

**UNIVERSITY OF UTAH  
PUBLICATIONS COUNCIL  
POLICIES AND PROCEDURES**

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Approved by the Board of Trustees

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## **I. PUBLICATIONS COUNCIL**

The Publications Council (hereafter the Council) is a standing committee of the University of Utah appointed by and responsible solely to the Board of Trustees. Its policies and procedures are established under the direction of the Board.

The Council is the publisher of all university-wide student publications supported entirely or in part by student activity publication fees and shall have authority, with the approval of the Board of Trustees, to establish general policies and procedures with respect to matters such as editorial and business operations, including advertising; compliance with University policies and applicable laws; and the protection of academic, creative, and journalistic freedom.

### **A. General Jurisdiction:**

The Council exercises the administrative authority of the University over student newspapers, magazines, journals, and other periodicals that receive support from student activity fees as approved by the Council. The Council supports only publications published primarily by or for students at the University of Utah and available to the University community. All publications funded wholly or in part by the Council are subject to the Council's policies and procedures.

### **B. General Duties and Responsibilities:**

1. Overview: The Council receives and reviews requests to fund student publications. The Council oversees the administration of the funds it approves. The Council reserves the right to select, or participate in the selection of, editors and business managers. The Council supports the principles of free and responsible student publishing. The Council is a forum for receiving complaints and criticism of student publications. The Council annually reports to the Board of Trustees on budgetary matters, and it is responsible for keeping the Board informed of any serious problems involving student publications.
2. Financial Operations: The Council is responsible for distributing the portion of student fees set aside for student publications. Each

request for funds must include a line-item budget. The Council maintains an account for the funds approved for each student publication and supervises budgetary compliance. In addition, the Council may review and modify the terms of publishing contracts and advertising rate policies, and it may approve the amount of staff remuneration. The Council may consider requests to fund supplementary expenditures.

3. Student News Publication Content: The Council has the responsibility to ensure that all student news publications provide adequate campus news coverage and a forum for the expression of diverse campus opinions. Editors have the authority and responsibility to perform these functions consistent with these Policies and Procedures.
4. Other Student Publications' Content: The Council has the responsibility to require publications to perform their declared artistic, cultural, scholarly, or other functions. The performance of these functions is the responsibility of each editor subject to the provisions of these Policies and Procedures. The Council has the responsibility to require all student publications to adhere to the format, functions, and standards submitted with the publications' funding requests. Editors have the authority and responsibility to comply with this requirement. Failure to comply may result in funding being withheld.
5. Editorial Freedom and Responsibility: The Council and all supported publications shall promote and protect academic, creative, and journalistic freedom. The Council endorses the Joint Statement on Rights and Freedoms of Students of the American Association of University Professors. All policies, decisions, and actions of student publications shall be consistent with the specific provisions and intent of this statement:

*Student publications and the student press are a valuable aid in establishing and maintaining an atmosphere of free and responsible discussion and of intellectual exploration . . . . They are a means of bringing student concerns to the attention of the faculty and the institutional authorities and of formulating student opinion on various issues on the campus and in the world at large.*

*The student press should be free of censorship and advance approval of copy, and its editors and managers should be free to develop their own editorial policies and news coverage.*

*The integrity and responsibility of student publications should be encouraged by arrangements which permit financial autonomy or, ideally, complete financial independence.*

*Editors and managers should subscribe to canons of responsible journalism. At the same time, they should be protected from arbitrary suspension and removal because of student, faculty, administrative, or public disapproval of editorial policy or content.*

*Only for proper and stated causes should editors and managers be subject to removal and then by orderly and prescribed procedures.*

6. Criticism: The Council may receive and address criticism directed toward publications that it funds. Publications supported by the Council shall include in every issue a notice that the publication is funded wholly or in part by dedicated student fees administered by the University Publications Council. Publications shall provide editors' contact information for questions, criticism, or complaints; they should specify that if editors cannot resolve such complaints, they should be directed to the Council. The Council will not receive criticism unless it has first been brought directly to the appropriate publication editor(s) and efforts made to resolve it.
7. Legal Defense:
  - a. All legal concerns of student publications shall be brought to the University's Office of General Counsel through the Council. The

Council shall be notified immediately of any notice or communication of legal action. All student publications will act in accordance with Council recommendations on such matters.

b. The chair shall notify the Board of Trustees and appropriate University legal counsel of any litigation against any student publication, and/or publication staff member, or against the Council or any of its members, in which a judgment is sought for any act or omission occurring in the course and scope of student publications activities, and shall seek a legal defense for the defendants therein, together with indemnification, as authorized by the Governmental Immunity Act or any other applicable law.

c. The Council will seek advice and assistance from the University's Office of General Counsel on legal matters. If the assistance of a non-University lawyer with special expertise in media law is warranted (as determined on a case-by-case basis), the Council shall work with the Office of General Counsel to retain the advice and assistance of the outside attorney.

8. Policies and Procedures: The Council shall have the authority to initiate recommendations to the Board of Trustees for changes in these Policies and Procedures.
9. Tuition Waivers: The Council may award available tuition waivers from funding so designated to publications' staff members in consultation with editors.

C. Membership:

1. The Council shall consist of eleven (11) voting members appointed by the Board of Trustees. Four (4) faculty members will be appointed from a list of at least six (6) nominees submitted on recommendation of the Council. Six (6) student members will be appointed from a list of at least eight (8) nominees submitted on recommendation of the Council to inclusively represent the student body as a whole. One (1) alumni member will be appointed from a

list of at least two (2) nominees submitted on recommendation of the Council to inclusively represent University alumni. All nominees will be selected in accordance with an application process established by the Council. Regular appointments shall be made at the May meeting of the Board of Trustees or as close thereto as possible, and other appointments shall be made as needed to fill vacancies. Voting members are responsible for disclosing actual or potential conflicts of interest with individuals or matters that might come within the Council's purview. The Council may decide whether or how to address such conflicts, *e.g.*, by asking that a member recuse himself or herself from deliberations or voting.

2. At least one-third of those nominated for Council membership should be present or former members of the Council or people with equivalent experience. At least one should be a faculty representative.
3. The Council shall elect a chair and vice chair. The vice chair will be a student if the chair is a faculty member, and vice versa.
4. The following people are invited to attend meetings of the Council in their ex-officio capacity, but without a vote: Council executive secretary, Council business manager, Council accountant, special assistant to the President, recording secretary, publications editors, and business managers.
5. The Council may appoint as ex-officio (nonvoting) members professional journalists or other communications professionals.
6. Attendance at Council meetings is mandatory. If a voting member is unable to attend a regular meeting or participate via speaker phone, that member must submit a written or oral proxy to the chair or vice chair of the Council. A member who does not attend four (4) regular meetings within one year will be removed from the Council, which will nominate a replacement for approval by the

Board of Trustees. A member who has been absent from but has submitted proxies for four (4) regular meetings within a year can request special consideration from the Council to remain a member.

7. Faculty and alumni members should serve for a minimum of three (3) years and may remain as requested by the Board of Trustees. Students are appointed for a period of two (2) years and may continue serving while enrolled at the University.

D. Meetings and Voting:

The Council shall meet monthly during fall and spring semesters. The chair calls regular meetings. The chair shall also call a meeting at the request of three voting members. Three days' advance notice of a meeting should be given. A quorum shall be a majority of voting members, including at least two student representatives and at least two faculty/alumni members. The Council may, at its discretion, conduct deliberations and voting by conference call or electronic mail. The Council may authorize the chair to act on its behalf subject to subsequent approval.

E. Council Appointments:

1. The Council chair and vice chair make up the Council Executive Committee. The Executive Committee shall be informed of all problems within the Council or any publication which it funds. The Executive Committee is responsible for the functioning of the Council, maintaining contact with the Board of Trustees, establishing Policies and Procedures sufficient for the needs of the Council, and requiring that publications within the Council's jurisdiction comply with these Policies and Procedures.
2. The Executive Committee may appoint a voting member of the Council to act as a mediator for *The Daily Utah Chronicle*. The mediator cannot be a member of the Executive Committee and shall act when called

by the *Chronicle* editor in chief or general manager in cases where they cannot reach a needed consensus.

3. The Council or Executive Committee may create other subcommittees from the Council membership to undertake tasks within the Council's purview. A subcommittee should consist of no more than four (4) members. Subcommittees shall make regular reports to the Council as to their efforts.

F. Executive Secretary, Business Manager, Director of Advertising and Accountant:

1. The Council's executive secretary is chosen by the Board of Trustees. The executive secretary assists the Council in carrying out its decisions, actions, and recommendations and keeps Council minutes and other pertinent information. The executive secretary also may serve as the Council's liaison with University Human Resources. In this capacity he or she advises publication editors and business managers of University regulations and procedures concerning hiring, benefits, and employee rights. The executive secretary does not hire or supervise salaried personnel and has no signatory power or responsibility.

2. The Council business manager oversees fiscal operations of all publications funded by the Council, prepares monthly statements for presentation to the Council, and is responsible for the operation and maintenance of all equipment. The Council business manager is hired and fired by the Council. The Council may periodically conduct job evaluations of the Council business manager, or designate a subcommittee of Council members to do so. The Council business manager is also the general manager of *The Daily Utah Chronicle* (see Section III of these Policies and Procedures).

3. The Council director of advertising oversees advertising of all publications funded by the Council and other marketing products on campus. The Council director of advertising is hired and fired by the Council with the help of the Council business manager. The Council

director of advertising is ultimately responsible to the Council. The Council may periodically conduct job evaluations of the Council director of advertising, or designate a subcommittee of Council members to do so. The Council director of advertising is also the director of advertising of University Media Sales Group (see Section IV of these Policies and Procedures).

4. The Council accountant keeps financial and personnel records. The Council accountant is hired and fired by the Council business manager. The Council accountant is ultimately responsible to the Council. The Council may delegate to the accountant responsibility for personnel maintenance matters, such as financial matters and performance appraisals. The Council may periodically conduct job evaluations of the Council accountant, or designate a subcommittee of Council members to do so. The Council accountant is also the accountant of *The Daily Utah Chronicle* (see Section III of these Policies and Procedures).

G. Disciplinary Action:

1. Removal: An editor or business manager of any publication under the Council's jurisdiction may be removed by due process of the Council. Adequate causes for dismissal include persistent or flagrant violation of Council or University Policies and Procedures or serious managerial inadequacies that are likely to interfere with the operation of a publication. The Council in conjunction with University legal counsel may prescribe reasonable rules of procedure to be followed in disciplinary proceedings. Complaints will be heard by the Council with an opportunity given to the editor or business manager to state his or her position. The editor or business manager may secure the assistance of experts of his or her choosing and may introduce testimony. The proceedings shall be recorded. Six (6) votes are required for removal.

2. Suspension: An editor or business manager of any publication under the Council's jurisdiction may be suspended, with or without pay, by a majority vote. Adequate causes for suspension include persistent or

flagrant violation of Council or University Policies and Procedures or serious managerial inadequacies that are likely to interfere with the operation of a publication. A suspension shall include the following where appropriate: a detailed explanation of reasons for the suspension, conditions with which the editor or business manager must comply, a timeline for compliance, and consequences for non-compliance. Permanent removal may be imposed as a consequence for non-compliance.

3. Reprimand: An editor or business manager of any publication under the Council's jurisdiction may be reprimanded by a majority vote. A reprimand shall include the following where appropriate: a detailed explanation of reasons for the reprimand, conditions with which the editor or business manager must comply, a timeline for compliance, and consequences for non-compliance. Paid or unpaid suspension or removal may be imposed as a consequence for non-compliance.

4. Implementation: The Council may authorize the chair, another member, or other members to impose sanctions, including removal or suspension, pursuant to a disciplinary action.

5. Replacement: In the event that an editor or business manager is removed the Council shall within two (2) business days appoint an interim editor or business manager to handle all necessary functions until a permanent replacement can be found. At its discretion, the Council may appoint an interim board of editors or managers instead of an individual.

## **II. STUDENT PUBLICATIONS**

A. Purpose and Overview: Student publications are intended to keep the community informed; provide access to quality content; and serve as means of journalistic, artistic, cultural, and scholarly expression.

B. Editors & Business Managers:

1. Editor: The editor (also known as editor in chief) is the executive head of a publication. In general, each editor is expected to have knowledge of all aspects of the publication and is expected to excel

in overall managerial capacities. Although an editor may involve any staff member in decisions, final authority over every editorial aspect of a publication rests with its editor.

a. The Council may select or participate in the selection of the editor of any publication under its jurisdiction on the basis of the nature and size of the publication and its oversight needs.

b. Editors shall select their editorial staffs. In conjunction with the editorial staff, the editor of each publication is entrusted with making judgments concerning editorial policies and content. Editors shall comply with all University policies and applicable laws and avoid discrimination, undocumented allegations, and all forms of harassment. Policies of the University of Utah on discrimination and harassment apply to all student publications receiving Council support. Although the Council has no authority over any content, when in doubt about the legality or appropriateness of content, editors should consult with the Council.

c. Student editors who involve themselves in controversial issues or artistic experimentation should seek to maintain a reasonably fair and balanced presentation of conflicting viewpoints, interpretation, and attitudes.

d. With respect to advertising content, editors, staff, and business managers shall exercise administrative supervision.

The Council may hear appeals and act as arbitrator if needed.

2. **Business Manager**: The business manager oversees the day-to-day financial and business aspects of a publication.

a. The Council may select or participate in the selection of a business manager of any publication for which it appropriates funds. If the Council chooses to select a business manager, it will review one or more candidates in consultation with the Council business manager.

b. A publication may delegate the function of a business manager to the Council business manager.

3. Resignation:

In the event an editor or business manager finds it necessary to resign, the Council will, at its option, select a replacement for the remaining term.

C. Policies and Procedures:

Editors and business managers of all publications under the Council's jurisdiction must be familiar with Publications Council Policies and Procedures and must function within their guidelines. Failure to comply may result in funding being withheld or disciplinary action consistent with these Policies and Procedures.

D. Funding:

Student publications may apply for and receive, upon Council approval, funding appropriated from dedicated student fees. All funding requests shall be considered by the Council. Where appropriate, publications funded by the Council are expected to pursue additional sources of appropriate income, such as advertising, subscriptions, donations, and grants. Publications shall consult with the University Development office and the Council to ensure that gifts conform to University policies and applicable laws. Funds must be spent in accordance with a publication's approved budget or as itemized in a general reserve fund or Renewal and Replacement (R&R) account request. The Council may approve special budgetary items from reserves as requested by an editor or business manager.

1. New Applications for Funding: Student publications shall apply for funding for the next academic year (July-June) during the spring semester. Application forms will typically be available from the Council business manager. Completed applications will be due by the end of March. Publications shall submit line-item budgets with each funding request. A publication mission statement must also be

submitted. No miscellaneous expense items will be approved. The format of the budget shall be specified by the Council business manager in consultation with the Council accountant and must include a detailed schedule of all personnel salaries. All budgets will be reviewed by the Council business manager. Funding requests will be screened by the student budget subcommittee of the Council (consisting of the four voting student members) before they are submitted to the Council. A publication operating from more than one source of income must report any additional accounts and inform the Council of its overall financial status. The Council may monitor the overall budget of any publication under its jurisdiction, even for funds it does not administer.

2. Continued Funding: Student publications that currently receive funding from the Council will receive notice of application availability. It is the responsibility of each publication to provide the Council business manager with current contact information to ensure that notification can be provided. Applications for continued funding will be held to the same standards that apply to new applications. Any student publication wishing to receive continued funding from the Council must make a presentation to the Council about the state of the publication during the funded year. The presentation should be made in person, but a written report may be accepted at the Council's discretion. Any publication that does not report to the Council may be denied all or part of the continued funding requested.

3. Discontinuance of Funding: The Council may discontinue funding for a publication in serious financial difficulty. If the discontinuance is permanent, the publication must stop publishing, and any new expenditures will not be approved or honored. Remaining funded monies will be returned to Council accounts.

4. Financial Reports: The Council may request detailed financial reports at any time during the funded period. These reports may be presented to the Council business manager or the Council.

a. The Council business manager oversees the budgetary compliance of student publications with the assistance of the Council accountant. Either financial officer shall report questionable transactions or unsound fiscal practices to the Council.

b. All publications are required to keep financial records and submit them with subsequent funding requests.

E. Accounting:

All publications under the jurisdiction of the Council must comply with University financial and accounting procedures for all transactions and services.

F. Expenditures:

1. Printing: Printing costs of more than \$1,000 per issue or as required by University purchasing policies will be subject to bids. The Council will not purchase letterhead, brochures, or any promotional materials that name individuals except as business representatives of publications.

2. Procurement: Purchases chargeable to funds for which the Council has responsibility shall be subject to and processed in conformity with the University's procurement policies and procedures. Any expenditure greater than \$5,000 shall be made through the University's Purchasing Department.

3. Travel: The Council may fund travel for publication staff members to attend off-campus workshops, conferences, and other educational events considered appropriate and worthy by the Council. Requests for funds should be submitted to the Council three (3) weeks prior to the time they are needed, together with an explanation of what will be accomplished at the event and how those

attending will benefit. The request should include all anticipated expenses. Approved funding will comply with rates published pursuant to schedules and other provisions of the University's travel policies.

4. Equipment:

a. Purchasing: All publications shall be required to have specific equipment purchases, valued at greater than \$50, approved by the Council business manager. All purchases of more than \$1,000 must be approved by the Council.

b. Ownership: All equipment of publications under the Council's jurisdiction is owned by the University of Utah and assigned for purposes of management to the Council. Publications that are discontinued shall turn over their equipment and other assets to the Council. Publications are responsible for the proper maintenance of their equipment.

c. Inventory: An inventory shall be maintained of all equipment/capital expenditures valued over \$1,000. A supplementary inventory of significant items, such as computers, furniture, etc., in use by a student publication shall also be maintained. This inventory will be required as part of funding requests.

5. Advertising: Upon recommendation of the Council director of advertising, the Council will approve all advertising rates and guidelines regarding advertising commissions. The Council director of advertising will submit a schedule of rates and a policy on commissions at the beginning of each school year for Council review and approval. Changes may be submitted during the year. The Council director of advertising does not have his or her own sales accounts. The Council may grant advertising discounts to campus organizations and committees. In response to the business climate, a

publication may give its advertisers other discounts, lower bulk rates, or other advertising arrangements with the approval of the Council.

G. Personnel Policies:

1. Employees: All hiring will comply with the University affirmative action policy and all other applicable University policies and procedures relating to personnel practices, as well as applicable laws.
  - a. Part-time employees are to be paid according to budgeted wage schedules.
  - b. All publications must draft and keep current job descriptions of all full-time jobs they require. Every employee must read and sign a statement that he or she understands the requirements.
  - c. Members of the Council shall receive no compensation from any publication under its jurisdiction.
2. Editors shall submit to the Council a remuneration schedule for editorial staffs with their budgets. All publications shall encourage and seek volunteer workers.

H. Quarterly West:

The Council traditionally funds *Quarterly West* with a minimum of \$15,000 of the Council's budget. The Council reserves the right to appoint the editor of *Quarterly West* from those already familiar with the publication. The position of editor, or co-editors, requires a background in literature, editing, some knowledge of magazine composition, as well as the writing, editing, design, and production skills required to oversee a nationally distributed magazine of professional quality. Strong consideration for the editor position(s) will be given to graduate students in the University's M.F.A. and Ph.D. creative writing programs. Ideally, applicants for editor will have prior experience helping edit fiction or poetry for *Quarterly West*.

### **III. THE DAILY UTAH CHRONICLE**

A. Purpose and Overview: *The Daily Utah Chronicle* (hereafter the *Chronicle*) is the student newspaper of the University of Utah. Operation of the *Chronicle* is split between the editorial staff and the business staff.

B. Editorial Staff:

1. Editor in Chief:

a. Is responsible for the day-to-day functioning of the *Chronicle*. He or she directs the editorial staff and must work cooperatively with the business staff. The editor shall maintain a safe and supportive working environment.

b. Has recruiting, hiring, firing, and supervisory responsibility for all *Chronicle* writers, editors, production staff, artists, photographers, and other contributors. The editor may delegate any editorial responsibility on a temporary or assigned basis to an appropriate staff member but retains ultimate responsibility for all editorial decisions.

c. Is responsible for meeting deadlines, coordinating production flow, and ensuring that a process is in place to make sure that the newspaper meets its production schedule. The editor shall ensure that day-to-day operations serve the best interests of the *Chronicle*, including deadline compliance and other aspects of efficient production. Failure to meet these responsibilities may result in disciplinary action by the Council.

d. Is final arbitrator of all editorial decisions, including those involving text, images, or other media.

e. Shall hire an advisor to counsel the staff on journalistic practices and standards; questions of content, fairness, taste, and ethics; and issues related to daily reporting, editing, design, and production. The advisor shall be available to answer inquiries in a timely manner. The advisor shall have

substantial experience as a professional journalist. The advisor will not be responsible for editorial judgments or actions on the part of the staff, and the Council will ensure the advisor's ability to independently counsel the staff of the *Chronicle* without being subject to outside influences. Compensation for the advisor will be determined by the editor in chief and general manager and be subject to budgetary approval of the Council. The editor in chief must have an advisor at all times and immediately inform the Council upon hiring or dismissing an advisor.

f. Shall solicit the services of professional mentors to work informally with the *Chronicle* staff. Mentors should be full-time working journalists and/or have substantial journalism experience. Mentors' compensation, if any, will be determined by the editor in chief and general manager and be subject to budgetary approval of the Council.

g. Must work closely with the general manager and director of advertising on business and advertising matters. The editor shall consult with the general manager and director of advertising regarding an advertisement if the editor believes that the ad does not serve the *Chronicle's* best interests. Conflicts will be resolved by the Council or its designee.

h. Shall be jointly responsible, along with the general manager, for the *Chronicle's* financial performance. The editor must retain some degree of involvement in and responsibility for decisions regarding the paper's bottom line (*e.g.*, how large papers will run, how advertising will be used, etc.) in conjunction with the general manager. The editor shall help to formulate operating budgets for the editorial staff, including forecasts of expenses.

- i. Shall submit changes to proposed editorial budgets to the *Chronicle* general manager as the need arises.
  - j. Shall keep records of all expenses and work done by staff. Record-keeping may be delegated to *Chronicle* staff as needed, but the editor is ultimately responsible for maintaining records. These records may be reviewed by the general manager, the Council accountant, or the Council at any time.
  - k. Has approval and input, in consultation with the general manager, on circulation, location of drops, and quantity of papers printed.
  - l. Will be informed of all expenses in excess of \$2,000 — or an amount to be agreed upon by the Council — when it comes to expenditures initiated by the general manager.
  - m. May review verbal or written reports from the general manager concerning the *Chronicle*'s financial operations on a monthly basis and report any discrepancies to the Council.
  - n. May approve or reject public service advertisements.
  - o. Should be familiar with the Society of Professional Journalists (SPJ) Code of Ethics. The editor should act in a manner consistent with the SPJ code and require *Chronicle* staff members to do the same. The editor will formulate and enforce editorial policies and professional standards.
2. Selection of Editor in Chief:
- a. The Council selects the editor of the *Chronicle*. The Council shall call for applications by the beginning of March and make a selection by the beginning of April. The editor usually serves a term of one year, summer semester through spring semester. Summer service is not a requirement for appointment. The Council may appoint a summer editor when the regularly appointed editor cannot serve at that time.

- b. The Council will assess candidates on the basis of their applications, letters of recommendation, relevant experience, portfolios, and Council interviews. The judgment of the outgoing editor and former editors may be solicited. Other *Chronicle* staff members may also submit opinions.
- c. The editor must have a thorough understanding of how a newspaper works. The editor should have experience in print journalism, including news reporting, writing, editing, typography, design, and production. In addition, the editor must demonstrate sensitivity to the paper's financial operations.
- d. It is not necessary that the editor be a journalism major. Coursework in reporting, editing, mass communication law and media ethics is encouraged, as are professional news internships. Service at the *Chronicle*, while not necessary, will receive favorable consideration. The editor is required to devote adequate time for the editing, production, and management of a quality campus newspaper. The editor must be a currently enrolled University of Utah student and must have enrolled in at least one semester during the current academic year. An applicant's academic standing, including grades, may be considered as part of the selection process.
- e. The Council may, at its discretion, invite no more than four members from local professional media outlets to act as advisors to the Council during the selection of the editor. These professionals may participate in interviews and deliberations but will not vote.

C. Business Staff:

1. General Manager:

- a. Is the Council business manager (see Section I of these Policies and Procedures).

- b. Approves purchases and expenditures.
- c. Helps formulate operating budgets.
- d. Handles all hiring, firing, personnel, and recruiting responsibilities for the accountant, information technology specialists, receptionists, distribution personnel, front office staff, and any other business staff.
- e. Trains staff for circulation, distribution, and other needed tasks.
- f. Assists student editors in issues regarding management, including management training as necessary.
- g. Assists student editors in situations involving production or procedural issues, or obtaining advice on legal issues in consultation with the University's Office of General Counsel.
- h. Is responsible for creating the *Chronicle's* financial statements and for tracking the *Chronicle's* financial operations in conjunction with the accountant.
- i. Handles a wide variety of minor functions within the office, including budgeting, office management, technical support, and other needed tasks.

2. Accountant:

- a. Is the Council accountant (see Section I of these Policies and Procedures).
- b. Helps formulate operating budgets.
- c. Is responsible for creating the *Chronicle's* financial statements and for tracking the *Chronicle's* financial operations in conjunction with the general manager.
- d. Handles all hiring, firing, personnel, and recruiting responsibilities for accounting assistants, accounts receivable (A/R) managers, and all other accounting positions.
- e. Is the payroll and personnel reporter for all *Chronicle* personnel.

3. Advertising Manager:

- a. Is the Council director of advertising (see Section I of these Policies and Procedures).
- b. Must work closely with the general manager and editor in chief in matters of advertising. The advertising manager shall consult with the general manager and editor in chief regarding advertising supplements and products that affect the *Chronicle*.
- c. Helps provide forecasts to general manager for all advertising sales regarding the *Chronicle*.
- d. Is responsible for developing and maintaining an advertising policy for the *Chronicle*, including determining rates, sizes, deadlines, and any other policies necessary to ensure smooth operations of advertising.

D. Financial Information:

1. Funding: Because of the important role of the *Chronicle* in the campus community, it has typically received fifty (50) percent of budget allocations of student fees from the Council.
2. General Reserve Funds: A general reserve fund will be maintained by the Council at a minimum of ten (10) percent of the University Media Sales Group (UMSG) yearly operating budget. The Council business manager is responsible for developing and implementing financial plans, on approval of the Council, to ensure and maintain the fund's minimum level. This reserve serves to:
  - a. Provide an emergency reserve fund to cover any unexpected year-end operating deficits. However, emergency use that reduces the fund below minimum requirements will require the reserves to be replenished to the minimum level from the following year's operating funds. Such actions may necessitate a scaled-down operation for the following year.
  - b. Provide for the purchase, renewal, or replacement (R&R) of capital assets. However, R&R use that reduces the fund below

minimum requirements will require the reserves to be replenished to the minimum level from the following year's operating funds. Such actions may necessitate a scaled-down operation for the following year.

c. Capital assets are defined as assets having a relatively long life (greater than one year), and having a unit cost in accordance with University Policy. Capital assets include equipment, office machines, furniture and furnishings, appliances, structural attachments, or major renovation and major remodeling of buildings or equipment. Routine repairs and the purchase of equipment not classified as capital assets are considered operating expenses.

d. No funds can be spent from the reserve account without Council vote and approval.

e. If reserves in excess of required minimums accumulate, the business manager or director of advertising may apply to the Council for use of these funds. The Council may allocate excess reserve funds as it deems appropriate.

E. Policies & Procedures: The editor in chief, general manager, advertising manager, accountant, and all other staff members shall be familiar with Council Policies and Procedures, and shall be responsible for operation of the *Chronicle* in accordance with these Policies and Procedures.

F. Tuition Waivers/Scholarships:

1. General Waivers/Scholarships: The Council business manager, in conjunction with the *Chronicle* editor in chief, is responsible for allocating budget items for tuition waivers/scholarships to student staff members. The amount will be determined by available operating revenue each year. The business manager will notify the editor in chief regarding the amount allocated, and the editor in chief is responsible for awarding that amount to student staff members. The editor in chief, in conjunction with the business manager, is

responsible for setting and monitoring requirements for tuition waivers/scholarships awarded to student staff members. Requirements include: continued employment with the *Chronicle*, satisfactory progress toward an academic degree (with preference given to those with a “B” average or higher), and satisfactory fulfillment of designated job duties. Additional requirements may include: minimum work hours, specific goals and milestones, or other criteria deemed appropriate by the editor in chief and business manager.

2. Travis Rigby Scholarship: The Travis Rigby Scholarship is designated for the news staff of the *Chronicle*. Applications are accepted annually, typically by the beginning of March. The Council may authorize the business manager to establish appropriate application procedures. The Council is responsible for awarding this scholarship to one or more candidates as it sees fit, consistent with the stipulations of the donor. In the case that a senior staff member receives this scholarship, s/he will not be eligible to receive a general waiver/scholarship from the *Chronicle*.

#### **IV. UNIVERSITY MEDIA SALES GROUP**

A. Purpose and Overview: The University Media Sales Group (hereafter the UMSG) provides advertising, marketing, promotional, and other products for University and other entities; facilitates sales and placements; and creates such opportunities on campus.

B. Staff:

1. Business Manager:

- a. Is the Council business manager (see Section I of these Policies and Procedures).
- b. Helps formulate operating budgets.
- c. Assists the director of advertising in training advertising staff.
- d. Approves purchases and expenditures.

- e. Is responsible for creating UMSG financial statements and for tracking UMSG financial operations in conjunction with the accountant.
- f. Handles a wide variety of minor functions for the UMSG, including office management and technical support.

2. Director of Advertising:

- a. Is the advertising manager of *The Daily Utah Chronicle* (see Section III of these Policies and Procedures).
- b. Reports directly to the Council.
- c. Helps formulate operating budgets.
- d. Handles all hiring, firing, personnel, and recruiting responsibilities for the sales staff, student managers, design and production personnel, and any other UMSG staff.
- e. Trains staff for advertising sales.
- f. Is responsible for establishing incentives and compensation for all sales staff to allocate proper focus to primary revenue generators — the *Chronicle* and the Salt Lake Community College *Globe*.
- g. Is responsible for generating new business for the UMSG, *e.g.*, new marketing products, through collaboration with other University departments and internal idea generation.
- h. Works with University Accounting personnel to ensure that all marketing products comply with tax guidelines and other applicable University policies.

3. Selection of the Director of Advertising:

- a. The Council in conjunction with the Council business manager has hiring and firing responsibility for the director of advertising. The business manager shall call for applications under the direction of the Council in the event the current director of advertising leaves the UMSG for any reason.

b. The Council and business manager will assess candidates on the basis of their applications, relevant experience, references, and interviews.

c. The director of advertising must have a thorough understanding of media operations, particularly the buying and selling of advertising and other marketing products. The director of advertising should have experience in selling, managing sales, advertising design, and general management.

4. Removal of Director of Advertising:

The director may be removed at the discretion of the Council in accordance with appropriate University Human Resources policies regarding full-time employees.

5. Accountant:

a. Is the Council accountant (see Section I of these Policies and Procedures).

b. Helps formulate operating budgets.

c. Is responsible for creating UMSG financial statements and for tracking UMSG financial operations in conjunction with the business manager.

d. Handles all hiring, firing, personnel, and recruiting responsibilities for any accounting positions specific to the UMSG.

e. Is the payroll and personnel reporter for the UMSG.

C. Other Staff:

1. The Director of Advertising is responsible for hiring and firing appropriate advertising staff, including, but not limited to: full-time sales executives, advertising and layout designers, part-time sales executives, and any other positions necessary to fulfill the mission of the UMSG.

2. Given the educational mission of the University and the Council, the Director of Advertising shall maintain a student presence in appropriate positions of UMSG staff.

D. Financial Information:

1. Funding: Typically, the UMSG does not receive an allocation of student fees from the Council. However, the Council may, at its discretion, allocate student funding. The UMSG is responsible for generating revenue to support its operations through the sale of advertising and marketing products on campus. Since the UMSG is an operating arm of the Council, revenue in excess of operating expenses may be used by the Council to support other Council operations as decided by the Council. If not, all revenue in excess of operating expenses will be placed in the UMSG General Reserve Fund.

2. General Reserve Funds: A general reserve fund will be maintained by the Council at a minimum of ten (10) percent of the UMSG yearly operating budget. The Council business manager is responsible for developing and implementing financial plans, on approval of the Council, to ensure and maintain the fund's minimum level. This reserve serves to:

a. Provide an emergency reserve fund to cover any unexpected year-end operating deficits. However, emergency use that reduces the fund below minimum requirements will require the reserves to be replenished to the minimum level from the following year's operating funds. Such actions may necessitate a scaled-down operation for the following year.

b. Provide for the purchase, renewal, or replacement (R&R) of capital assets. However, R&R use that reduces the fund below minimum requirements will require the reserves to be replenished to the minimum level from the following year's

operating funds. Such actions may necessitate a scaled-down operation for the following year.

c. Capital assets are defined as assets having a relatively long life (greater than one year), and having a unit cost in accordance with University Policy. Capital assets include equipment, office machines, furniture and furnishings, appliances, structural attachments, or major renovation and major remodeling of buildings or equipment. Routine repairs and the purchase of equipment not classified as capital assets are considered operating expenses.

d. No funds can be spent from the reserve account without Council vote and approval.

e. If reserves in excess of required minimums accumulate, the business manager or director of advertising may apply to the Council for use of these funds. The Council may allocate excess reserve funds as it deems appropriate.

E. Tuition Waivers/Scholarships: The Council business manager, in conjunction with the UMSG director of advertising, is responsible for allocating budget items for tuition waivers/scholarships to student staff members. The amount will be determined by available operating revenue each year. The business manager will notify the director of advertising regarding the amount allocated, and the director of advertising is responsible for awarding that amount to student staff members. In rare instances, tuition waivers/scholarships may be awarded for professional development of non-student staff members. The director of advertising, in conjunction with the business manager, is responsible for setting and monitoring requirements for tuition waivers/scholarships awarded to student staff members. Requirements include: continued employment with the UMSG, satisfactory progress toward an academic degree (with a “B” average or higher), and satisfactory fulfillment of designated job duties. Additional requirements may include: minimum work hours,

specific goals and milestones, or anything else deemed appropriate by the director of advertising and business manager.