfavorably on competitive organizations, institutions or merchandise. No advertising will be accepted that subjugates either sex to an inferior role.
2. The SMC does not accept any advertising that appears to contradict the institution's values and any advertising with subject matter that violates the standards of the University community. This includes such advertising that would promote abortion, artificial contraception, X-rated movies, academic dishonesty, or illegal activities or products such as alcohol, drugs or drug paraphernalia.
3. The SMC does not accept any advertising submitted in the expectation of receiving publicity in news or feature columns.
4. The SMC does not accept advertising that, in its judgment, might destroy the confidence of readers or advertisers. This includes advertising that is misleading or deceptive, or that grossly exaggerates or makes unwarranted claims.
5. The SMC does not accept advertising that evades or attempts to encourage the evasion or violation of any law, regulation or ordinance -- municipal, state or federal.
6. The SMC does not accept advertising that resembles news matter. If a type resembling standard body type is used, a border will be placed around the ad and the word "Advertisement" will be clearly defined at the top of the ad. Headlines shall not be a standard news headline type.
7. All ads that are written in a foreign language shall have at least an abbreviated translation of its contents in English to accompany the ad.
8. If telephone numbers are printed in the newspaper, written permission must be granted by the person who will be receiving the phone calls.

The ultimate authority in determining whether or not an advertisement or series of advertisements is acceptable resides with the publisher. This authority is delegated to the Student Media Adviser and through him or her to the Beacon Advertising Manager. At the discretion of the Advertising Manager or News Director, questionable advertising will be submitted prior to the publication/broadcast to the adviser. The adviser's ruling is final unless an appeal made to the SMC is granted. If the advertiser or interested group insists that the advertisement or type of advertising in question be submitted to the Student Media Committee for its consideration, then all appeals shall be considered by

the Student Media Committee within seven working days after the appeal is made. A decision of the Student Media Committee may be appealed to the President.

## **MODEL CODE OF ETHICS FOR STUDENT JOURNALISTS**

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1. **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 the vendor may be accepted if the primary purpose is for education or training of an agreement or contract.
2. **Gifts:** Gifts should not be accepted. Any gifts 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.
3. **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 the tickets are available on the same complimentary basis to non-journalists.
4. **Ownership of books, records, 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.
5. **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 the assignments or other staff editorial or business responsibilities or influences.
6. **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.
7. **Other off-campus or freelance media work:** Any free-lance work or work for an off-campus medium by a Student Media staffer requires prior approval of the Student Media Adviser. Permission may only be granted when the off-campus or free-lance work does not compete with Student Media work, when it is performed

on a staffer's own time and when it does not conflict in any way with the staff member's obligation to the University publication.

8. **Membership in campus organizations:** A Student Media staff person may not report on a campus organization of which he or she is a member or participate in any editorial or business decision involving the organization. Staffers may provide news leads to other staff members about the organizations to which they belong. Staffers should disclose their memberships to their supervising editor. Toward the goal of maintaining an independent press, a Student Media staff member should not be an elected or appointed member of student government.
9. **Outside activities, including political:** Political involvement, holding public office off-campus and service in community organizations should be considered carefully to avoid comprising 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 activity should not be assigned to cover any developments related to the activity or efforts by the respective group(s). 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 decisions involving family members or persons with whom they have financial, adversarial or close relationships.
11. **Use of alcoholic beverages while on assignment:** To avoid suspicion that a staffer's judgment, credibility or objectivity could be impaired by alcohol, a staffer (of legal age) should not drink -- or should only drink lightly -- while on assignment during a social setting, such as at a dinner or reception. 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 defined (verbally) as suggestive comments, innuendo, threats, insults, jokes about sex-specific traits, and sexual propositions; (non-verbally) as vulgar gestures, whistling, leering, suggestive or insulting noises; (physically) as touching, pinching, brushing the body, coercing sexual intercourse, or 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, a condition for compensation and/or 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 real harassment is found to have occurred. 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 a notation that wire stories were used to compile the story.
14. **Fabrication of any kind:** The use of composite character 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 the visual 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 as much as possible the dignity of the subject of a photograph without hindering the truth of the event.
18. **Reporting names, addresses of crime victims:** Staffers need to know the state laws governing the publication of information that will identify 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 disclosure 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 administration:** To maintain its watchdog role, a publication must remain independent. The publication should not take over any of the duties of any outside agency and cooperation or involvement in the work of such 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 a public authority is interfering with the staffer's ability to function 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 and/or the public's right to know about the lives of public persons. Persons who freely choose to enter public life as a celebrity or servant should expect a greater level of scrutiny of their lives than private persons -- even private persons who find themselves suddenly involved in public situations. Staffers should make judgments based on the real news value of a 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 persons who are involved in criminal activity or in court. Publishing intimate details, such as a person's health or sexual activities, should be done with extreme care and **only** if the facts are necessary to tell the story **and** are significant in terms of the public having a meaningful right to know.
21. **Profane, vulgar words, explicit sexual language:** The primary audience of a college publication is adults. Although they are not generally used for scholarly writing, profane and vulgar words are a part of everyday conversation and during the interview stage of news gathering, staffers may encounter subjects whose language fits that description. The staff may publish these words if the words are important to the situation -- the reality of life -- or if the words help establish the character of the interviewee. The staff also may decide to limit such references to prevent the offending 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. When writing about health issues, and to a limited extent, when writing about sex crimes, explicit references that are necessary to accurately describe sexual activity and human body parts and functions should be used, provided the language is not vulgar or that which is considered street slang.
22. **Sexist language:** Staffers will avoid sexist labels and language, using neutral terms and descriptions instead.
23. **Negative stereotyping:** Staffers will take care in writing to avoid applying 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 persons they interview and photograph. Some examples of



negative stereotypes: unmarried, black, teenage, welfare mothers; unemployed, alcohol-abusing 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; the identification should be made with great care so not to perpetuate negative group stereotyping. When identifiers are used, correct terms should be employed. Some examples: Hispanic, Jew, lesbian, Italian, person with AIDS (PWA), physically challenged, hearing impaired.
25. **False identity, stolen documents, concealed recording, eavesdropping:** In the normal course of reporting, staffers shall not represent themselves as anything other than representatives of the publication. In extraordinary circumstances, when an editor judges that the information cannot be obtained through any other means and the value of that information to the readers is crucial, the editor may authorize a misrepresentation. Staffers may not steal or knowingly receive stolen materials. Except in situations the editor deems as extraordinary, a staffer shall not record 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 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 consulted.
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 chance that physical, emotional or financial harm will come to the source if his or her name were revealed. The editor should have all of 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 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 should be established for corrections. Corrections should be clearly and prominently labeled. A magazine or yearbook published semi- or annually may want to publish a correction in a more frequently published medium, such as the student newspaper. Clarifications similarly should be labeled and published.
29. **Ownership of work:** Whether a staff is paid or a volunteer, the publication “owns” the published and unpublished work performed 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, as a voting group, top editors determine which entries will be selected to represent the publication 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 are awarded for their published work may personally 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?

### **POLICIES ON ACADEMIC STANDARDS FOR STUDENTS IN PAID POSITIONS IN THE STUDENT MEDIA**

1. Students applying for paid positions in Student Media should be in good academic standing at the time of application. Preference will be given to students who have a cumulative grade point average of at least 2.5. The Student Media Adviser should screen applications and may allow exceptions to this guideline, especially in circumstances involving illness or family emergency.
2. Any student in a paid Student Media position who is put on academic probation must meet with the Student Media Adviser. The Student Media Adviser has the option of requiring the student to resign from the paid position, if the time required to perform job duties hinders or jeopardizes the student’s academic focus. The Student Media Adviser will consider extenuating circumstances, such as illness or family emergency.

*Document adopted by the Board of Regents, May 1991. “Policies on Academic Standards for Students in Paid Positions in the Student Media” approved by the University of Portland President, May 16, 1994. Document revised by the Student Media Committee and approved by the University President, February 2006.*

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