

# TECHNICIAN

STAFF MANUAL  
2019-2020

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# PURPOSE OF TECHNICIAN

Technician, like all of the NC State Student Media outlets, has the primary goal of informing and entertaining the university's student body. It is created by students, for students, and thus the final say for all publication decisions rests with the editor-in-chief — editorial content, approval of advertising, staffing decisions and requirements and publication decisions.

According to the Student Media Constitution, 3.3 the paper's purpose is as follows:

"The newspaper shall report events of interest to the University community with emphasis on those of interest to students, shall function as a meeting place for campus opinions through letters and guest-written material, and shall maintain an unfettered editorial opinion voice."

Each spring an open call for applications for editor-in-chief is made. Once a member of the Student Media professional staff evaluates the applicants' eligibility to hold the position, applicants are evaluated on the strength of their position papers, their experience and their interviews with the Newspaper Advisory Board, which makes a recommendation to the full Student Media Board. The Student Media Board votes on the editor-in-chief, and once appointed they answer to the board.

Technician is supported by NC State Student Media, a department within the Division of Academic and Student Affairs, and will receive support, both from the professional staff and material support, from the department, but maintains its status as a publication that is editorially independent of the university. That fact does not change, regardless of whether a fiscal year's budget includes student fee monies as revenue.

Technician is independent of all other Student Media outlets, but will make efforts to support and collaborate with the other five outlets:

- Agromeck, the yearbook
- Nubian Message, another student newspaper that specifically serves black students and other underrepresented populations on campus
- Windhover, the arts and literary magazine
- Roundabout, the quarterly general interest magazine
- WKNC 88.1 FM, HD1, the radio station

Technician also works closely with the students and professional staff of the NC State Student Media Business Office, which is charged with helping all outlets with marketing and advertising sales.

## History

The first issue of Technician was published Feb. 1, 1920. It was a semi-monthly student publication of what was then the North Carolina State College of Agriculture and Engineering at West Raleigh, North Carolina and cost 50 cents for a semester-long subscription.

In the first issue's editorial, the students wrote: "A paper that is entirely the product of the student body becomes at once the official organ through which the thoughts, the activity, and in fact the very life of the campus, is registered. It is the mouthpiece through which the students themselves talk. College life without its journal is a blank. The very spirit that to make a student body a mass of live wires is totally lacking unless some outlet and some encouragement to their many ideas is found. Fellow, in order to make this paper an established institution, it is absolutely essential that every man lend his aid and council."

The team also set out some specific goals: "We mean to make this, the Technician, a humdinger. We mean to make this a paper that will distinguish the College and be a pleasure to those whom it will represent."

Prior to the publication of Technician, the campus had the student-run magazine Red and White, though its publication was suspended in the spring of 1917, upon the United States' entrance into World War I.

## Priorities

The publication of Technician, both online and in print, is a public service at NC State. Helping the student body stay informed about the goings-on in the community is the primary goal of the outlet. In order to achieve the goal of informing students, Technician has an obligation and a single top priority:

**publish only what is true.**

Accuracy comes before all other priorities, including speed and entertainment. It is always the preference to get something right than to get something first, because while it takes years to build a reputation for accuracy, it only takes moments to tear it down. In order to maintain Technician's status as a valuable public service it must provide accurate facts, put into meaningful context to its readers.

**What is meaningful, useful and important to students always takes priority** and precedence over the desires of the rest of the NC State community, though Technician also aims to be a news source for faculty, staff, alumni and neighbors, as well.

**Technician is dedicated to fairness.** That means that in addition to verifying all facts for accuracy, reporters and editors recognize that every story has multiple viewpoints that deserve to be heard and explored. There are not simply "two sides to every story," but many and Technician will strive to reflect that in accurate, balanced, objective reporting.

**Fairness also means having an array of reporting that is diverse, inclusive and representative of all students.** According to the American Press Institute, "Commitment to citizens also means journalism should seek to present a representative picture of constituent groups in society. Ignoring certain citizens has the effect of disenfranchising them." That means recognizing that things may impact students differently and just because a smaller group of students is impacted by something, does not lessen the importance of reporting on it fairly and accurately.

It is also a priority to meet readers where they are, which means adapting to changing technologies both quickly and thoughtfully. Technician is not just a newspaper, it's a student news organization. While Technician maintains a high-quality print publication, it is equally important to be a fast, reliable online news source. Accurate, well-reported articles will not wait for print publication if they are timely, but will instead be put out online and on social media to reach readers faster. A web-first mentality will be maintained by the staff, as it is what is most useful to readers.

# STANDARDS OF ETHICS

Technician subscribes to the Society of Professional Journalists' Code of Ethics. It is the authoritative source for ethical behavior and decision-making for all Technician staff members, and can be found here:

<http://www.spj.org/ethicscode.asp>. Technician also complies with the Code of Ethics of NC State University Student Media, located here: <https://studentmedia.ncsu.edu/web/policies/Ethics.pdf> and as follows 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 their 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 their identity if conducting a restaurant, a theater or some other type of review, where their presence being known may affect the outcome of the review.

An editor may allow a reporter to misrepresent their 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. The Corrections Policy is available at Student Media website.

### **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 their 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 (§ 143-318.9.) 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.

## **ADDITIONAL TECHNICIAN ETHICS POLICIES:**

### **Plagiarism and Fabrication**

No member of the Technician staff will take the work of another and represent it as their own. All words and ideas from another person must be appropriately attributed, whether the phrase or idea is quoted or paraphrased. Likewise, staff members will not make up information or quotations and attribute them to someone, real or made-up, who did not say that to them.

### **Misrepresentation**

No member of the Technician staff will knowingly “spin” or “twist” quotes or facts to have a connotation other than what was said in context. Quotations out of context that change the meaning of what was originally said and misrepresent a source will not be tolerated.

Likewise, staff members will not misrepresent themselves or the publication, whether they are or aren't on assignment. Technician staff members will always identify themselves as such when reaching out to sources on assignment. Staff members will not mislead members of the public as to their position and power at the paper, nor will they use their position at the paper to gain access to a person, event or service that is not related to an assignment. They will not claim to be doing a Technician assignment when they are not, nor will they deny being on assignment when they are.

### **Conflicts of Interest:**

It is the responsibility of the staff member to voice a personal connection to a topic or person as soon as they recognize that an assignment has a conflict of interest as outlined in the Student Media Code of Ethics on page 4. If a staff member is unsure whether they have a conflict of interest they should bring the situation to their section editor or the editor-in-chief right away, and will honor their superior's decision.

### **Confidentiality of Sources**

Staff member should avoid receiving information as “off the record” or “not for attribution” if at all possible, and must work with their editors prior to making such promises of confidentiality. However, once such a promise is made, it will not be broken by the reporter or the publication.

### **Anonymous Sources**

All sources will be identified by first and last name unless the editor-in-chief, or managing editor in their stead, has authorized the use of information from an anonymous source. In such cases the staff will make every possible effort to verify all information from that source independently.

### **Right of Reply**

Reporters and editors will make all reasonable efforts to seek reply and comment from any person, group or organization who is spoken about in an article, particularly if accusations or any other negative public assessment are being made about them. Reasonable effort should be weighed with the severity of the situation and the urgency of the content. For example: if sources in an article claim wait times at the health center are slow, editors should ensure that reporters have called, emailed and even visited the offices of the director and then wait for an appropriate response; however, if an elected student representative makes claims about another student at a public meeting, editors should ensure that every avenue has been pursued to reach that student before running the story that night. When someone who should have the right of reply cannot be reached, not for lack of trying, Technician will include note of the efforts in the story and note that “[person] could not be reached before publication time.” Staff members should continue seeking comment after initial contact until the person comments or clearly declines to comment. If someone defers to a person they see as better suited to handle a request for a group organization that will not be reported as declining to comment, though details of who deferred to who can be included if that is pertinent to an unfolding story.

## **Obscenity and Profanity**

Technician will exclude obscene or profane language if at all possible. Unless a specific term is important to the meaning or context of the article, write around the specific word using detailed phrases like “called him a racial slur used to denigrate black people.” If it is included in a critical quote, include it, but use hyphens to obscure all but the first letter of any racist, sexist, homophobic or ableist slur, i.e. “n-----.” If a group of people says they consider a term derogatory or a slur, do not print it or use it, even if others are comfortable with it. For example, refer to “the Washington NFL team,” not “the Redskins.” Milder profanity — such as hell, shit, damn and bitch — can be used without hyphens if and only if it is integral to a story or opinion column. See Style Guide.

## **Standards for Fact Checking**

All facts that are not true common knowledge will be checked by reporters as well as at least one editor prior to publication. That means no fact should run without more than one reliable or authoritative person or source corroborating the fact as true. Human sources are preferred over online sources, though the individual or group’s qualifications to speak on a topic should be weighed during the verification process. For example, the Centers for Disease Control are a more authoritative source on the spread of the Zika virus than a student who recently traveled to Florida.

If there is disagreement about facts, say in the scientific community, Technician will include that there is dissent on particular points and explain why. The process of documenting disputed facts should be balanced to reflect the situation, which can mean people who disagree about facts may not get equal weighting. For example, if one scientist puts out a paper with the thesis that climate change is not occurring, it should be reported on but made clear that there are thousands of other scientists with peer reviewed research papers that give strong evidence that climate change is occurring.

Facts that have been checked should include proper attribution, as well. However, attribution is not a shield for running information that has not been properly fact checked, is merely rumor or could be potentially libelous.

## **Diversity and Inclusion**

All members of Technician staff will make every reasonable effort to build a publication that consistently represents the diverse community at NC State. They will strive to accomplish this goal by creating content that is inclusive of and respectful toward the many identities and lived experiences of the student body and all people on campus. According to the American Press Institute’s interpretation of the elements of journalism: “Commitment to citizens also means journalism should seek to present a representative picture of constituent groups in society. Ignoring certain citizens has the effect of disenfranchising them.”

Dedication to inclusivity should pervade all steps of news creation: from brainstorming story ideas, to story assignment, reporting, photographing, writing, editing, headlining and the designing of graphics and layouts. Section editors should take these values into account when deciding on the balance of content assigned and published and seek to provide reporting on the experiences of a broad array of community members. Additionally, within individual stories reporters and editors must consider and include diverse opinions, experiences and types of impact, keeping in mind that there are often many more than “two sides to every story.” When there is a doubt about who should be included in a story, staff members should ask more seasoned members of the editorial staff and ask members of the community who have more knowledge of a topic. Likewise, reporters and photographers should make it a habit of doing their homework on the topics they do not have personal experience with and seek experts and people with lived experiences; they should never presume that someone with different identities will view something one way or be impacted a certain way.

However, there is a difference between allowing someone to tell their story and acting entitled to use someone’s experiences or intruding upon spaces and events that have been created to give people confidential outlets. Technician staff will not force their way into such situations without the permission of participants.

Cultural competence is not a goal for the publication to reach though; it is a personal journey with no end that the outlet can play a role in advancing for our staff and readers. That said, Technician will inevitably make mistakes when navigating a culturally diverse world. When that happens, the outlet will make the appropriate corrections, apologize to injured parties without qualification and receive feedback to use in improving the processes that lead to the mistakes.

# TECHNICIAN STAFF MEMBERS

## Recruitment

Finding potential staff members and introducing them to the publication and its students is the responsibility of the entire editorial board, though help from all Technician staffers — paid and volunteer — is much appreciated. The editorial adviser will assist the editorial staff in planning and executing recruitment efforts when asked, but the primary responsibility to bring staffers in and get them on-boarded lies with the editorial staff.

It is the goal of Technician to recruit and retain a staff that is diverse and representative of the entire student body. It is for that reason, as well as basic human decency, that Technician does not discriminate against any person while hiring staff based on their race, color, religion, sex, gender, sexuality, national origin, age, disability, veteran status or academic status, including year and major. Technician will strive to build a staff that includes many different individual perspectives, identities and experiences, because it only with a diverse and inclusive staff that the publication will be able to accomplish its goals of representing the entire student body.

## Getting on Staff

No prior experience is required to get on staff at Technician, so students with all skill levels are welcome. Like all other NC State Student Media outlets though, Technician has several other requirements for students to become staff members, whether volunteer or paid:

- Must be a full-time student at NC State, unless it is the final semester of study
- Entry-level staff members must maintain at least a 2.00 cumulative GPA.
  - A student who does not maintain a 2.00 GPA will be dismissed from staff until their cumulative GPA is brought back up to 2.00.
  - The only exception is freshman students who fall below a 2.00 after their first semester. They can stay on staff, but be placed on probation and come up with an academic work plan with their adviser.
- All non-entry-level staff members must maintain a 2.50, both cumulative and semester GPA.
  - Leaders who do not maintain the minimum GPA will have to develop a one-semester academic work plan, with their adviser, to bring the grade point average back up to a 2.50. If after one semester, either the cumulative grade point average is not a 2.50 or that semester's grade point average is not a 2.50, the student shall be dismissed from the non-entry level position until the grade point average is brought back up to a 2.50. If at any point, a student leader's GPA falls below 2.00, they will be dismissed from staff.
- All non-entry-level staff members must have no active disciplinary sanctions with the Office of Student Conduct.

## Staying on Staff

All staff members must maintain the appropriate GPA — 2.0 or higher for entry-level staff members, 2.5 or higher for leaders — to stay on staff, stay in good standing with Student Conduct and complete the requirements of the job agreed to. Staff will be required to fill out new hiring paperwork at the start of each new academic year, but will not need to complete correspondence again.

## Paperwork

Regardless of whether entering a paid or volunteer position, all Technician staff members must complete paperwork with NC State Student Media prior to taking their first assignment or working their first shift. There is one hiring package for volunteers (correspondents) and one for paid staff members that includes some important information about payroll.

All paperwork should be completed in blue or black ink, never pencil, and signed by the appropriate editors and advisers. Both hiring packages can be turned in at the “completed hiring paperwork” box in the Technician newsroom.

Staff members will need to complete a new set of paperwork when transitioning from a volunteer position to a paid position. New paid staff members must complete their hiring paperwork 10 days prior to the completion of their first paid assignment. Failure to do so puts them at risk of not getting paid in a timely manner.

## **Correspondency**

In order to ensure that all staff members have the proper training, skills and knowledge of Technician's protocol to succeed in their jobs before becoming a full, paid staff member, everyone must complete a correspondency period, regardless of skill set when coming to the publication.

All completed correspondency sheets should be turned in with the new hiring paperwork a staff member completes to become a paid staff member. If there is a legitimate reason that is outside of a staff member's control that prevents them from completing all of the components of correspondency, the editor-in-chief may waive such a requirement after consulting the editorial adviser. There is no correspondency period for cartoonists, who may apply to be paid staff members after showing their work to the appropriate section editor or the editor-in-chief. Staff members who seek to hold more than one paid position at Technician will be required to complete correspondency for both positions. However, if there are overlapping requirements for those positions, like completing the Technician Staff Manual Quiz or observing a production night, those requirements only need be completed once. An outline of expectations for correspondents is on page 26. The following are requirements of correspondency for each position:

### ***Writer Correspondency:***

- Complete eight assignments on own. An assignment counts toward total if it is published online or in print. This includes coordinating interviews and event coverage with sources, interviewing enough people to fully tell the story (bare minimum is two human sources if that will cover it), writing the story, copy editing the story and submitting it to the assigning editor no later than the appointed deadline.
  - To ensure versatility, assignments must be picked up for at least two of the four sections — news, opinion, arts and entertainment, and sports — including at least one news story completed within the first three assignments. Assignments will count as news stories if they are assigned by the news section, but not if another section's assignment is moved into news because of space or newsworthiness.
- Complete two editing sessions with a section editor. That includes sending the article to the editor ahead so they can review it before sitting down to discuss areas to improve and good habits to keep up, prior to the story's deadline.
- Write a short staff biography and work with photo staff to get a headshot taken for the Technician website. Submit both to a section editor for posting.
- Complete one section-specific training with the editorial adviser or other approved trainer.
- Complete a diversity training with the editorial adviser or other approved trainer.
- Observe one full production night in the newsroom, shadowing a section editor.
- Complete quiz on Technician Staff Manual with at least 80 percent correct. Quiz will be administered by adviser and can be retaken after 24 hours of a failed attempt.
- Complete a final review session with the editorial adviser. Writers should send links to three published articles — two that are good and one that isn't their best work — to the adviser in advance of a critique session.

### ***Bienvenidos Writer Correspondency:***

- Complete four assignments on own. An assignment counts toward total if it is published online or in print. For Bienvenidos that entails the story be written in both English and Spanish. This includes coordinating interviews and event coverage with sources, interviewing enough people to fully tell the story (absolute bare minimum is two human sources if that will cover it), writing the story, personally copy editing the story and submitting it to the assigning editor no later than the appointed deadline.
  - To ensure versatility, at least one of the four assignments must be for the news section and will only need to be written in English.
- Complete two editing sessions with the arts and entertainment editor. That includes sending the article to the editor ahead so they can review it before sitting down to discuss areas to improve and good habits to keep up, prior to the story's deadline.

- Write a short staff biography and work with photo staff to get a headshot taken for the Technician website. Submit both to a section editor for posting.
- Complete one section-related training with the editorial adviser or other approved trainer.
- Complete a diversity training with the editorial adviser or other approved trainer.
- Observe one full production night in the newsroom, shadowing a section editor.
- Complete quiz on Technician Staff Manual with at least 80 percent correct. Quiz will be administered by adviser and can be retaken after 24 hours of a failed attempt.
- Complete a final editing session with the editorial adviser. Writers should send links to three published articles — two that are good and one that isn't their best work — to the adviser in advance of a 30-minute editing session.

***Layout Designer Correspondency:***

- Complete two design shadowing sessions. New designers should shadow the design editor or assistant design editor from start to finish of a print production night. During the evening, the new designer will learn the layout rules, the basics of using InDesign, how to use the library elements, how to properly place articles and photos and what is expected of them during a shift. They should also take note of how the designers coordinate with section editors and photo editors about their pages.
- Complete two full design shifts designated by the Design Editor, start to finish, on a volunteer basis. That includes working with the section editor(s) whose pages they are assigned to determine hierarchy, include all elements and get pages printed in time to be edited ahead of the midnight deadline.
- Complete a diversity training with the editorial adviser or other approved trainer.
- Complete quiz on Technician Staff Manual with at least 80 percent correct. Quiz will be administered by adviser and can be retaken after 24 hours of a failed attempt.

***Graphic Illustrator Correspondency:***

- Complete four graphic illustration assignments. Assignment counts if it is published online or in print. This includes coordinating with the design editor, assigning section editor and/or writer to ensure appropriateness of the design and submitting the assignment in the proper format no later than the appointed deadline. At least one of the assignments needs to be a graphic illustration and at least one needs to be a visualization of data.
- Complete two review sessions with the design editor or at least twice to go over their work in-person *before* their deadlines. Send the editor the assignment ahead of time so they can make notes before sitting down the meeting to go over areas to improve and good habits to keep up.
- Complete a diversity training with the editorial adviser or other approved trainer.
- Complete quiz on Technician Staff Manual with at least 80 percent correct. Quiz will be administered by adviser and can be retaken after 24 hours of a failed attempt.

***Copy Editor Correspondency:***

- Complete two shadowing sessions with the copy desk chief or appointee from start to finish of production night. During the evening, the new copy editor will learn the specific things that editors are proofreading for, how to fact check data, what style to use and how copy editors are expected to work with section editors and designers.
- Complete a Copy Editing Quiz with at least 85 percent correct. The copy desk chief will administer a timed, hard copy, error hunt-type quiz to ensure that new copy editors are prepared to weed out common errors and know when to check resources. Quizzes can be retaken.
- Complete two full copy desk shifts designated by the copy desk chief, start to finish, on a volunteer basis. That includes working with section editors to edit and move copy through copy desk in a timely manner, helping with headlining and editing hard copies of pages once they are ready.
- Complete Copy Editing 1 and Copy Editing 2 with the editorial adviser or other approved trainer.
- Complete a diversity training with the editorial adviser or other approved trainer.
- Complete quiz on Technician Staff Manual with at least 80 percent correct. Quiz will be administered by adviser and can be retaken after 24 hours of a failed attempt.

***Photojournalist Correspondency:***

- Complete two shadowing sessions with assigned Senior Photographer, including going out and shooting the assignment with them and culling, editing and captioning the photographs.
- Complete eight assignments on own. Assignment counts if it is published online or in print, or submitted for printing in an annual publication. This includes setting up the shoots, taking the photos, culling, editing

and captioning the photos and labeling the files and putting them in the appropriate place on the server. If instructed by an editor, this may also include editing photos for a gallery.

- To ensure versatility the assignments must include work for all three media outlets that utilize the photography staff — Agromeck, Technician and Nubian Message — and five types of assignments: news, arts and entertainment, sports and portrait.
- Complete the Introduction to Photojournalism training with the photo mentor or other approved trainer.
- Complete captioning/copy editing training for photographers with the editorial adviser or other approved trainer.
- Complete a diversity training with the editorial adviser or other approved trainer.
- Complete quiz on Technician Staff Manual with at least 80 percent correct. Quiz will be administered by adviser and can be retaken after 24 hours of a failed attempt.
- Complete final mentoring session and portfolio review with the photo mentor.

***Videographer Correspondency:***

- Complete one shadowing sessions with a staff videographer or editor, including going out and shooting the assignment with them and reviewing and editing the footage, and preparing it for upload.
- Complete two video assignments on own. An assignment counts if it is finished and uploaded to the website. This includes coordinating interviews and event coverage with sources, getting all appropriate shots, interviewing the appropriate people if needed, uploading raw footage, editing the footage and exporting and appropriately labeling the project, all by the appointed deadline.
- Complete two editing sessions with the Video Editor or Assistant Video Editor, before each assignment is due.
- Write a short staff biography and work with photo staff to get a headshot taken for the Technician website. Submit both to a section editor for posting.
- Complete one section-specific training with the editorial adviser or other approved trainer.
- Complete a diversity training with the editorial adviser or other approved trainer.
- Complete a final review session with the editorial adviser. Send links to the three uploaded videos worked on to the adviser in advance of a critique session.
- Complete quiz on Technician Staff Manual with at least 80 percent correct. Quiz will be administered by the photo mentor and can be retaken after 24 hours of a failed attempt.

# STAFF POSITIONS

## ALL STAFF

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

- Have an interest in journalism and the ideals of the journalistic endeavor, to seek the truth and honestly and fairly report it
- Have strong sense of honesty and ethical integrity
- Constantly comply with Student Media's Code of Ethics, Technician's standards of ethics and any particular ethical parameters pertinent to their section (ex: ethics of photo manipulation).
- Attend regular trainings with the editorial advisor
- Attend section meetings each week
- Take assignments regularly

The editor-in-chief must apply for the position, as outlined in the Student Media Top Leaders Appointment Policy, and be confirmed by a vote of the Student Media Board. All other positions are decided upon by the editor-in-chief and their editorial staff appointees, using established Technician qualifications and processes.

## EDITOR-IN-CHIEF

The editor is the highest-ranking member of the newspaper staff. They are ultimately responsible for all content in Technician. They are also the face that represents Technician and must focus on the vision and future of the paper. One of the most important responsibilities of the editor is to set measurable long-term and short-term goals for the staff.

### Qualifications:

1. Served as a section editor of Technician for at least one semester.
2. Demonstrated excellence in editing through knowledge of AP style and understands different styles of newspaper writing.
3. Understands political forces within and outside the university.
4. Extensive knowledge of desktop publishing, modular design, typography, graphics and photography.
5. Proven abilities in leadership, organization and management.
6. Demonstrated and promised long-term commitment to Technician.
7. Effective approach to crisis management.
8. Proven, strong and highly evolved sense of ethical and moral integrity.
9. Patience and ability to help redirect ideas.
10. Understanding of Student Media's Code of Ethics.
11. Excellent interpersonal and communication skills for working with people in and outside the NC State community.
12. Meets minimum requirements as mandated by the Student Media Board.
13. Recommended by the Newspaper Advisory Board and confirmed by a vote of the full Student Media Board.

### General duties:

1. Oversees the publication calendar.
2. Reads and signs contracts on behalf of the publication, with advice from the professional staff.
3. Establishes realistic and measurable goals for the paper.
4. Works with adviser to set journalism standards for staff.
5. Edits the Technician Staff Manual upon confirmation by the Student Media Board with any changes in duties or production process for the next year, to be completed, with the consultation of the editorial adviser, by the start of the fall semester.
6. Thoroughly edits and makes suggestions of updates to the Student Media Style Guide upon appointment to the position each year and works with the editorial adviser to get an updated Style Guide out for the year.
7. Meets weekly with adviser and managing editor for planning, problem solving and critiques.
8. Plans in advance for crisis-management situations.
9. Represents staff publicly by attending monthly Chancellor Liaison Meetings, Student Media Board and Student Body President Roundtable meetings.
10. Assigns duties and creates positions not covered in job descriptions.
11. Approves all hires and is primarily responsible for recruiting new staff members, as well as advertising all editorial position openings.
12. Creates the annual personnel budget in conjunction with the professional staff.
13. Makes decisions about major changes to the website and works with the editorial staff and professional staff to accomplish them.

14. Approves all major changes to social media strategy.
15. Builds and adheres to a strong sense of ethics in writing and reporting.
16. Holds regular office hours each week, and makes staff aware of them.
17. Holds weekly editorial staff meetings to discuss what did and didn't go well the prior week, make plans for upcoming weeks and provide training and feedback on leadership.
18. Attends and helps plan annual editorial staff retreat, general staff retreat and monthly training exercises.

**Daily duties:**

1. Supervises and manages all staff members.
2. Leads daily budget meetings and editorial board meetings.
3. Enforces goals and deadlines.
4. Serves as the official spokesperson for the staff.
5. Gives final approval of all pages before they are sent to the printer, with a focus on the constancy and appearance of the whole paper.
6. Responsible for all content in the paper.
7. Responsible for publishing correction of all outlet errors, both online and in print.
8. Approves all expenditures and employee payments.
9. Assists section editors in all aspects concerning content and appearance, including design and production.
10. Edits and gives final approval for content prior to page placement for print stories or web posting for online content, or delegates that task to someone else.
11. Makes final decisions about whether insufficient stories need to be held or spiked.
12. Maintains constant communication with managing editor.
13. Acts as liaison between newspaper staff and the advertising department.

**MANAGING EDITOR**

The managing editor is second-in-command, working under the editor. They are responsible for the day-to-day operations of the paper and serve as the editor in their absence.

**Qualifications:**

1. Has served as section editor of Technician for at least one semester.
2. Has demonstrated excellence in editing through knowledge of AP style and understands different styles of newspaper writing.
3. Understands political forces within and outside the university.
4. Has extensive knowledge of desktop publishing, modular design, typography, graphics and photography.
5. Has proven abilities in leadership, organization and management.
6. Has demonstrated and promised long-term commitment to Technician.
7. Has effective approach to crisis management.
8. Has proven, strong and highly evolved sense of ethical and moral integrity.
9. Has patience and ability to help redirect ideas.
10. Has understanding of Student Media's Code of Ethics.
11. Has excellent interpersonal and communication skills for working with people in and outside the NC State community.
12. Meets minimum requirements as mandated by the Student Media Board.
13. Attends and helps plan annual editorial staff retreat, general staff retreat and monthly training exercises.

**General duties:**

1. Is primarily responsible for overseeing and directly managing members of the editorial board, making sure staff time sheets are completed and resolving paycheck disputes.
2. Serves as a point of contact and spearhead for staff recruitment activities.
3. Meets weekly with adviser and the editor for planning, problem solving and critiques.
4. Takes on any special organizational or administrative projects as assigned by the editor.
5. Assists editor and takes over in their absence.
6. Builds and adheres to a strong sense of ethics in writing and reporting.
7. Attends weekly editorial staff meetings.
8. Attends and assists in planning retreats.

**Daily duties:**

1. Serves as liaison between the editor and other staff members.
2. Attends daily budget and editorial board meetings and keeps them on schedule.
3. Focuses on editing the details of the page, including photos, graphics, articles and columns.
4. Evaluates staff progress on goals and deadlines set by editor.
5. Observes constantly and strengthens the staff's morale.

6. Works with writers and editors to make sure stories are covered with accuracy, fairness and clarity and helps with additional story ideas and follow ups.
7. Maintains constant communication with the editor.

## **EDITORIAL STAFF**

### **COPY DESK CHIEF**

The copy desk chief is responsible for managing, training, scheduling and assisting Technician's copy editing staff.

#### **Qualifications**

1. Is accurate, efficient and swift in analyzing the writing of others.
2. Has a mastery of both the AP and Technician style.
3. Has a good track record of accurately fact checking work.
4. Has the ability to spot "holes" in stories and address them with editors.
5. Understands and respects the distinction between news and editorializing.
6. Demonstrates excellence in attention to detail.
7. Has worked as a copy editor for Technician for at least one semester.
8. Attends editorial staff retreat in the fall.

#### **General duties:**

1. Thoroughly edits and makes suggestions of updates to the Student Media Style Guide upon appointment to the position each year and works with the editorial adviser to get an updated Style Guide out for the year.
2. Trains copy editing staff and makes sure each member has mastered AP and Technician style.
3. Administers the quiz for copy editing correspondents to become paid copy editors.
4. Holds monthly meetings to discuss strengths and weaknesses of the month's copy with copy editors, and sends out email reminders in between.
5. Coordinates copy staff's schedules for the week.
6. Critiques copies of previously published papers and uses adviser critiques to further train copy editing staff.
7. Appoints an advanced copy editor to take point on the copy desk on production shifts they do not work.
8. Attends weekly editorial staff meetings.
9. Ensures that all copy editors complete the appropriate hiring paperwork.
10. Reminds section copy editors of timesheet deadlines.

#### **Daily duties:**

1. Edits all copy, including captions and headline, for clarity, grammar, spelling, punctuation, style and accuracy of names and identifications.
2. Revises any copy, including headlines and captions, as necessary in conjunction with the writer and section editor.
3. Ensures all stories are fact-checked.
4. Brings insufficient stories to the attention of the editor or managing editor immediately, especially if they need to be put on hold for later publication or spiked altogether.
5. Edits printed pages prior to sending the files to the press.
6. Is the last copy editor to read copy before moving it to a folder for editor or managing editor approval.
7. Takes responsibility for checking all pages not assigned to a specific section and waits for the editor or managing editor to approve the page before leaving.

### **SECTION EDITORS**

(News, Sports, Arts and Entertainment, and Opinion)

Each section in Technician has a section editor. Section editors are responsible for generating, assigning and editing content for their assigned pages. They assist in the training of staff members in their section.

#### **Qualifications**

1. Has strong organizational, leadership, communication and teamwork abilities.
2. Has thorough understanding of the mission of their respective section.
3. Has ability to track simultaneous projects and meet deadlines.
4. Has demonstrated and promised long-term commitment to Technician.
5. Has effective approach to crisis management.
6. Has strong interviewing and researching skills.
7. Is able to write and edit quickly.
8. Understands the editing process from brainstorming to evaluation.
9. Has strong ability to train, critique and work with new staff members.
10. Has patience and ability to help redirect weak ideas and to teach new staff members.

11. Has strong sense of ethical and moral integrity, including the ability to think through the consequences of their decisions within and without the paper.
12. Has knowledge of the laws of libel, privacy, obscenity and copyright.
13. Attends editorial staff retreat in the fall.

**Section-specific qualifications:**

**News Editor:**

1. Has knowledge of political forces within and outside the university.
2. Has thorough understanding of news values, where a story lies and what angle to take with a story.
3. Has outstanding knowledge of straight news writing and layout procedures.

**Sports Editor:**

1. Has an in-depth knowledge of NC State athletics, including varsity, intramural and club sports.
2. Understands and respects the distinction between news and editorializing.

**Arts and Entertainment Editor:**

1. Has outstanding knowledge of feature writing.
2. Has an outstanding knowledge of and interest in all forms of popular culture, arts and entertainment.

**Opinion Editor:**

1. Has knowledge of campus news and politics and issues impacting NC State students.
2. Understands and respects the distinction between news and editorializing.

**General duties:**

1. Assumes responsibility for all content in the section and strives to maintain consistently high-quality content.
2. Plans weekly assignment budgets and sets coverage priorities for section.
3. Assigns stories, columns, briefs or photos to staff members with instructions about content possibilities and parameters, i.e. length of article or video, number of images, etc.
4. Follows up with staff members about the status of individual assignments before deadline.
5. Attends annual retreat.
6. Holds regular office hours and makes staff aware of them.
7. Holds weekly section meetings for the purposes of making assignments, critiquing content and training staff.
8. Recruits and trains new staff members.
9. Works with editorial 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.
10. Holds one-on-one editing sessions with correspondents to improve their reporting, writing and editing before they become a paid staff member.
11. Strives to expand coverage to reflect the diversity of NC State and appeal to a broad base of readers.
12. Is responsible for writing important stories unclaimed by writers.
13. Communicates with photographers and designers to plan visual elements of the page.
14. Maintains contact list of staff members.
15. Develops and maintains contact with sources appropriate to respective sections.
16. Attends weekly editorial staff meetings.
17. Ensures that all section staff members complete the appropriate hiring paperwork.
18. Reminds section staff members of timesheet deadlines.

**Daily duties:**

1. Updates budget with that day's work ready to run prior to budget meeting.
2. Attends daily budget and editorial board meetings and brings ideas for editorials.
3. Determines hierarchy of stories on their pages.
4. Edits all assignments as early as possible in the production night and moves them on the server to be edited by copy desk.
5. Takes responsibility for checking the pages in their section and waits for the editor or managing editor to approve the page before leaving.
6. Ensures their section is complete before printing deadline or any earlier deadline set by editor or managing editor.
7. Works with writers and reporters to verify information such as names, numbers and accuracy of details.
8. Edits headlines and/or captions.
9. Maintains constant communication with editor and managing editor.
10. Assumes final responsibility for the content and readability of their respective section.
11. Works with writer and/or photographer to edit work and explain changes if work is turned in by deadline.
12. Edit printed pages of section prior to final printer deadline.
13. Post all articles to web properly, including linking with all relevant photos, galleries and videos, before leaving at the end of production night.

14. Communicate with social media team about posting priorities and multimedia features.

**Section-specific duties:**

**News Editor:**

1. Responsible for ensuring coverage of late-breaking news stories.
2. Responsible for coordinating coverage of breaking news stories on days, nights, weekends and breaks with assistance of editor and managing editor.

**Sports Editor:**

1. Responsible for ensuring coverage of late-breaking sports stories.
2. Responsible for Technician Sports social media accounts and appointing staff members to live tweet desired sporting events.

**Arts and Entertainment Editor:**

1. Strives to develop imaginative, challenging and interesting articles on arts and entertainment topics relevant to students' lives, including in-depth features, personality profiles and explorations of non-timely events of interest to the campus community.
2. Responsible for editing and overseeing the biweekly Bienvenidos section.

**Opinion Editor:**

1. Generates editorial topics for presentation at daily editorial board meeting.
2. Actively solicits, edits and organizes letters to the editor.
3. Actively solicits guest columns.

**PHOTO EDITOR**

The photo editor is charged with the responsibility of assigning and editing all of the photos for print and online publication. The Technician photo editor will work with the Agromeck photo editor, Nubian Message editor and publication advisers to train, coordinate and manage the photo staff, which serves Agromeck, Technician and Nubian Message.

**Qualifications**

1. Has strong organizational, leadership, communication and teamwork abilities.
2. Has thorough understanding of the mission of the photo department.
3. Has ability to track simultaneous projects and meet deadlines.
4. Has demonstrated and promised long-term commitment to Technician.
5. Has effective approach to crisis management.
6. Has strong and diverse photography skills including knowledge of how to effectively utilize department-owned gear.
7. Understands the editing process from brainstorming to evaluation.
8. Has strong ability to training, critique and work with new staff members.
9. Has patience and ability to help redirect weak ideas and to teach new staff members.
10. Has strong sense of ethical and moral integrity, especially as it pertains to the tenets of photojournalism.
11. Has knowledge of the laws of libel, privacy, obscenity and copyright.
13. Attends editorial staff retreat in the fall.

**General 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 graduate photo adviser and professional staff if any equipment is missing or broken and voices any potential gear needs for the photography staff.
3. Coordinates weekly assignment budgets with section editors 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. Attends annual retreat.
7. Holds regular office hours and makes staff aware of them.
8. Holds weekly photo meetings for the purposes of making assignments and training and critiquing staff.
9. Recruit and train new staff members.
10. Develops staff understanding of photojournalistic guidelines and ethics.
11. Works with graduate 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.
12. 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.
13. Be on call to shoot assignments or make assignments for spot news situations.

14. Communicates with section editors and designers to plan visual elements of pages.
15. Maintains the organization of the photo server.
16. Maintains contact list of staff members.
17. Serves as a liaison between other staff members and the photography staff.
18. Attends weekly editorial staff meetings.
19. Ensures that all photographers complete the appropriate hiring paperwork.
20. Reminds photographers of timesheet deadlines.

**Daily duties:**

1. Updates budget with information about that day's photo assignments and their quality prior to budget meeting.
2. Attends daily budget and editorial board meetings and brings ideas for editorials.
3. Works with section editors and designers to determine which photographs are best for spreads and online, and which images can serve as focal points and anchors.
4. Edits and color corrects all assignments for print and web as early as possible in the production night.
5. Ensures all photos have accurate captions and move captions into the copy edit workflow.
6. Maintains constant communication with editor and managing editor.
7. Takes primary responsibility for any late-breaking photo assignments.
8. Works with photographer to edit work and explain changes if work is turned in by deadline.
9. Posts all images to web appropriately, including clear asset names, tagging, correct preview images and creating any galleries necessary.
10. Communicates with the social media team about any photos that should take precedence on various social media platforms.

**DESIGN EDITOR**

The design editor is charged with the responsibility of layout for the print editions of the newspaper and coordinating graphics for the web. One of their most important roles is to create visually stimulating ways to present information to the reader and should also plan long-term for major feature stories or displays.

**Qualifications:**

1. Has excellent knowledge of modular design, typography and graphics.
2. Is knowledgeable about design trends and points of entry.
3. Has in-depth experience with Adobe InDesign and some experience with Adobe Photoshop and Illustrator.
4. Has imagination and ability to present information to the reader visually.
5. Has strong organizational, leadership, communication and teamwork abilities.
6. Has ability to track simultaneous projects and meet deadlines.
7. Has demonstrated and promised long-term commitment to Technician.
8. Has effective approach to crisis management.
9. Has strong sense of ethical and moral integrity.
10. Attends editorial staff retreat in the fall.

**General duties**

1. Sets the "look" of the publication at the start of each academic year, including selecting type faces and design rules and creating templates and a design element library in InDesign.
2. Designs or delegates the designing of all necessary Technician recruitment materials — including house ads, promotional items, fliers, posters, etc. — as assigned by the editor and managing editor.
3. Strives to maintain a consistently high quality of content.
4. Manages staff of designers and graphic artists and schedules sufficient staff for production time.
5. Communicates with section editors for future plans.
6. Attends annual retreat.
7. Holds monthly meetings to discuss strengths and weaknesses of the month's design with designers, and sends out email reminders in between if concerns arise.
8. Critiques copies of previously published papers and uses adviser critiques to further train design staff.
9. Works with staff to help familiarize members with workings of computers, software and elements of design.
10. Trains designers and works to improve their skills.
11. Maintains contact list for designers.
12. Ensures that all designers complete the appropriate hiring paperwork.
13. Reminds designers of timesheet deadlines.

**Daily duties:**

1. Attends the daily budget and editorial board meeting and communicates with section editors to create visual hierarchy and plan the elements of the pages.

2. Responsible for laying out and designing pages, including breaking up pages and assigning pages to different designers.
3. Makes graphics assignments to designers, directs them toward the appropriate section editors to collaborate with and gives them feedback as they work on the assignment.
4. Proofs all pages for design consistency.
5. Has pages checked by editor or managing editor before leaving.
6. Maintains constant communication with editor and managing editor.
7. Works with designers to edit work and explain changes throughout the production night.
8. Approaches section editors to discuss cropping photographs or artwork and editing, chopping or killing stories based on space constrictions.
9. Exports pages once complete and works with editor and managing editor to send pages to the printer and get them in the right folders for online publication.
10. Tweaks and exports any graphics and posts them to web before leaving production night.

## **VIDEO EDITOR**

The video editor is charged with coordinating and creating video assignments for Technician.

### **Qualifications**

1. Has strong organizational, leadership, communication and teamwork abilities.
2. Has thorough understanding of the mission of Technician and the photo department.
3. Has ability to track simultaneous projects and meet deadlines.
4. Has demonstrated and promised long-term commitment to Technician.
5. Has effective approach to crisis management.
6. Has strong and diverse videography skills, including a working knowledge of how to use department-owned videography gear.
7. Has strong video editing skills and a sense of journalistic video styles.
8. Has strong ability to train, critique and work with new staff members.
9. Has patience and ability to help redirect weak ideas and to teach new staff members.
10. Has strong sense of ethical and moral integrity, especially as it pertains to the tenets of photojournalism.
11. Has knowledge of the laws of libel, privacy, obscenity and copyright.
12. Attends editorial staff retreat in the fall.

### **General duties:**

1. Assumes responsibility for all videos and strives to maintain consistently high quality.
2. Approves equipment check-out requests for video staff and helps them borrow any gear needed for an assignment. Notifies the graduate photo adviser and professional staff if any equipment is missing or broken and voices any potential gear needs for the video staff.
3. Sets the style for Technician videos for the year, including setting editing parameters and creating uniform intros, outros and lower-thirds; also sets the technical parameters for video files.
4. Communicates with section editors to coordinate video needs, whether they are linked with an article or would serve as a good "free-standing" video assignment; coordinates weekly video assignment budgets.
5. Makes video assignments, including specifics of what sources and shots are preferred, the style of the video and the desired length.
6. Follows up with videographers about the status of individual assignments before deadline.
7. Attends annual retreat.
8. Holds regular office hours.
9. Holds weekly video meetings for the purposes of making assignments and training and critiquing staff.
10. Recruits and trains new staff members.
11. Develops staff understanding of photojournalistic guidelines and ethics.
12. Holds one-on-one editing sessions with video correspondents to improve their shooting, interviewing and editing skills before they become a paid staff member.
13. Works with editorial adviser to set up trainings needed to address areas that need improvement within the video staff. Attends as many of those trainings as possible and encourages their staff to do the same.
14. Be on call to shoot assignments or make assignments for spot news situations.
15. Maintains contact list of staff members.
16. Attends weekly editorial staff meetings.
17. Ensures that all videographers complete the appropriate hiring paperwork.
18. Reminds videographers of timesheet deadlines.

### **Daily duties:**

1. Checks video files that have been completed and turned in for continuity, good editing/transitions, good audio, appropriate intros/outros/lower-thirds and all technical parameters. Exports videos once they have approved them.
2. Creates teaser versions of videos for social media when necessary.
3. Uploads all videos to YouTube and create appropriate assets in BLOX, including writing and editing descriptions and appropriate tagging. Link web assets to appropriate article assets, or notify section editors to do so.
4. Sends all links and teasers to social media team.
5. Maintains constant communication with editor and managing editor.
6. Takes primary responsibility for any late-breaking video assignments.
7. Works with videographers to edit work and explain changes if work is turned in by deadline.

## **SOCIAL MEDIA EDITOR**

The social media editor is responsible for maintaining all Technician social media accounts, setting a social media strategy and implementing that strategy by creating content and posts to broaden the outlet's publication online.

### **Qualifications**

1. Has strong organizational, leadership, communication and teamwork abilities.
2. Has thorough understanding of the mission of Technician.
3. Has ability to track simultaneous projects and meet deadlines.
4. Has demonstrated and promised long-term commitment to Technician.
5. Has effective approach to crisis management.
6. Has extensive experience with various social media platforms, including creating posts and content and tracking success and analytics of posts.
7. Has a strong command of the English language, AP Style and Technician style.
8. Has strong sense of ethical and moral integrity, including the ability to think through the consequences of their decisions within and without the paper.
9. Has knowledge of the laws of libel, privacy, obscenity and copyright.
10. Attends editorial staff retreat in the fall.

### **General duties:**

1. Sets a social media strategy for the entire paper — including all sections and accounts — at the start of each academic year, based on analysis of past performance and assessment of current social media trends. The strategy document should be created with the help of the editor, managing editor and editorial adviser and should include specific, measurable goals and directives to govern their own work and that of the editorial staff.
2. Monitors social media traffic and web activity and looks for trends. Produces a monthly report including statistics about performance on each platform, best posts and/or best practices during the month and a recap of potential new technology the outlet can look into and analysis of the pros and cons of moving forward.
3. Monitors general social media trends and researches new features of various platforms, as well as the potential for Technician to utilize new and emerging platforms. Recommendations on new platform usage should be included in monthly reports.
4. Actively seeks ways to increase social media following and reach by duplicating successful efforts and investigating tactics used by others on social media that Technician could replicate or tweak to improve social media following and reach.
5. Coordinates with section editors, including the photo editor, design editor and video editor, to figure out new ways to draw attention to interesting stories on social media and get information from editorial staff members about content available to promote and promotion priorities. Coordinates the social campaign of special projects and series.
6. Trains section editors on social media protocol and best practices — including best phrasing posts to engage readers, inclusion of media elements, timing, etc.
6. Coordinates with the business and marketing staff to create protocols for sponsored content.
7. Creates policies and procedures for live tweeting events. Takes point in coordinating the execution of successful live tweeting with section editors, reporters and photographers. Host trainings on tweeting protocol as needed.
8. Creates policies and procedures for breaking news on social media with the editor and managing editor.
9. Attends weekly editorial staff meetings.

### **Daily duties:**

1. Spends at least an hour during each of the four production nights speaking with section editors one-on-one and creating strategies for best promoting their content the next day and discussing potential social media integration for upcoming coverage and projects. Discusses priorities and content available for posting.
2. Teases stories from the website on Technician's Facebook, Twitter and Instagram accounts, using strategic wording, timing and multimedia elements. This can be done in real time or set up with appropriate wording and media assets using a platform to time posts throughout the day.
3. Makes minor changes to the website, such as adding a special section for a series of articles related to the same topic or updating stories with appropriate tags and links if they notice they are missing while posting content to social sites.

## **MULTIMEDIA MANAGER**

The multimedia manager is responsible for coordinating multimedia leadership staff to produce a cohesive multimedia environment for Technician on our website, social media platforms and YouTube.

### **Qualifications**

1. Has strong organizational, leadership, communication and teamwork abilities
2. Has thorough understanding of the mission of Technician
3. Has ability to track simultaneous projects and meet deadlines
4. Has demonstrated and promised long-term commitment to Technician
5. Has understanding of various media types, including using social media, photography, videography and graphic design
6. Has a strong sense of ethical and moral integrity, including the ability to think through the consequences of their decisions within and without the paper
7. Has knowledge of the laws of libel, privacy, obscenity and copyright
8. Attends editorial staff retreat in the fall.

### **General duties:**

1. Sets multimedia goals on a monthly basis, including the amount and type of multimedia integrated into stories, creating unique social media posts that combine media and improving the quality of Technician's online presence overall.
2. Creates weekly lists of recommended multimedia usage based on the master budget
3. Creates innovative new methods of storytelling with multimedia
4. Takes point of multimedia sections during breaking coverage to produce cohesive online coverage that incorporates photos, videos, graphics and audio as needed
5. Works with teams producing podcasts to increase the quality of the podcasts, take better advantage of the medium and to increase the online following.
6. Attends weekly editorial staff meetings.
7. Keep up maintenance of Technician's newsletters

### **Daily duties:**

1. Spends six hours a week speaking with section editors one-on-one and creating recommendations for best integrating multimedia into their content for the next week. Discuss priorities and content available for posting.
2. Keeps track of how many multimedia recommendations make it to publish and identifies where the unpublished recommendations stopped.
3. Assigns multimedia products for social media publication on a consistent basis.

## **MARKETING MANAGER**

The marketing manager is responsible for coordinating outreach and recruitment events and initiatives.

### **Qualifications**

1. Has strong organizational, leadership and teamwork abilities.
2. Has thorough understanding of the mission of Technician.
3. Has ability to track simultaneous projects and meet deadlines.
4. Has demonstrated and promised long-term commitment to Technician.
5. Has excellent communication skills.
6. Has a strong sense of ethical and moral integrity, including the ability to think through the consequences of their decisions within and outside of the paper.
7. Attends editorial staff retreat in the fall.

### **General duties:**

1. Plans marketing initiatives, including open-house, interest meetings and general tabling events to increase brand awareness.

2. Collaborates with each section to determine the best marketing and recruiting methods for specific sections.
3. Plans recruitment initiatives, knowing which sections need recruits the most and focusing efforts as needed.
4. Works closely with multimedia teams and design department to create marketing materials.
5. Communicates with student organizations and academic departments to advertise Technician opportunities.
6. Collaborates with the business office to work on special projects.
7. Oversees marketing budget, orders promotional merchandise and monitors inventory.
8. Attends editorial staff retreat in the fall.
9. Attends weekly editorial staff and budget meetings.

**Daily duties:**

1. Checks the Technician marketing email and responds accordingly
2. Brainstorms ideas for projects and marketing exposure  
Monitors current projects

**ASSISTANT SECTION EDITORS**

(News, Opinion, Arts and Entertainment, Sports, Photo, Video, and Social Media)

Assistant section editors assist and supplement their respective section editors. They do not assume final responsibility for the section, but on the days they are scheduled to work, they do take on the full daily task list of their section editor, as listed above.

**Qualifications:**

1. Has strong organizational, leadership, communication and teamwork abilities.
2. Has thorough understanding of the mission of respective section.
3. Has ability to track simultaneous projects and meet deadlines.
4. Has demonstrated and promised long-term commitment to Technician.
5. Has effective approach to crisis management.
6. Has strong skills central to the section's mission.
7. Has patience and ability to help redirect weak ideas and to teach new reporters.
8. Has an outstanding knowledge of the paper's policies and the laws of libel, privacy, obscenity and copyright.
9. Attends editorial staff retreat in the fall.

**Section-specific qualifications:**

**Assistant News Editor:**

1. Has knowledge of political forces within and outside the university.
2. Has thorough understanding of news values, where a story lies and what angle to take with a story.
3. Has outstanding knowledge of straight news writing and layout procedures.

**Assistant Opinion Editor:**

1. Has knowledge of political forces within and outside the university.
3. Understands and respects the distinction between news and editorializing.

**Assistant Arts and Entertainment Editor:**

1. Has outstanding knowledge of feature writing.
2. Has an outstanding knowledge of and interest in all forms of popular culture.

**Assistant Sports Editor:**

1. Has an outstanding knowledge of NC State athletics.
2. Understands and respects the distinction between news and editorializing.

**Assistant Photo Editor:**

1. Has strong and diverse photography skills, including knowledge of how to effectively utilize department-owned gear.
2. Understands and respects photojournalism ethics.

**Assistant Video Editor:**

1. Has strong and diverse videography skills, including a working knowledge of how to use department-owned videography gear.
2. Has strong video editing skills and a sense of journalistic video styles.

**Assistant Social Media Editor:**

1. Has extensive experience with various social media platforms, including creating posts and content and tracking success and analytics of posts.
2. Has a strong command of the English language, AP Style and Technician style.

**General duties:**

1. Assists section editor in following up with staff members about the status of individual assignments before deadline.
2. Attends annual retreat.
3. Attends weekly section meetings and assists in making assignments and training and critiquing staff.
4. Attend weekly editorial staff meetings.
5. Assist in recruiting and training new staff members.
6. Attends as many pertinent trainings as possible and encourages their staff to do the same.
7. Strives to expand coverage to reflect the diversity of NC State and appeal to a broad base of readers.
8. Makes self available for late breaking or last-minute assignments, and/or assists the section editor in finding staff members to take those assignments.
9. Maintains close contact with the section editor; lets section editor know when they will be out of contact.

**Daily duties:**

1. Performs all of the daily duties of their section editor when it is their assigned night to work production; see above.
2. Edits assignments as needed.
3. Works with writers and reporters to verify information such as names, numbers and accuracy of details and makes sure work is complete before deadline.
4. Works with writer and/or photographer to edit work and explain changes if work is turned in by deadline.
5. May work with writers on special projects or investigative stories as needed and assigned by section editor.

## **STAFF MEMBERS**

### **COPY EDITORS**

Copy editors are necessary to ensure the writing of successful copy. Under the guidance of the copy desk chief, copy editors ensure that any errors are corrected before content is published.

**Qualifications**

1. Is accurate, efficient and swift in analyzing the writing of others.
2. Has a mastery of both the AP and Technician style.
3. Understands and respects the distinction between news and editorializing.
4. Demonstrates excellence in attention to detail.
5. Has completed copy editor correspondence.
6. Attends meetings and training session scheduled by copy desk chief.

**Daily duties:**

1. Reads and thoroughly edits all copy.
2. Fact checks all stories, and makes note of it with sources.
3. Edits all copy, including captions and headline, for clarity, grammar, spelling, punctuation, style and accuracy of names and identifications.
4. Revises any copy, including headlines and captions, as necessary in conjunction with the writer and section editor.
5. Helps section editors headline stories when asked.
6. Stays until the pages are printed to edit hard copies.

### **LAYOUT DESIGNER**

This is an entry-level position for people hoping to get involved with designing the layout of the paper. Managed by the design editor, designers work nights to layout sections of the paper.

**Qualifications:**

1. Has an understanding of journalistic ethics and practice, especially as it relates to visuals and display type.
2. Has imagination and ability to present information to the reader visually.
3. Is proficient in creating computer generated art.
4. Has artistic and graphic design abilities.
5. Has a basic command of InDesign.
6. Has completed layout designer correspondence.
7. Attends meetings and training session scheduled by design editor.

**Daily duties:**

1. Responsible for laying out and designing pages assigned by design editor and have pages checked by design editor before leaving.
2. Communicates with section editors of assigned page to learn about the content and determine hierarchy and visual elements to create a visually stimulating page.
3. Accepts suggestions for success from members of the editorial leadership.

## **GRAPHIC ILLUSTRATOR**

This is an entry-level position for people hoping to get involved in creating illustrations and graphics for print and online publication. Managed by the design editor, illustrators work on assignments that correlate with specific articles.

### **Qualifications:**

1. Has an understanding of journalistic ethics and practice, especially as it relates to visuals and display type.
2. Has imagination and ability to present information to the reader visually.
3. Is proficient in creating computer generated art.
4. Has artistic and graphic design abilities.
5. Can turn data into meaningful, easily understood visuals via charts, graphs or other organized images.
6. Has a basic command of InDesign, Photoshop, Illustrator or comparable software for creating visuals.
7. Has completed graphic illustrator correspondence.
8. Attends meetings and training session scheduled by design editor.

### **Daily duties:**

1. Responsible for coming up with and executing the creation of visuals that correlate with the core concepts of articles they are assigned to illustrate.
2. Coordinates with the design editor or assistant, the assigning section editor and/or the writer to ensure appropriateness of the design.
3. Turns in design at or before deadline in the appropriate file formats so designs can be edited as needed.
4. Accepts suggestions for success from members of the editorial leadership.

## **CARTOONISTS**

The person in this position is responsible for the creation either of editorial cartoons, cartoon strips or graphic art for multiple sections of the paper.

### **Qualifications:**

1. Has artistic and graphic design abilities.
2. Is quick and creative with ideas.
3. Has a firm understanding of journalistic ethics and practice.
4. Completes work by deadline specified by section editor.

### **Duties:**

1. Works closely with the opinion editor to generate content consistent with the mission of the section.
2. Accepts suggestions for success from members of the editorial leadership.

## **STAFF WRITERS AND STAFF COLUMNISTS**

Writers are responsible for producing content pertinent to the readers of Technician. Writers must strive to improve their writing and continue to uphold the ethics of journalism through fairness, accuracy and clarity.

### **Qualifications:**

1. Has an understanding of journalistic ethics and practice.
2. Has a good track record of completing assignments by deadline.
3. Has completed all of the requirements of writer correspondence.

### **Duties:**

1. Works closely with the editorial staff to generate content consistent with the mission of assigned section. Consultation with an editor is required while researching potential stories.
2. Accepts writing assignments from section editors with the full intentions of completing the work to the best of their ability — which includes researching, interviewing, writing, editing, rewriting and formatting.
3. Completes work by deadline specified by section editor.
4. Notifies the editor of any problems or potential problems.
5. Notifies editor if story needs to be dropped or won't be completed before deadline as soon as they know. The day of deadline is unacceptable for non-live stories.
6. If story is dropped due to sourcing issues, writer must take another story for that week to replace the dropped one.
7. If writer takes a story and finds they do not have enough time to write it, they must work with the section editor to find another writer to take the story.
8. Maintains complete responsibility for the fairness, accuracy and clarity of all work accepted and submitted for approval.
9. Accepts suggestions for success from members of the editorial board.
10. Writes at least one story per week, unless otherwise specified by the section editor.
11. Attends scheduled section assignment meetings.

12. Attends Technician all-staff meetings.

### **STAFF PHOTOGRAPHER**

Staff photographers are employees of Student Media, and as such are responsible for producing photo content for Agromeck and Nubian Message, as well as Technician, for print and web publication. Photographers must strive to improve their shooting and editing skills and continue to uphold the ethics of photojournalism through fairness, accuracy and clarity.

#### *Qualifications:*

1. Has an understanding of journalistic ethics and practice, especially as it pertains to photojournalism.
2. Has a good track record of completing assignments by deadline.
3. Has completed all of the requirements of photographer correspondence.
4. Has demonstrated an understanding of camera mechanics, image composition, professional conduct in the field and image selection.

#### *Duties*

1. Accepts photo assignments from section editors with the full intentions of completing the work to the best of their ability — which includes researching, shooting, culling, writing captions and correctly formatting images.
2. Completes work by deadline specified by photo editor.
3. Notifies the photo editor of any problems or potential problems.
4. Notifies the photo editor if an assignment needs to be dropped or won't be completed before deadline as soon as they know. The day of deadline is unacceptable for non-live assignments.
5. Maintains complete responsibility for the integrity of all work accepted and submitted for approval.
6. Accepts suggestions for success from senior photographers and photo editors.
7. Completes at least one assignment per week and turn in at or before deadline.
8. Attends staff trainings.
9. Attends weekly photo staff meetings.
10. Attends Technician all-staff meetings.

### **SENIOR STAFF PHOTOGRAPHER**

Senior staff photographers are employees of Student Media like staff photographers; however, they also agree to take on additional responsibilities of training and mentoring new photographers. Because of that, senior staff photographers get priority when assignments are given out. They are still expected to regularly shoot.

#### *Qualifications:*

1. Work as a staff photographer for at least two semesters.
2. Pass a 30-question quiz composed of three parts: camera basics, assignment workflow and ethics.
3. Have an interview with the photo editors and photography graduate assistant about the publications, mentoring/training and photography.

#### *Duties:*

1. All duties of a staff photographer.
2. Complete at least one assignment per week helping new photographers in addition to their one assignment per week.
3. Train and mentor a group of new photographers, helping them with their correspondence, workflow, checking out gear and on-assignment troubles and hurdles.
4. Maintain a portfolio.
5. Spend time in the office, especially during production time.

### **CORRESPONDENT**

Each section has correspondents — writing correspondent, Bienvenidos writing correspondent, photo correspondent, layout design correspondent, graphic illustrator correspondent, copy editing correspondent, video correspondent — who are volunteer staff members learning the ropes of their respective area of the publication. Correspondents are welcome to pursue more than one area of interest at Technician, but all non-overlapping correspondence requirements will need to be completed. Correspondents may complete their requirements to become a paid staff member at their own pace, although correspondence is designed such that it can be completed within a semester. Requirements for the completion of each type of correspondence are listed on page 10.

#### **Requirements:**

1. Learn about journalistic ethics and standards from staff members and the staff manual.
2. Adhere to all requirements expected of staff members in their respective sections, aside from having completed correspondence requirements.

3. Demonstrate a willingness to learn and improve their skills and actively communicate with section editors about ways to improve upon skills after every article each assignment published.
4. Attend as many section meetings as possible.
5. Attend as many Technician all-staff meetings as possible.

## PROFESSIONAL STAFF

All of the members of the NC State Student Media professional staff are available to help staff members of all five student media outlets and the student business office staff. Each has particular specialties, be it advising a particular type of publication, budgeting, payroll management, business, marketing, sales, technology, publishing and distribution. The purpose of the department is to help student staff members do their job better. Specific job descriptions and contact information for the five-person professional staff team can be found at <https://studentmedia.ncsu.edu/web/?q=professional-staff>.

### Editorial Adviser

The editorial adviser is the primary adviser of the two student newspapers, Technician and Nubian Message. Their job is primarily to give advice and to teach. This includes, but is not limited to, the following responsibilities:

- Give the editorial staff professional advice on gathering, editing and publishing news and content.
- Give editors-in-chief and managing editors advice on staff management.
- Help leaders set priorities and create plans to accomplish goals.
- Assist editors-in-chief in updating the Staff Manual, policies and Style Guide annually.
- Create and provide necessary trainings for all Technician staff, including editorial staff, on a variety of topics including reporting, writing, editing, creating visual content, design, social media strategy, web posting policies, the application of the First Amendment, media law, journalistic ethics as outlined in the Society of Professional Journalists' Code of Ethics <http://www.spj.org/ethicscode.asp>, and peer leadership. Create and coordinate guests for new trainings as needs arise and staff submits requests.
- Review and critique publications. This may include providing editing suggestions for content or proofs prior to publication, if and only if it is requested by staff members.
- Hold editorial staff accountable to outside deadlines.
- Monitor staff academic progress.
- Stay abreast of media law, industry trends, best practices and quality resources to advise the staff of.
- Do administrative tasks to keep the outlets running, including maintaining student organization status, signing up for recruitment opportunities, reserving campus spaces for events and meetings, making sure hiring paperwork is completed, maintaining membership in college media organizations, registering students for and planning travel to relevant conferences, making sure students have the materials to complete their jobs and planning periodic retreats and trainings.
- Help manage the publication's finances with the other members of the NC State Student Media professional staff, with the input of the editor-in-chief.
- Help negotiate outside contracts and agreements with the other members of the NC State Student Media professional staff, with the input of the editor-in-chief.
- Vehemently defend the publication and its staff to outside parties, as well as aid in educating the campus community on the student news outlet's role and policies, as needed.
- Provide the newsroom with occasional baked goods and pizza on election nights.

The editorial adviser will not, under any circumstance:

- Require or demand prior review of editorial content.
- Censor, stop or prohibit the print or online publication of any content.
- Make assignments to staff members. All story ideas submitted to staff members are merely suggestions.
- Create content, written or visual, for publications.
- Answer outside inquiries about content decisions, but will rather refer concerned parties to student editors.

The editorial adviser will additionally uphold the College Media Association's Code of Ethics, [http://www.collegemedia.org/about\\_cma/code\\_of\\_ethics/](http://www.collegemedia.org/about_cma/code_of_ethics/), and strive to embody the professional organization's outline of adviser roles and responsibilities, [http://www.collegemedia.org/about\\_cma/what\\_is\\_an\\_adviser/](http://www.collegemedia.org/about_cma/what_is_an_adviser/).

# STAFF DISCIPLINE POLICY

Repeated disregard for staff policies laid out in the Technician Staff Manual can result in dismissal from staff. The Staff Discipline Policy applies to all staff members, including correspondents and paid staff members. The editor-in-chief is the final arbiter of whether a staff member's actions constitute a strike. The strikes are weighted according to severity, as listed below. However, if the editor-in-chief judges a particular offense to be especially problematic and damaging to Technician's reputation and well-being it is at their discretion to increase the weighting of an individual offense. Incurring weighted strikes totaling three will result in the dismissal of that staff member. Additional details can be found in the ethics section of this manual starting on page 4.

- (1) Misuse of equipment: using Student Media equipment for anything other than Student Media assignments is prohibited. The misuse of equipment outside of the directions of direct supervisors is also prohibited.
- (1) Dropped assignment or missed deadline: any assignment that was agreed upon but is not completed by the given deadline without speaking to the assigning editor about the inability to complete the assignment well in advance of the deadline. "Well in advance" will be defined as giving enough reasonable notice that editors can pivot to a backup plan for content.
- (1) Continually undependable: Pushing back deadlines or dropping stories, even with advance notice, in excess of four times without reasonable excuses that were genuinely out of their control. The purpose of this strike is to ensure that assignments are usually followed through on and that excuses for not delivering assignments are the exception, not the typical state of affairs. Once this happens four times a strike weighted at one will apply, with each additional dropped or pushed story counting as one additional strike.
- (1) Breaking social media or commenting protocol: going against the social media and commenting protocol for staff laid out for staff on page 34, whether on an official Technician account or a personal account on any social media platform.
- (1) Misleading sources: telling campus or community sources you are speaking with them for something you are not. This includes saying you are doing a story for Technician when you are not, telling them you will not be doing a story when you are or in any way misrepresenting the type of piece you are working on for Technician.
- (1) Disregarding superior's feedback: specifically, for editorial staff members, ignoring the best practices specifically asked of them by their superiors (either a section editor, managing editor or editor-in-chief). This includes continuing to do something in a staff member's leadership capacity that you have been specifically told not to do.
- (2) Misusing press credentials: either press badges provided by Technician or credentials provided to the outlet by any other entity for an event.
- (2) Conflict of interest: taking and completing an assignment for which you have a conflict of interest and not disclosing that to your editor or direct supervisor.
- (2) Plagiarism: copying the words or idea of someone else without appropriate attribution. This includes any representation of someone else's work as your own, including articles, columns and photographs.
- (3) Fabrication: making up sources, their names, quotes or facts and including them in an assignment that is not explicitly satire.
- (3) Insubordination: acting in opposition to the final decision of the editor-in-chief, or the managing editor in their stead. This includes but is not limited to publishing — in print, online or on social media on behalf of the outlet — something you have been told not to, including the phrasing of something, whole articles, photos, videos or other multimedia posts.

When a staff member violates the policies and thus earns a strike the section editor, managing editor or editor-in-chief will fill out a strike form that includes the following:

- Name of the staff member who violated policy
- Date of the infraction
- Narrative description of the infraction
- Type of strike earned and the weighting of that strike
- A listing of citations in the staff manual that apply to the infraction
- Signature lines for the staff member, section editor (or assistant) and the managing editor or editor-in-chief

Once the form is signed by all appropriate parties, copies will be made: one for the staff member and one for the publication's files, to be maintained by the editor-in-chief and managing editor. This is so that no one is confused about how many strikes a staff member has accrued and for what on behalf of any party involved.

If a staff member observes another staff member violating Technician policy they may confidentially report it to their section editor, the managing editor or the editor-in-chief, who will pursue the perceived infraction without mentioning the reporting staff member to anyone in the process.

Strikes restart at the start of each new editorial staff's appointment (in May, beginning with the last printed edition of the academic year), and run the course of their tenure. However, if a student has been dismissed from the staff in the past and wants to be reinstated in a subsequent year they need to complete two tasks: 1) ask for a meeting with the current editor-in-chief, explain their infractions and how they will avoid them in the future and receive the editor's approval to rejoin the staff; 2) take the staff manual quiz administered to correspondents seeking to become paid staff members and complete it with at least an 80 percent.

# PRODUCTION PROCESS

## Meetings

Each section will hold regular meetings for the purposes of making assignments, pitching ideas, working on schedules, discussing how the section is doing, receiving critiques, undergoing training and building working relationships. The editor-in-chief can set the frequency expectations for each section, however the default is weekly meetings while classes are in session.

All staff members of the section — including correspondents and paid staff members — are expected to attend as many section meetings as possible and coming prepared with assignment pitches, whether for an article, column, photo essay, design, graphic or video. That includes the basic idea, the angle, some research on the idea and a concept of when the assignment could be completed to be timely. Just because a staff member pitches an idea does not mean that a section editor will necessarily give that assignment to them, or at all, but section editors will make efforts to match staff members to their interests and passions, taking skill level into account as well.

## Assignments

Assignments will primarily be made during section meetings, but can also be made via email, call, text or other means of communication adopted by the section. Once a staff member has agreed to an assignment, either verbally or in writing, they are fully responsible for completing that assignment and turning it in before deadline. The following are the basic requirements for all assignments, though when an editor gives additional requirements they are to be followed:

Articles:

- Contain only information obtained in an ethical, legal manner
- All information presented is accurate, fact-checked and appropriately attributed.
- Include information and/or quotes from at least two human sources, including the proper identification: first and last name, pronouns, year, and major for students and any pertinent titles for all sources.
- Sources and information should take into account parties who have official information, parties with personal experience and parties potentially impacted by the topic. This should include the consideration that there are frequently more than two sides to every story.
- Third person point of view.
- A header that includes a proposed headline and appropriate byline, including staff member's current title.

Staff Reports:

- Contain only information obtained in an ethical, legal manner
- All information presented is accurate, fact-checked and appropriately attributed.
- Includes information largely from press releases, reputable/authoritative social media accounts, and potentially one brief interview with an official.
- Is fewer than 300 words.
- No byline is given on these brief, succinct reports that should typically be a precursor to a fuller story with multiple interviews and a byline. Any article with more reporting or length must include a byline.

Columns:

- Contain only information obtained in an ethical, legal manner
- Must be fundamentally related to NC State, student life and/or the local community, as determined by the section editor
- All information presented is accurate, fact-checked and appropriately attributed.
- Can be written in third person, first person or on rare occasions for effect, second person
- A header that includes a proposed headline and appropriate byline, including staff member's current title.

Photo Assignments:

- At least three varied shots that were obtained in an ethical, legal manner that are in-focus and lit appropriately so that they can run both in print and online
- Full, appropriate captions that include accurate identifications for all people in images that contain five or fewer people, as well as the location and date they were taken
- Appropriate file naming, metadata and placement on server

Galleries:

- At least eight varied shots that were obtained in an ethical, legal manner

- Full, appropriate captions that include accurate identifications for all people in images that contain five or fewer people, as well as the location and date they were taken
- Appropriate file naming, metadata and placement on server

#### Videos:

- Contain only shots obtained in an ethical, legal manner
- Appropriate identification for all persons interviewed on film
- Appropriate length as designated by the video editor
- Appropriate file naming, metadata and placement on server

#### Graphic Illustrations:

- Contain only information obtained in an ethical, legal manner
- Have a clear, unambiguous meaning that matches with the assigning editor's expectations
- Appropriate file naming, metadata and placement on server

#### Cartoons:

- Have a clear meaning that matches with the assigning editor's expectations as discussed
- Appropriate file naming and meta data, along with cartoon title and appropriate byline, including staff member's current title.

#### Live Social Media Reporting:

- Agree upon the types of information that need to be gathered from the field — be it specific pieces of information, quotes, interviews, observations, photos, video, etc. — and how frequently information should be relayed to the team member editing and putting information out on social media platforms. Agree on the best, fastest means of communicating this information or multimedia files, as well as when the staff member in the field needs to expect to work the event.
- Meet those agreements and stay in contact with the appropriate staff member throughout the assignment.
- In the event of breaking news all staff members who feed more than one piece of information, photo, and/or video back to the staff from the field will be eligible for live social media reporting pay, even if there is no time to agree upon expectations.

If a staff member thinks they will need to prove that they are working for Technician to gain access to an event, location or person to complete an assignment, they can check out a press pass in the newsroom. Staff members are expected to return passes to the newsroom and check them back in within a day of the conclusion of its use.

If a staff member realizes that they will be unable to complete an assignment as expected before its deadline they are required to notify the section editor immediately, regardless of the reason why. If there are problems with sourcing, the section editor may make some suggestions. If the staff member does not have the time to complete the assignment they are responsible for helping the section editor find someone else to take the assignment. If the story idea turns out to be less interesting or relevant than expected it is up to the section editor whether the assignment should be dropped and the staff member given an alternative assignment.

Section editors and assistants will keep open lines of communication with their staff members and should be used as a resource when negotiating difficulties or confusion in completing assignments.

### **Production Schedules**

Technician has three primary patterns for the production of the news: print production nights, web production nights and continuous newsgathering. Below are the timelines and expectations for each:

### **Print Production Nights (Wednesdays):**

- 3 p.m.
  - ALL non-live stories due. Editors assess content for night.
- 4 p.m.
  - ALL non-live photos due. Photo editor assesses photos for night.
- 5-5:45 p.m.
  - All copy editors arrive.
  - All section editors in newsroom — photo, design and social media included — prepared to talk about content and pitch editorial ideas, including updating the shared budget document.
  - Budget Meeting
- 5:45 p.m.
  - Section editors begin/continue editing stories, send to Copy Desk.
- 6 p.m.
  - All designers arrive, touch base with section editors and design editor. Begin designing with dummy text, then edited copy once available, in InDesign doc.
  - A member of the editorial board designated by the editor-in-chief begins writing staff editorial, if needed.
- 7:30 p.m.
  - All Opinion and Arts and Entertainment non-live copy through to copy desk.
  - Copy Editors 1 and 2 begin second edit of stories.
- 8 p.m.
  - All News and Sports non-live copy through to copy desk.
  - Copy Editors 1 and 2 continue completing second edit of stories.
  - Copy desk chief or stand-in begins third edit of stories as they become available.
  - EIC/ME begins fourth edit of stories, moves to Publish folder, alerts designers and section editors as they go
  - Section editors post approved stories to BLOX as they become available, setting publish time until after final on-page edits will be made.
  - Photo editor completes color correcting, all captions are in to copy desk.
- 8:15 p.m.
  - When all copy is into Copy Desk, News, Arts and Entertainment and Sports section editors write teasers for 88.1 Seconds of Technician, compile and prioritize in shared Google Doc
  - Photo editor uploads all color corrected images to BLOX.
- 10 p.m.
  - All copy is in Publish folder for designers to work with.
- 10:30 p.m.
  - Designers finish pages, alert section editors.
  - Section editors and copy editors begin headlining in teams, with EIC/ME overseeing.
- 10:45-11:15 p.m.
  - Pages are printed with headlines. EIC/ME, Copy Desk chief, section editors and copy editors begin editing hard copies of pages, initialing each once they're complete. Each page should gather at least three sets of initials, one of which must be that of the Copy Desk chief.
- 11:15-11:45 p.m.
  - Final edits made in InDesign file.
  - Design editor does final check for design continuity.
- 11:45 p.m.
  - Files exported from InDesign.
  - Section editors update BLOX story assets based on final edits, tweaks, ensures all photo and multimedia assets are attached and makes them live.
  - Flag top story, with photo, for front page.
  - Section editors finish updating shared social media document with blurbs for various platforms, links, instructions on photos and video and clear priorities for social media editor.
- Midnight:
  - Press deadline, everything sent to Triangle Web
  - EIC/ME calls Triangle Web for confirmation
  - LEAVE! Go Home! Do Homework! Have a Life! Get Some Sleep!

### **Web Production Nights (Sundays, Mondays and Tuesdays)**

- 3 p.m.
  - ALL non-live stories due, including at least three stories per section. Editors assess content for night.
- 4 p.m.
  - ALL non-live photos due. Photo editor assesses photos for night.
- 6 p.m.
  - All copy editors arrive.
  - All section editors in newsroom — including photo and social media, but excluding design — prepared to talk about content and pitch editorial ideas, including updating the shared budget document.
  - Budget Meeting
  - Section editors begin/continue editing stories, send to Copy Desk.
- 6:30 p.m.
  - A member of the editorial board designated by the editor-in-chief begins writing staff editorial, if needed.
- 7:30 p.m.
  - Opinion and Arts and Entertainment non-live copy through to copy desk.
  - Copy Editors 1 and 2 begin second edit of stories.
- 8 p.m.
  - News and Sports non-live copy through to copy desk.
  - Copy Editors 1 and 2 continue completing second edit of stories.
  - Copy Desk Chief or stand-in begins third edit of stories as they become available.
  - EIC/ME begins fourth edit of stories, moves to Publish folder.
  - Section editors post approved stories to BLOX as it becomes available.
  - Photo Editor complete color correcting, all captions are in to copy desk.
- 8:15 p.m.
  - When all copy is into Copy Desk, News, Arts and Entertainment and Sports section editors write teasers for 88.1 Seconds of Technician, compile and prioritize in shared Google Doc
  - Photo editor uploads all color corrected images to BLOX.
- 10 p.m.
  - Section editors update BLOX story assets based on final edits, tweak
  - Flag top story, with photo
  - Section editors finish updating shared social media document with blurbs for various platforms, links, instructions on photos and video and clear priorities for social media editor.
  - LEAVE! Go Home! Do Homework! Have a Life! Get Some Sleep!

### **Continuous News Gathering (all other times)**

Continuous newsgathering is a tricky process that helps the publication meet the needs of its readers by providing accurate information quickly, and takes all the members of the Technician staff working together to accomplish. The goal is to get information that has been verified out as quickly as possible on the Technician's website and on social media. The underlying principle of the entire process is clear communication within the staff about who is doing what and when.

Here are some expectations for continuous newsgathering:

- When any member of the Technician staff stumbles upon something that is potentially newsworthy, they should immediately reach out to multiple members of the editorial staff; while the editor and assistant whose section it is most pertinent to are preferable it is fine to bring up the idea with the section editor(s) with whom you have the closest relationship. The notification can come in the form of an email, a text, a call, a Facebook message, a GroupMe message, or whatever is fastest. All details available and sources of information, including contact information, should be included, whether they are from a person or were found online.
- Upon receipt of breaking news story, an editorial staff member will alert the rest of the editorial staff. From there, multiple things should happen at once according to who is available:
  - The pertinent section editor, assistant section editor or designee should begin finding a staff member available to cover the story. This means alerting writers and photographers to the pressing assignment and giving marching orders to anyone available.
  - Available editorial staff members should seek additional information about the story by placing appropriate phone calls until specific reporter(s) and photographers(s) can be assigned. Who is calling whom should be shared with the rest of the editorial staff so as to deter redundant efforts. Once information is obtained it should also be shared with the group, including whether that information is officially confirmed and available for publication or is strictly on background or is still unconfirmed.
- Once some information is confirmed the editorial staff needs to accomplish two things:
  - Create social media posts on Facebook and Twitter
  - Create and publish an article asset in BLOX. The article can be brief initially and should be added to as new information is confirmed and as leaders and writers have time to craft paragraphs providing background, history and context to the news.
- Which of these two things happens first will depend on the judgment of the EIC/ME and the urgency of the information. It is preferable to post an article to social media, but sometimes in order to get breaking news out that is either essential for readers to know quickly or of great interest a post should go up on social first.
  - If there is a threat to campus safety that needs to go up on social immediately with a follow up post including an article link as soon as it is available.
  - If something is interesting but not essential, leaders can take the additional five minutes to craft an article post.
- Once posts are made, to social and the website, other members of the editorial staff should read it over and notify the team if there are errors or edits need to be made, and then someone should make those changes.
- Keep an open line of communication as staff members communicate updates to the editorial staff and updates are made online and on social.
- Once the appropriate section editors become available they will take point on coordinating coverage.
- Incremental reporting is the name of the game with continuous online coverage. That means each new development should be added to the web story as it is confirmed and larger developments should be teased on social media appropriately. Posts about news that is in progress should include the tag "Technician will continue updating this post as new information is confirmed," or something to that effect.

Throughout the process all members of staff should practice critical thinking. It is always better to be right than to be first, though it is excellent when you can be right and first.

Ways to practice critical thinking:

1. Recognize that the critical thinking process involves emotion, actions and thinking.
2. Take stock of personal assumptions you are bringing to a situation.
3. Constantly consider the news value of pieces of information.
4. Question everything: Where is information coming from? Are those sources reliable? Does information coming in meet expectations? If not, why? Where are the holes in the story? What does that say about the information you're gathering? Am I pursuing answers to the fullest extent possible?
5. Think about who is an expert and who can put something in context.

6. Doggedly pursue the truth. Keep asking questions until you get a good answer.
7. When you find contradicting stories take stock of that. Confront sources with information that either contradicts or does not jive with what they have said. Synthesize the information.
8. Think about whether the product and the actions it took to get there comports with the values and ethical standards of the organization.

# ONLINE POLICIES

## Web Posting

It is the responsibility of each section's editor and assistant editors to post fully edited versions of all stories. This includes:

- Writing a search engine-optimized headline
  - If the web headline is different from the print headline include the following language at the end of the story, in italics: "A version of this article appeared in print on [month] [day], [year], on page [#] with the headline "[original headline]."
- Posting the byline, spelled correctly with the correct title.
- Posting the body copy, including appropriate formatting.
- Linking any helpful links in body copy or alt copy.
- Writing keywords for the post, including all pertinent nouns, author name and NC State.
- Tagging the post with the appropriate sections.
- Attaching any multimedia assets including photos, photo galleries and videos. If an article has a gallery attach the gallery as well as three individual photos. All photos should be checked for appropriate preview image sizing. No posts should go online without an image attached.
- Linking any past related content as a child or sibling asset.
- Linking the author's bio page.
- All posts should have an appropriate start time.

If someone for any reason cannot post something pertinent to their section to the website it is their responsibility to find an editorial staff member who will.

## Making Corrections

In the course of reporting and publishing, errors are inevitable. When errors occur, it is essential that corrections be made accurately and swiftly. When a section editor becomes aware of an error this is the protocol:

- Contact the reporter and ask about the disputed fact. Discuss how they came to include it in their story.
- Contact appropriate sources to figure out what was not correct and what was true.
- If the facts are still disputed, the stakes are high or a decision is murky, contact the editor-in-chief and/or managing editor for guidance before acting.
- Update the language of the article so that it is correct. Place an asterisk at the end of the sentence(s) that needed correcting. At the bottom of the post, in italics, acknowledge the correction, including the date it was made, like so:
  - "**\*Correction, Aug. 5, 2016:** An earlier version of this post originally misspelled the name of Delta Air Lines."
  - In the correction be careful not to repeat the error if it is not essential to explaining what is correct, i.e. if a name was misspelled say "This post originally misspelled Rachel Smith's name." But if it must be restated in order to make sense, that is fine, i.e. "This post originally misstated that Molly Mae was indicted on murder charges. She was not. Her sister Holly Mae was indicted on murder charges."
- If the article that needs correction ran in print, draft the correction for print and place it in the appropriate copy edit folder to run in the next print edition, ASAP. It should look like this:
  - "**\*Correction:** In the Aug. 28 edition of Technician, in the article headlined 'Airline recruiting at NC State,' Delta Air Lines was misspelled."
- If the article that needs correction was already posted to social media AND the error was severe and/or occurred in the headline, consult with the social media editor and the editor-in-chief and/or managing editor to determine the appropriate action on social media. It may require that a post be deleted, though all deleted posts need to be followed by an up-front acknowledgement of the error. Or if the error was not grave or deeply offensive, an incorrect post can simply be followed up with a correction. If it's something small, like a misspelling or a minor number error that was not prominent there is no need to call attention to it on social media.
- The editor-in-chief or a designee from the leadership staff will apologize to any injured parties in accordance with the gravity of the error, with an assurance that the staff will look into the process that allowed it to occur. Staff members will not explain in detail how the error occurred, as not to negate the apology by seemingly justifying the error, nor to single out staff members who made mistakes.

## Removal of Content

As a policy, content will not be removed from the Technician website, just as something that ran in print cannot be taken out of the paper. When requests to remove content are made they will be referred to the editor-in-chief to make a final decision. Extenuating circumstances in which an editor-in-chief may consider removing content include, but are not limited to: when a person's safety could be negatively impacted by their explicit or implied identification in an article or photo, such as witness protection, undercover law enforcement or interpersonal violence situations, or if the basic premise of an article is both false and damaging. Editors will not remove accurate content simply because someone deems it damaging to their reputation and job prospects. If content is removed, the article asset should not be deleted, but have the body copy removed and replaced with a brief explanation, as to preserve the original URL.

## Moderating Comments

On both social media and in the comments section of articles there will occasionally be a need to moderate comments. It is the responsibility of all editorial staffers to hide or delete comments that do not comport with the user policy when they see them. The user policy applies to all platforms and is as follows:

*A comment violates the [technicianonline.com](http://technicianonline.com) user policy if it contains: off-topic or inappropriate remarks; personal attacks or threats; derogatory terms, slurs or profanities that would not be deemed fit to print under the NC State Student Media Style Guide; advertisements or other spam; impersonations.*

It is the goal of the Technician staff to moderate comments consistently, and no comment will be censored unless it clearly violates the above user policy.

- Staff members will not hide or delete comments just because they do not like them or they conflict with their personal beliefs.
- No Technician staff member will rebut a reader/commenter on any platform, aside from potentially in a column, and will not engage in an argument with a reader/commenter from a Technician account or their personal account.
- No Technician staff member will create an account for the purposes of rebutting, trolling or arguing with a reader/commenter.

## Social Media Policies:

- No Technician staff member will rebut a reader/commenter on any platform, aside and will not engage in an argument with a reader/commenter from a Technician account or their personal account.
- No Technician staff member will create an account for the purposes of rebutting, trolling or arguing with a reader/commenter.
- No Technician staff member will use an official Technician account for any purpose other than official work for the publication. Prohibited behavior includes, but is not limited to: liking/following/friending personal accounts or posts not pertinent to the paper, including you or your friends/family members; posting on anyone's walls; sending messages or DMs to any account that do not relate directly to the production of news or the purposes and goals of the publication.
- Upon the dismissal or resignation of any member of staff who has access to social media passwords the passwords will be changed immediately and new passwords will be redistributed to anyone pertinent, with the help of the professional staff.