

# **NUBIAN**MESSEGE

**STAFF MANUAL  
2018-2019**

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# About Us

## Mission Statement

Nubian Message shall be a media representative of the Afrikan-American voice at North Carolina State University. Nubian Message will be a newspaper publication in which people can learn about different aspects of Afrikan-American culture, as well as other cultures. The periodical will be a source of useful information for all students by reporting on events, topics and views that are relevant to the NC State community.

## Contact Information

Editor-in-Chief	Keilah Davis	nubian-editor@ncsu.edu
Managing Editor	Kennysha Woods	nubian-managingeditor@ncsu.edu
Editorial Advisor	Ellen Meder	ewmeder@ncsu.edu

## Our History

In March 1992, students from NC State joined UNC-Chapel Hill to demand a free-standing black cultural center. The following protests and demonstrations received national media attention and sparked conversations on race and separatism across college campuses.

During a Student Government forum in September 1992, black students at NC State criticized university leadership for neglecting the promise to create a free-standing African American Cultural Center. The next day, Technician published an opinion column by Steve Crisp that referred to members of the Black Awareness Council (BAC) as “Ku Klux Blacks.” In the Campus Forum section of the same issue, Jeff Rom called the BAC “a bunch of terrorists.”

Two days later, over 200 students gathered in the Brickyard and burned Technician newspapers to protest the racially-biased stories and the lack of African-American perspectives.

Nubian Message published its first issue on November 30, 1992 with the following letter from founder and Editor-in-Chief Tony Williamson:

To All My Nubian Brothers and Sisters – “What’s Up?”

I am proud to present to you the first issue of “The Nubian Message,” NCSU’s first African-American newspaper. It’s been a long time coming, but we’re finally here and yes, we’re here to stay!

Despite the enthusiasm most of us have regarding the newspaper, there are many people, all different racial groups, who either do not understand the purpose of the newspaper, or are simply totally against it. Realizing that we can’t please everyone (nor will we ever attempt to), I hope that I can reach some of these people by explaining briefly the reasons for creating and the purposes of “The Nubian Message.”

As many people know, African American students across the country have been speaking out against what we feel to be unfair conditions on our campuses. At N.C. State, one of our main concerns has been unfair and unjust media coverage of the African American community on this campus. As hard as we have tried, our cries for justice have not been heard and our proposed

solutions to our media problems have not been accepted thus far. Rather than sit around and wait for some fair coverage by that other paper on campus, “The Nubian Message has been created to represent the African American community at NCSU totally, truthfully, and faithfully. In doing so, we shall cover every aspect of African-American life at NCSU.

The vision I have for this newspaper, which is shared by everyone involved with it, is ambitious, but not unrealistic. The Nubian Message should and will be the media voice for African – Americans at N.C. State. It will be a publication in which people can learn about different aspects of our culture, as well as find useful information about State’s campus. With the concentrated efforts of our people, this vision can become a reality very soon.

Finally, it is important that everyone realize that this newspaper is not a racist publication. We are not seeking superiority, nor segregation; all we want is an equal voice on this campus and with the *The Nubian Message*, the door is open for us to have that voice.

In March 1994, NC State Student Media officially recognized Nubian Message as a permanent member, supplying the paper with funding and advisory support.

Nubian Message is currently a biweekly publication and one of five student-run outlets within NC State Student Media.

# Code of Ethics

All Nubian Message staff—paid and volunteer—will comply with the NC State Student Media [Code of Ethics](#) included below.

## CODE OF ETHICS OF NC STATE STUDENT MEDIA

The goal of any journalist – whether a reporter, a photojournalist, a designer or an editor – is to seek truth and publish it.

To guide the journalist in seeking the truth, the NC State Student Media has a Code of Ethics – an outline for standards of conduct and moral judgments – that is designed to protect and strengthen the publication’s journalistic integrity and credibility. Whether it’s a question of accepting a gift or an issue of source anonymity, the Code of Ethics provides the reporter with guidelines and sets the track for ethical soundness.

For example, journalists must avoid conflicts of interest, whether the conflicts are real or simply perceived. Journalists always must strive for accuracy in everything they do. Deceiving or misinforming the reader, deliberately or accidentally, is one of the worst sins in journalism. Factual errors and conflicts of interests erode and cripple a publication’s credibility as a source of news and opinion. Therefore, journalists need to follow a Code of Ethics to preserve and to build their publication’s credibility.

The Code of Ethics is an ever-evolving reference document with which every staff member should be knowledgeable. The editor of the publication retains the final judgment on all ethical questions, and ultimately, the editor shoulders the consequence of unethical practices.

This Code of Ethics is not meant to replace the professional codes of the Society for Professional Journalists, the National Press Photographers Association or other professional media-related associations. Instead, it’s meant to supplement them.

### Privileges

*Free food* — Reporters should make every effort to pay for their own food at events that they are covering. It’s acceptable to participate in a meal or refreshments provided at an event if all media receive the same treatment.

*Free travel* — Reporters may not accept free or discounted travel arrangements to events they will be covering. The Student Media will pay for all properly-authorized travel. There are two exceptions to this rule. Reporters and photographers covering out-of-town play-off games may ride on the team charter when invited and when no other mode of transportation is available but will pay for such travel. Reporters or photographers traveling on assignments that need military protection may make use of military transportation as necessary.

*Free tickets and passes* — Reporters may accept tickets and passes to events that they plan to cover for Student Media. It is unacceptable to use such passes for personal use.

*Gifts* — Reporters should not accept gifts, unless the gift has an estimated value less than \$10. If the gift has significant monetary value, the reporter should send it back to the sender or donate it to charity. If a reporter accepts an insignificant gift, all subsequent gifts from the same sender should be sent back or donated to charity. Any material given for review immediately becomes property of Student Media.

### **Conflict Of Interest**

*As a member of a club, organization or team or as a family member or friend* — Student Media employees will not cover an event that is organized by, supported by or related to a club, organization or team in which they or their immediate family member is a member or candidate for membership. Staff members will decline all assignments that involve their family, friends, roommates and any organization or company of which they are a member, an employee or a volunteer. Likewise, staff members should not cover a person or entity that they have publically decried or protested as a private citizen. This includes reporters, photographers, videographers, DJs and editors. Such staff members may, however, consult with the other staff members assigned to such a story, but should hold no decision-making or editing power over such a story or decisions on whether such an assignment should be made.

*As candidates for any elected office in Student Government or any other campus-wide elected office* — Employees must suspend their work at Student Media through the duration of the campaign, as defined by Student Government or the organization holding elections, including any run-offs for that position. Staff members may resume their work at Student Media once the elections are complete, but may not take assignments related to that position or those elections.

*As a reporter writing opinion pieces* — No Student Media employee may do both objective news coverage and editorial commentary on a single issue, person or event, with the exception of sports reporters who routinely cover the same sports and teams. That is not limited to editorial commentary in Student Media publications, but also all other publications, media outlets, blogs, social media platforms and means of publishing commentary, even if it is not 100 percent accessible to the public. A person may, however, contribute to the discussion or writing of an unsigned editorial if they are on a publication's editorial board and cover the topic objectively.

### **Reporter Identification**

Reporters should identify themselves to potential sources before the start of an interview. A reporter may only misrepresent his identity while on the job under one of two circumstances, both with the express knowledge of the section editor involved and the editor.

A reporter may misrepresent his identity if conducting a restaurant, a theater or some other type of review, where his or her presence being known may affect the outcome of the review.

An editor may allow a reporter to misrepresent his or her identity if the information at stake is unobtainable any other way, and it is vital to the coverage.

## **Source Requests**

Sources will never be invited to review or edit work before it is published. Also, reporters will never pre-submit questions for an interview. A source has the right to deny an interview at any time. A reporter may discuss what another source said about a given topic with another source he is interviewing. Reporters, however, are not obligated to discuss what other sources said.

## **“Off-the-record” And “Not-for Attribution” Information**

Information given to reporters “off the record” will not be used directly in the story. Information given as “not for attribution” may be used by reporters in the story. However, the information should not be directly linked to the source. The reporter may write “a professor in the Department of English said,” or “a starting member of the football team said.” The reporter will promise neither “off-the-record” nor “not-for-attribution” privileges to a source without the express permission of the editor.

## **Source Anonymity**

Reporters are to use a source’s first and last name in all cases not forbidden by law, unless the reporter makes a compelling case for preserving a person’s anonymity and is given express permission from the outlet’s editor-in-chief or station manager to quote the source anonymously.

## **No Response Sources**

If reporters take legitimate and appropriate measures to contact a source, and the source does not return their inquiry, then the reporters may write either “declined to comment,” “would not respond” or “was unavailable for comment.” The verb “refused” should only be used in such a setting with the permission of an editor and only when the source directly refused to comment.

## **Corrections**

All Student Media are obligated to correct any error they make as soon as possible, no matter the level of consequence for the error. The corrections should be in a fixed, consistent location in the publication. [CLICK HERE](#) for Corrections Policy.

## **Attribution**

All information from sources, including official documents, books, letters and emails, other articles and websites, should be attributed.

## **Use Of Profanity**

As student media, we have great leeway in regard to what we print. However, as representatives of NC State University and the Student Media, and as students, we have certain

responsibilities, one of which is to maintain a certain standard of professionalism. We have a responsibility to our readers — the students, faculty and staff and members of the surrounding community — to report the most accurate and nonbiased information we can possibly obtain.

To maintain and build our reputation, the media we produce should maintain high standards, standards reflective of the community in which we operate. To that end, the Student Media should not allow free rein when deciding what words are fit to publish and what words are not.

The Student Media will publish “crap,” “hell,” and “damn” only when in direct quotations and only when absolutely necessary for understanding the concept. Publications will use these words in opinion columns, features stories and commentaries only when the word is necessary for understanding or emphasis of a concept. Excessive cursing as an attempt at humor will not be tolerated.

Media outlets will not publish any other words considered profane or obscene. In the case of such a word appearing in a quotation, the word will be edited at the discretion of the editor. If it is decided that the word will remain, only the first letter will be printed, followed by hyphens for each of the remaining letters, i.e., “f—.

If the word appears in a column, story or commentary by a staff reporter or guest writer, the word will be substituted with an appropriate word or phrase, keeping as close to the writer’s original meaning as possible. Racial slurs will not be published unless their presence is merited by the content of the story, and in that case, only when the slur appears in a direct quotation and in context.

The editor will have final say regarding all profanity and racial slurs that appear in publication.

### **Other Work**

Some Student Media employees may have another, non-media job, so long as there are no conflicts with their responsibilities for Student Media. Such employment may not conflict with Student Media, University, state or federal policies, rules or laws. The employee should let his or her editor know of any potential conflicts of interest immediately.

Employees may work for more than one on-campus publication, as long as they don’t hold salaried (i.e. paid monthly) positions in more than one publication.

Employees may freelance for off-campus media, as long as they do not cover the same event for both publications, and the off-campus obligations do not conflict with the employee’s commitment to Student Media. No University equipment may be used for such assignments.

### **Open Meetings & Open Records**

North Carolina Law says media have access to most state-, local- and university-government meetings and records. Reporters should be knowledgeable of such laws and exercise them while reporting.

# Nubian Message Staff

Anyone may submit a Letter to the Editor or an opinion column to be published at the discretion of the Editor-in-Chief. Publication is not guaranteed. Only NC State students may be hired as staff members.

Students interested in joining the staff must meet the following requirements:

- Be a full-time NC State student
- Maintain a minimum 2.0 cumulative GPA
- Be in good standing with Student Conduct
- Complete the appropriate correspondence requirements

The Student Media Board of Directors selects the Editor-in-Chief through an application process outlined in the [Top Leaders Appointment Policy](#). The Editor-in-Chief then chooses the editorial staff.

## Staff Positions

All staff members must understand the mission of the Nubian Message, and uphold a sense of responsibility to their readers. In general, all staff members should:

- Attend weekly staff meetings
- Generate and share story ideas regularly
- Have strong sense of honesty and ethical integrity

## Editor-in-Chief

The Editor-in-Chief is the highest-ranking member of the newspaper staff. They are ultimately responsible for all Nubian Message content. The EIC acts as the official representative for the publication at meetings with administrators, faculty, community and media. It is the EIC's responsibility to ensure that all tasks, from planning to distribution, are completed. This is a paid position.

Specific duties:

1. Responsible for the editorial quality of the paper in all aspects, including accuracy, reporting, writing, photography, design and art.
2. Recruits a staff of qualified students to write, photograph, edit and produce editorial content for Nubian Message.
3. Assists the Editorial Advisor in providing a continuing training in areas such as writing, reporting, editing, ethics, and design, as well as routine procedures.
4. Serves as a contact with the public, including answering criticism and speaking with groups to provide the campus community access to its campus paper.
5. Responsible for developing and implementing a vision for the paper.
6. Responsible for maintaining high ethical and journalistic standards, and abiding by state, university and Student Media laws and policies.
7. Leads weekly staff meeting or delegates the duty to ensure good communication and workflow among employees.
8. In consultation with the Editorial Advisor, develops and updates such documents as a style guide and editorial policies.
9. Responsible for writing briefs, stories and editorials.
10. Establish office hours so others know when they can come in to confer.
11. Responsible for proofing final pages to ensure highest quality.

12. Serves as a member of the Student Media Board, attending meetings and voting on all matters pertaining to that position.
13. Performs other tasks as assigned by the Editorial Advisor when necessary and appropriate.
14. Responsible for uploading content to the Nubian Message website in a timely manner.

**Responsibilities:**

- Plan and preside over weekly staff meetings
- Draft a list of weekly story ideas
- Meet weekly with Editorial Advisor
- Copy edit on production night
- Attend Student Media board meetings
- Upload content to website
- Read and approve all articles

**Managing Editor**

The Managing Editor is second-in-command, working under the Editor-in-Chief. They are responsible for the day-to-day operations of the paper and manage the staff accordingly. The Managing Editor is expected to dedicate at least 12 hours to the paper per production cycle. This is a paid position.

**Specific Duties:**

1. Takes over when the Editor-in-Chief is absent
2. Assists the Editor-in-Chief in all duties
3. Responsible for designing flyers and writing letters to inform faculty, staff and students of journalism activities/deadlines
4. Works with staff members to meet daily deadlines and goals
5. Maintains official calendar for the publication
6. Actively edits pages and stories
7. Delegates responsibility to others to assure that work gets done and that the paper comes out on time
8. Helps copy edit, making sure all copy follows the this style guide
9. Helps layout pages, making sure layouts follow the year layout style guide
10. Attends all work sessions
11. Sometimes must complete tasks which are assigned to others to assure that production deadlines are met.
12. Manages the social media accounts for the publication.

**Responsibilities:**

- Contact writers regarding meetings
- Oversee and contact writers regarding assignments
- Assist with weekly list of story ideas
- Co-facilitate weekly staff meetings
- Assist with event coverage planning
- Meet with staff to assist with timesheets
- Copy edit on production night
- Draft and publish weekly social media posts

## Photo Editor

The Photo Editor is responsible for managing photo assignments and editing all photos published in print and online. The Photo Editor will work with the Technician and Agromeck photo editors to recruit and the joint photo staff and lead weekly meetings.

### Specific Duties:

1. Assumes responsibility for all photos and strives to maintain consistently high quality
2. Approves equipment check-out requests for photo staff and helps them borrow any gear needed for an assignment. Notifies the photo adviser and professional staff if any equipment is missing or broken and voices any potential gear needs for the photography staff.
3. Coordinates assignment budgets with EIC, ME and the other photo editors
4. Makes photo assignments, including specifics of what shots are preferred, how many images need to be produced and whether a gallery is needed
5. Follows up with photographers about the status of individual assignments before deadline
6. Holds regular office hours
7. Co-runs weekly photo meetings for the purposes of making assignments and training and critiquing staff
8. Recruits and trains new staff members
9. Develops staff understanding of photojournalistic guidelines and ethics
10. Works with photo adviser to set up trainings needed to address areas that need improvement within the section's staff. Attends as many of those trainings as possible and encourages their staff to do the same.
11. Takes on the responsibilities of a senior photographer and mentors a group of new mentees, when there aren't enough senior photographers to go around
12. Be on call to shoot assignments or make assignments for spot news situations
13. Communicates with EIC, ME and designers to plan visual elements of pages
14. Maintains the organization of the photo server
15. Maintains contact list of staff members
16. Serves as a liaison between Nubian Message staff members and the photography staff
17. Attends weekly Nubian Message staff meetings
18. Ensures that all photographers complete the appropriate hiring paperwork
19. Reminds photographers of timesheet deadlines

### Responsibilities:

- Updates budget (*This Issue*) with information about the issue's photo assignments and their quality prior to production night 1
- Attends weekly staff meetings
- Plans—and if necessary, executes—the cover photo or graphic for print editions
- Works with EIC, ME and designers to determine which photographs are best for spreads and online, and which images can serve as focal points and anchors.
- Edits and color corrects all assignments for print and web as early as possible in the first production night
- Ensures all photos have accurate captions and move captions into the copy edit workflow
- Maintains constant communication with EIC and ME
- Takes primary responsibility for any late-breaking photo assignments
- Works with photographer to edit work and explain changes if work is turned in by deadline
- Uploads all images and captions to web appropriately, sets featured images and creates any galleries necessary.

### **Layout Designer**

Layout Designers are responsible for all content display in print, in addition to design responsibilities specified by the Editor-in-Chief. While not involved in editorial/news decisions made by the Editor-in-Chief and Managing Editor, the Layout Designers may be asked for input by the editorial staff on article length, content and/or composition. This is a paid position.

Specific duties:

1. Assist in designing pages for each issue that complement stories
2. Attend each weekly meeting
3. Attend all production nights

### **Staff Writer**

Writers are responsible for producing content relevant to Nubian Message readers. Writers must strive to improve their writing and continue to uphold the ethics of journalism through fairness, accuracy and clarity. Staff writers shall contribute both ideas and perspectives to the publication and attend weekly staff meetings. This is a paid position.

Specific duties:

1. Must write a minimum of two stories a month
2. Must miss no more than two weekly meetings in a row
3. Attend trainings organized by the Editorial Advisor
4. Copy edit stories before turning them in
5. Turn in stories on or before the deadline

### **Copy Editor**

The copy editing position will be rotational and this position can be held simultaneously with Staff Writer. Copy Editors can sign up by the Sunday of production week to copy edit for one or both production nights. A Copy Editor should not formally edit any story they write as it is a conflict of interest. This is a paid position.

Specific duties:

1. Edit all stories for grammar, spelling, accuracy and AP style
2. Work with writer and Editor-in-Chief/Managing Editor to revise stories, headlines and captions
3. Commit to the full night of production
4. Copy edit final printed pages

### **Correspondency Requirements**

All students must complete the appropriate correspondence requirements as a volunteer before being hired as a staff member.

#### **Correspondent: Layout Designer**

- Attend the InDesign and Design Thinking training with the Editorial Advisor.
- Attend the Reporting in Diverse Communities training.
- Complete three layout designer shifts.
- Pass the Nubian Message Staff Manual quiz with an 80 percent or higher.

**Correspondent: Staff Writer**

- Complete five assignments, including at least one news story. Only stories published online or in print will count towards this requirement.
- Complete two editing sessions with the Editor-in-Chief or Managing Editor.
- Attend one full production night.
- Attend Reporting in Diverse Communities and ONE other training of your choice.
- Pass the Nubian Message Staff Manual quiz with an 80 percent or higher.
- Complete an editing session with the Editorial Advisor.

**Correspondent: Copy Editor**

- Complete Copy Editing 1 & 2 trainings.
- Shadow and assist a copy editor or the Managing Editor for one production night.
- Attend the Reporting in Diverse Communities training.
- Complete two copy editing shifts.
- Pass the copy editing quiz with an 85 percent or higher.
- Pass the Nubian Message Staff Manual quiz with an 80 percent or higher.

# Producing Nubian Message

Nubian Message runs in print biweekly on Thursdays. The print publication has been the main focus of Nubian Message over the years. However, with the rise of digital and multimedia journalism, Nubian Message will begin to place a greater emphasis on online content.

## Daily Deadlines -- Print

- Monday: Staff meeting at 6:30 p.m.
- Tuesday: All print content due by 12 p.m. Production Night 1.
- Wednesday: Production Night 2. Publication must be sent to print by 12 a.m.
- Thursday: Print edition released.
- Friday: Turn in timesheets. Meet with EIC.

## Production Night timeline -- Print

Tuesday (biweekly)

6:30 p.m.

- Editor-in-Chief and Managing Editor begin/continue first round of edits
- Photo editor begins checking photo assignments for quality & editing photos

7:30 p.m.

- Copy editors arrive. Begin second edits as EIC/ME finish.
- Designers arrive.

8:00 p.m.

- EIC, photo editor, designers make budget
- EIC/ME assign pages to designers
- Designers mock layout with dummy text

8:30 p.m.

- All first edits completed by EIC/ME
- Most second edits completed by copy editors
- EIC/ME begin third edits

By 10:00 p.m.

- Go home

Wednesday (biweekly)

6:30 p.m.

- EIC, ME, photo editor, designers arrive
- Finalize photos
- Designers finish layout, place articles

7:30 p.m.

- Copy editors arrive. Begin editing captions, printed pages.
- Photo editor uploads photos to Wordpress with metadata and copy edited captions

8:30 p.m.

- Copy editors finish all captions, check second half of printed pages.
- EIC/ME post stories online
- EIC/ME schedule social media posts

By 12:00 a.m.

- Submit PDF to Triangle Web Printing
- Go home!

**Production Night timeline -- Online**

Some stories will be assigned as online-first or online-exclusive (i.e. event coverage). If an online story is scheduled to run on an a day/week without a print production night, then the Editor-in-Chief and Managing Editor will copy edit the story and publish it in a timely manner.

**Content Standards**

All writers and correspondents are expected to turn in their assignments on or before the deadline. The print deadline is Monday at noon. All event coverage is due within 2 hours after the event has ended. Other time-sensitive story assignments will have modified deadlines.

If a writer or correspondent cannot complete an assignment by the given deadline, then the writer or correspondent should contact the Editor-in-Chief and Managing Editor immediately. The Editor-in-Chief and Managing Editor will decide how to proceed (e.g. adjust the deadline, reassign the story).

News and features articles should have a bare minimum of two human sources, although more are usually needed to fully tell a story. Opinion columns should be well-reasoned and justifiably relevant to the NC State community or mission of Nubian Message.

All stories should meet the assigned word count and cite any information that is not common knowledge via a link and/or attribution. All stories should be submitted with multiple options for a headline along with the writer's name and title.