

UNIVERSITY STUDENT MEDIA BOARD

Statement of Policy

Revision date: 05/02/2014

I. GENERAL PURPOSE

- A. The general purposes of the University Student Media Board (USMB) are:
 - 1. To act as the official representative of the publisher/producer of student publications/productions;
 - 2. To be responsible to the faculty;
 - 3. To keep the PLU community informed of student media activities;
 - 4. To oversee in an advisory capacity all phases of the operations of all student publications/productions;
 - 5. To provide an avenue for emerging student media outlets to be considered a part of the University Student Media Board;
 - 6. To be the guardian of freedom and responsibility of expression for the publications/productions by establishing appropriate policies for all officially recognized media produced primarily by and for the students of Pacific Lutheran University (PLU) under the auspices of the Board of Regents.
- B. The primary purposes of student media are:
 - 1. To provide outlets for student writing, graphics, photography, video, digital technology, and audio;
 - 2. To provide for the exchange of information and opinions;
 - 3. To record life at PLU;
 - 4. To offer students a professionalized media experience in an educational setting;
 - 5. To demonstrate awareness of and adhere to the PLU Code of Conduct, the USMB Code of Ethics (Appendix A), and the professional guidelines (Appendix B) prescribed to each individual outlet.

II. MEMBERSHIP

- A. Voting Membership
 - 1. No student shall serve simultaneously as a member of the USMB and serve as either a member of RHA and/or be a member of ASPLU Senate or executive team including ASPLU Directors.
 - a) Two students (2), appointed by the President of the Associated Students of Pacific Lutheran University (ASPLU) (with the approval of the ASPLU Senate) subject to the following qualifications:
 - (1) Neither of the appointed shall serve simultaneously as a member of the USMB and as a member of the editorial staff of any student media.

- (2) Students are eligible to be appointed by ASPLU regardless of relevant coursework, past involvement in media, or lack thereof.
 - (3) One of the two student representatives appointed by ASPLU may attend ASPLU Senate meetings to provide a student media report.
 - b) The student Editors/General Managers of LASR, Mast TV, The Mast, Saxifrage, and the Matrix. Outlets with Co-Editors or Co-General Managers will share one vote and will notify the USMB during each meeting which Co-Editor or Co-General Manager will be the voting representative.
 - c) The Public Relations Director;
 2. A designated faculty representative from the Faculty Campus Life Committee;
 3. The Director of the Center for Media Studies or a designated representative.
- B. Non-voting, Advisory Membership
1. Any Co-Editor or Co-General Manager of a student media outlet currently not serving as a voting member of the Media Board;
 2. Advisors to each student media outlet;
 3. An advisor from Information & Technology Services (I&TS);
 4. The Vice President for Student Life and Dean of Students or a designated representative;
 5. The University Student Media Board Advisor;
 6. The Assistant Director of Student Involvement and Leadership, Technology and Social Media;
- C. Duration of Term
1. ASPLU-appointed student members shall serve one-year terms in accordance with procedures governing student members on University committees. They may serve successive terms.
 2. A faculty member shall serve in accordance with the procedures governing the Faculty Campus Life Committee.
- D. General Rules
1. A quorum of five (5) voting members is required for the USMB to meet.
 2. All non-budgetary decisions made as a result of a vote must pass by a simple majority. Decisions involving budgetary concerns must pass by a two-thirds (2/3) majority.
 3. All voting and advisory members of USMB shall receive notice of each meeting at least two (2) days prior to said meeting and shall receive both the agenda and the minutes of all meetings.
 4. All meetings are open to the PLU Community except in the case of the voting members of the USMB entering an Executive Session.
 5. The voting members of USMB may exclude all advisory members and any others when meeting in Executive Session.
 6. In the event of a tie vote, the board will re-vote to break the tie.

7. Voting by email is permitted, if decided upon at a schedule USMB meeting, except on issues concerning budget, hiring, or the removal of a member from office.

E. Officers

1. Chairperson

- a) Shall be a voting student member elected at the last meeting of the academic year.
- b) Shall preside at all USMB meetings and be the primary spokesperson for the USMB.
- c) Shall vote only to break a tie and in hiring decisions.
- d) Shall call a meeting whenever necessary but at least once per month during the academic year.
- e) Shall be responsible for coordinating the hiring process, including calling for written applications from candidates for Editor/General Manager positions and the Public Relations Director position.
- f) Shall be responsible for maintaining, in conjunction with the secretary, USMB administrative files.
- g) Shall be responsible for coordinating a hearing in the case that a formal complaint is filed against the USMB at the direction of the USMB Advisor.
- h) Shall be responsible for providing a training session and relevant materials to inform and to train the new Chairperson.

2. Secretary

- a) Shall be a voting member elected at the last meeting of the academic year.
- b) Shall record minutes of all meetings of the USMB and make them available to all members at least two (2) days prior to the next meeting.
- c) Shall be responsible for maintaining, in conjunction with the chairperson, USMB administrative files.
- d) Shall serve as Acting Chairperson with full powers and duties in the absence of, or at the direction of, the Chairperson.

III. POWERS AND DUTIES OF THE USMB

A. USMB voting members have the authority and the responsibility to:

1. Uphold the USMB Code of Ethics (Appendix A) which shall govern student media;
2. Decide which student media shall exist and how often they shall publish or air;
3. Recommend policy governing student media;
4. Set qualifications for, seek applications for, and appoint the Editors/General Managers of student media. If necessary, take action to dismiss an Editor/General Manager;
5. Hire the Public Relations Director, all Editors/General Managers, and approve the selection of Business Managers;
6. Establish compensation for student staff members of all student media and a position statement for each compensated position;

7. Recommend advisors to student media for appointment by the University President;
8. Approve production plans and budgets of all student media after receiving allocations from the general fund of the University through the budget of the Office for Student Life, but wholly separate from the allocation for ASPLU;
9. Approve the distribution of funds in the media holding account and among the student media by reviewing and recommending budget requests, and by examining financial reports of the student media;
10. Approve the awarding of all contracts connected with the production of student media;
11. Meet at least once per month, as determined by the Chairperson and the USMB;

IV. EDITORS/GENERAL MANAGERS

A. Selection and Application Process

1. The Chairperson shall call for written applications for the positions of Mast TV and LASR General Managers, and The Mast, Saxifrage, and The Matrix Editor(s) for the following academic year by March 1 and for the spring semester by November 1. If these dates fall on a weekend or a university break, the following Monday shall be the deadline.
2. Candidates shall submit applications to the USMB Chairperson by March 15 for full-year and fall semester positions, or by November 15 for spring positions. If these dates fall on a weekend or a university break, the following Monday shall be the deadline.
3. Applications shall include:
 - a) Cover letter specifying experience in appropriate media, goals and objectives, and plans for work and study during the term of office;
 - b) Resume;
 - c) Samples of published writing, art, scripts, videography, or other relevant work;
 - d) Two (2) letters of recommendation, at least one of which shall be from a faculty member, but neither of which shall be written by an advisor of the student media outlet applied for.
4. USMB members may seek applications from qualified individuals who have not applied.
5. USMB shall interview all applicants within two (2) weeks following the application deadline. USMB shall notify applicants of an interview appointment at least 48 hours prior to the appointment.
6. Selections require a three-fifths (3/5) majority of USMB.
7. USMB is not bound to select any of the applicants.
8. If applicants are not forthcoming, USMB may appoint an Editor/General Manager for the remainder of the semester or academic year, as determined by the board.

Such appointments will be held to the same qualifications of USMB Editors/General Managers. In the event of a vacancy during the academic year, the USMB may appoint an Interim Editor/General Manager for a maximum of one semester to be reviewed by the Board at the end of the semester.

9. Editors/General Managers will be held to the same qualifications as other USMB Editors and General Managers.
10. The USMB Chairperson shall notify all applicants via email within 1 business day of the hiring decision.

B. Qualifications

1. The Editor/General Manager of each student media shall:
2. Have a 2.5 minimum cumulative grade point average at the time of selection;
3. Be enrolled throughout the semester for a minimum of twelve (12) semester hours and maintain a 2.5 minimum cumulative and semester GPA during tenure in office;
4. Have demonstrated past ability to provide leadership and use sound judgment.

C. Powers and Duties of Editors/General Managers

1. Administer all aspects of the media, including reporting, writing, layout design, printing, advertising, photography, editorial decisions, circulation, production, videotaping, recording, and editing;
2. Assume full responsibility for any material published or aired in their respective media, and answer any complaints against their respective media;
3. Submit a budget to the USMB by April 15 and a proposal for staff organization (including titles, job descriptions, lines of authority and a schedule for staff training) by the last meeting of the USMB preceding the end of the academic year of appointment. Appointees for spring semester positions shall submit this information by the last fall meeting of the same academic year of appointment;
4. Submit to USMB, by October 1 (March 1 for spring positions), the names of those on staff, a comprehensive plan for production, and a finalized budget proposal. The Editor/General Manager will also submit an updated budget to USMB within the first two (2) weeks of the spring semester, and shall be responsible for providing regular budget updates to the Board throughout the year;
5. In conjunction with the USMB Advisor and an advisor from Information
6. & Technology Services, prepare and issue requests for contractual bids for equipment and service;
7. Be responsible with the Business Manager (if appropriate) for the financial operation of the student media;
8. Work with the Public Relations Director to develop and implement effective promotions and outreach strategies;
9. Be responsible for the accuracy, completeness, and overall quality of the media; and in conjunction with the advisor, review the appropriateness of material for publication/airing, including techniques used in gathering information;

10. Ensure that the publication/production is properly equipped and that adequate space is provided for production;
11. In conjunction with Student Media Outlet Advisors, maintain professional contact with journalistic organizations outside the campus and with members of printing trades, publishing firms, television productions, radio productions, and similar operations on other campuses;
12. Serve as a voting member of the USMB. Co-Editors or Co-General Managers will notify USMB during each meeting which Co-Editor or Co-General Manager will be the voting representative);
13. Ensure that the policies of USMB are known and implemented.

V. PUBLIC RELATIONS DIRECTOR

A. Selection and Application Process

1. The Chairperson of the USMB shall call for written applications for the position of Public Relations Director for the following academic year by March 1, and for the spring semester by November 1. In the event of an unexpected vacancy, USMB shall seek to fill the position as soon as possible. If these dates fall on a weekend or a university break the following Monday shall be the deadline.
2. Candidates shall submit applications to the USMB Chairperson by March 15 for a full-year or a fall semester position, or by November 15 for a spring semester position. If these dates fall on a weekend or a university break the following Monday shall be the deadline.
3. Applications shall include:
 - a) Cover letter specifying public relations experience, goals and objectives,
 - b) and plans for work and study during the term of office;
 - c) Resume;
 - d) Samples of related projects, campaigns, writing samples, social media presence;
 - e) Two (2) letters of recommendation, at least one of which shall be from a faculty member, but neither should be written by the USMB Advisor.
4. USMB members may seek applications from qualified individuals who have not applied.
5. The USMB shall interview all applicants within two (2) weeks following the application deadline. The USMB shall notify applicants of an interview appointment at least 48 hours prior to the appointment.
6. Selections require a three-fifths (3/5) majority of the USMB.
7. The USMB is not bound to select any of the applicants.
8. If applicants are not forthcoming, the USMB may appoint a Public Relations Director for the remainder of the semester or academic year, as determined by the Board. In the event of a vacancy during the academic year, the USMB may appoint an Interim Public Relations Director for a maximum of one semester as determined

by the board. The Interim Director will be held to the same qualifications as the Public Relation Director.

9. The USMB Chairperson shall notify all applicants via email within one business day of the hiring decision.

B. Qualifications

1. Have a 2.5 minimum cumulative grade point average at the time of selection;
2. Be enrolled throughout the semester for a minimum of 12 semester hours and maintain a 2.5 minimum cumulative and semester GPA during tenure in office;
3. Have demonstrated past ability to provide leadership and use sound judgment.

C. Powers and Duties of the Public Relations Director

1. Communicate with each outlet to plan effective and creative publicity and promotional campaigns for their publications/productions, projects, and events;
- 2.
3. Work in conjunction with the Assistant Director for Technology and Social Media to update common website and social media platforms.
4. Maintain open communication with ASPLU and the Residence Hall Association (RHA) through regular contact with their Communications/Public Relations Directors;
5. Serve as a voting member of the USMB;
6. Ensure that the policies of the USMB are known and implemented.

VI. ADVISORS

A. Powers and Duties of the USMB Advisor

1. The USMB Advisor shall:
2. Ensure that all USMB members have access to the University Student Media Board Statement of Policy;
3. Secure official verification from the University Registrar that each candidate and is eligible for USMB membership;
4. Receive any written complaints concerning student media;
5. Meet regularly with the editor/general manager, business manager, and appropriate University officials to supervise the financial operations of the publication/production. These operations include preparing the budget, making major purchases, preparing and requesting contract bids, reviewing bids, negotiating and signing contracts with suppliers and publishers, administering payroll, and other relevant concerns;
6. Co-sign (along with the Editor/General Manager, or Business Manger when applicable) all disbursements, including check requests, compensation, and advertising commissions.

B. Powers and Duties of the Assistant Director of Student Involvement and Leadership, Technology and Social Media.

1. The Assistant Director of Student Involvement and Leadership, Technology and Social Media shall:
 2. Assist the USMB and student media outlets with technologies for web content management;
 3. Support the implementation of software products to student leaders in student media;
 4. Serve as a liaison between the USMB and other University departments;
 5. Attend all USMB meetings;
 6. Meet regularly with the Chairperson;
 7. Promote university-wide social media leadership development opportunities to all members of student media;
 8. Collaborate with Student Media Outlet Advisors to provide appropriate resources for new social media technologies.
- C. Powers and Duties of Student Media Outlet Advisors
1. Ensure that their media outlet receives regular, structured opportunities for ongoing education, practice, and evaluation for the medium;
 2. Meet regularly with the Editor/General Manager(s) and Business Manager of the outlet to develop a management and staff structure, staff job descriptions, and a production schedule;
 3. Meet regularly with the Editor/General Manager to facilitate the achievement of the Editor's/General Manager's goals, discuss areas of weakness and develop strategies to overcome these weakness, review student staff job performance, and anticipate the help solve problems as they arise;
 4. Meet regularly with the Editor/General Manager in order to discuss specific issues of conflict or controversy; provide counsel, inform and clarify issues regarding appropriateness of material for production/publication. This is not to be construed as a censorship role;
 5. Keep the Editor/General Manager advised of USMB policies;
 6. Maintain contact with journalistic organizations, with advisors in similar operations on other campuses and with members of the printing/broadcast trades, publishing firms, and radio and television productions;
 7. Seek ways to incorporate course assignments into student media processes and publications;
 8. Serve as an advisory member of the USMB;
 9. Identify for the USMB important criteria for selecting the Editor/General Manager;
 10. Assist students in developing a plan for collaborating with other student media outlets as appropriate, and identifying pathways towards converging the content and practices of current student media platforms;
 11. Schedule a regular meeting with staff, in which the staff and the Student Media Outlet Advisor review and discuss previous content;

13. Assist with advertising and promoting the deadline for applications for Editors/General Managers for the upcoming academic year, review applications, and offer advice.
- D. Qualifications and Selections of Student Media Outlet Advisors
 1. Advisors to student media shall be PLU faculty or staff members with appropriate expertise.
 2. The advisor shall, when possible, have familiarity with all aspects of the medium, including reporting, writing, layout, design, finances, printing, advertising, photography, videography, recording, production, and management.
 3. In addition to the general advisor, the USMB may also recommend technical advisors with specific professional expertise.
 4. The USMB shall recommend Student Media Outlet Advisors for appointment by the University President.
 5. Advisors shall serve for one academic year and may be reappointed.
 - E. Compensation
 1. Compensation, if any, shall be determined in consultation with the department or administrative office with which the advisors are most directly associated.

VII. REVIEW OF MATERIAL

- A. Procedure for All Material
 1. The Editor/General Manager shall review all pre-produced and live material in connection with the PLU Code of Conduct, the USMB Code of Ethics (Appendix A), and each outlet's professional guidelines (Appendix B).
 2. The Editor/General manager shall submit to the USMB staff and volunteer job descriptions that includes the type of pre-produced and live content not allowed for publication/production without prior approval by the Editor/General Manager.
 3. The Editor/General Manager shall present to the Student Media Outlet Advisor all material which may be questionable. If necessary, the advisor shall ask that a meeting of the USMB be called to review the material in question.

VIII. COMPLAINTS

- A. The purpose of the complaint process:
 1. Maintain accountability to the PLU community and uphold the duties and responsibilities of the members of the USMB as outlined in this document;
- B. Filing
 1. The USMB encourages PLU community members to submit their concerns regarding student media to the involved Editor/General Manger prior to filling a formal complaint to the USMB.
 2. Any PLU community member with a formal complaint against any student media outlet or the USMB shall submit that complaint in writing to the USMB Chairperson and the USMB Advisor.
 3. The complaint must specify the precise nature of the objection and be signed.

4. In the case that a complaint is filed against the Chairperson, the Secretary shall
 5. act as Chairperson in facilitating the complaint process.
- C. Response
1. The USMB shall decide in Executive Session, excluding the Editor/General Manager of the outlet against which the complaint is filed, whether to have the complaint resolved internally by the appropriate outlet(s), to dismiss the complaint, or to investigate the complaint.
 - a) Internal Resolution of Complaint
 - (1) The Chairperson shall notify the complainant that the USMB has decided to hand the issue over for the respective outlet(s) to resolve internally.
 - (2) The complaint shall be given to the respective Editors/General Managers of the outlet(s) to handle at their own discretion;
 - (3) The outlet(s) in question must have a progress report/update for the USMB at subsequent meetings detailing the steps they are taking to handle the issue until the issue has been resolved.
 - b) Dismissal of Complaint
 - (1) If the USMB decides not to hear the complaint in question, the Chairperson will inform the complainant and the complaint recipient the USMB's justification for the dismissal of the complaint.
 - c) Investigation of Complaint
 - (1) The Chairperson shall inform the complainant of the decision made by the USMB to investigate a complaint following, but no later than 1 business day after the Executive Session. The USMB will make a list of information or evidence to be gathered, and a list of involved parties with whom it may be important to consult/ask questions.
 - (2) The Chairperson shall publicly announce the hearing date.
 - (3) The USMB shall hear the complaint in a public session no sooner than six (6), nor later than fifteen (15), school days following the Chairperson's receipt of the complaint.
 - (4) The complainant shall read the complaint to the USMB at the hearing and be available to answer questions from USMB members.
 - (5) The Editor/General Manager(s), staff member(s) involved, and appropriate outlet advisor(s) shall also appear before the USMB to hear the complaint, answer questions from USMB members, question the complainant and present a formal response.
 - (6) At the conclusion of the hearing, the USMB shall adjourn and reconvene in executive session to discuss the complaint and its

response. The complainant and Editor/General Manager(s), staff member(s), and outlet advisor(s) involved shall remain available for additional questions.

- (7) The USMB shall provide a written record of its decision and the reasons for its decision to the complaining party, the Editor/General Manager(s), the outlet advisor(s) involved, and the Vice President for Student Life and Dean of Students within 2 business days following the hearing.
- (8) The USMB's decision to investigate a complaint may include, but is not limited to the following consequences:
 - (a) Take no action against the Editor/General Manager;
 - (b) Reprimand the Editor/General Manager in writing;
 - (c) Censure the Editor/General Manager in writing
 - (d) for period of time not to exceed one academic semester, during which time the Editor/General Manager shall not receive compensation;
 - (e) Remove the Editor/General Manager from office;
 - (f) Recommend the Editor/General Manager suspend or fire a staff member.
 - (g)
 - (h) Recommend action by Student Rights & Responsibilities.
The USMB may select this option in addition to, or in place of, any other sanction.
- (9) Any decision made for the above consequences require a two-thirds (2/3) majority of voting members present.

D. Removal from Office

1. The USMB may remove an Editor/General Manager from office only in extreme cases as voted on by the USMB. Grounds for dismissal shall include, but are not
2. limited to:
 - a) Failure to comply with the USMB Statement of Policy;
 - b) Gross incompetence and/or negligence;
 - c) Willful and/or repeated violations the USMB Code of Ethics (appendix A) and/or each outlet's professional standards (Appendix B);
 - d) Gross and deliberate misuse of funds.
3. The USMB may not remove an Editor/General Manager from office without providing specific charges for removal in writing and an opportunity for the Editor/General Manager to present a defense before the USMB. That defense may include help from an outlet advisor, the right to challenge testimony, and the right to question any complaining party.

E. Appeal

1. Any decision of the USMB may be appealed to the Vice President for Student Life and Dean of Students. The appeal shall include a copy of the original complaint, the decision of the USMB, and a written statement of the grounds for appeal. This appeal must be filed with the Vice President for Student Life and Dean of Students within 2 business days (excluding weekends and holidays) of the USMB decision.
2. The appeal shall be limited to a review of the original hearing. New evidence will be submitted to the USMB for reconsideration only if it is relevant and was unobtainable at the time of the original hearing.
3. The decision of the Vice President for Student Life and Dean of Students regarding the appeal shall be final.

IX. SUSPENSION OF THE MEDIA

- A. The Vice President for Student Life and Dean of Students may:
 1. Suspend any student media;
 - a) Notify the USMB at least five (5) school days in advance of such
 - b) suspension;
 - c) Specify the reasons for suspension;
 - d) Provide an opportunity for the Editor/General Manager and Student Media Outlet Advisor to appeal the suspension.

X. APPROVAL AND AMENDMENTS

- A. The USMB shall review this Statement of Policy in conversation with appropriate constituents by the end of each spring semester and propose revisions as necessary.
- B. This document and any amendments shall become effective upon approval by the recommendation of the Vice President for Student Life and Dean of Students, endorsement by President's Council, and by adoption by the University President of Pacific Lutheran University.

Followed by Appendix A and B.

Revision: April 2014

Approved: May 2, 2014

By the Board of Regents

Laura F. Majovski, Ph.D.

Vice President for Student Life and Dean of Students

APPENDIX A

Code of Ethics of the University Student Media Board

1. Honesty & Integrity
 - a. We shall hold ourselves to the highest standards of ethical conduct, honesty, and integrity in everything we do.
 - b. We shall act in the best interest to uphold the mission of the outlets, of the USMB, and of PLU.
2. Accountability
 - a. We will stay accountable to our staff, our student media peers, members of the USMB, and our audience within and outside of the PLU community.
 - b. We shall be responsible for our actions as representatives of PLU, of the USMB, and of our student media outlet.
 - c. Beyond state and federal laws, we reference and adhere to the Student Code of Conduct when conducting ourselves as advocates of student media and the USMB.
3. Respect
 - a. We will treat our peers in student media, staff, advisors, media audience, PLU, and the earth with the utmost respect and civility.
 - b. We will not discriminate based on race, ethnicity, national origin, color, sex, sexual orientation, gender identity or expression, age, political belief, religious beliefs, or mental or physical disability.
4. Minimizing Harm
 - a. We will be conscientious of the potential consequences of our actions and our content.
5. Accuracy
 - a. We will publish work that is truthful and accurate.
6. Representation
 - a. We shall represent our outlet's goals and our outlet's audience.
 - b. We shall represent the PLU community through our outlets.

APPENDIX B

Professional Guidelines of University Student Media Outlets

1. The USMB refers to the following Professional Guidelines as resources for publication standards and industry exemplars:
 - a. *Society of Professional Journalists Code of Ethics* (<http://www.spj.org/ethicscode.asp>) for the Mast and Mast TV;
 - b. *National Public Radio (NPR) Guiding Principles* (<http://ethics.npr.org/wp-content/uploads/2012/02/NPR-Guiding-Principles-2.22.2012-Final-Edition.pdf>) for LASR;
 - c. *Committee On Public Ethics (COPE) Guidelines* (<http://publicationethics.org/resources/guidelines>) for Saxifrage & The Matrix