

CHAPTER 54. STUDENT MEDIA

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CHAPTER 54. STUDENT MEDIA

SUBCHAPTER A. GENERAL PROVISIONS

SECTION 54.01 PURPOSE

This chapter contains guidelines for the administration and operation of student media designed specifically for campus communication.

SECTION 54.02 DEFINITIONS

In this chapter, unless the context requires a different meaning;

- (1) "associate dean" means the Associate Dean of Students;
- (2) "assistant vice president" means the Assistant Vice President for Student Affairs and Dean of Students;
- (3) "university" means The University of Texas at Dallas;
- (4) "vice president" means the Senior Vice President for Student Affairs and External Relations;
- (5) "student" means a person enrolled at the university;
- (6) "board" means the student media operating board;
- (7) "media adviser" means the adviser to the student newspaper, student radio station, and other media, which may, from time to time, be funded from student fees;
- (8) "editor", "advertising manager", and "managing editor" mean the student editor, the student advertising manager, and the student managing editor of the student newspaper;
- (9) "station manager" means the student station manager of the student radio station.

SUBCHAPTER B. ADMINISTRATION AND ORGANIZATION

SECTION 54.05 OPERATING BOARD

(a) The Student Media Operating Board exists to oversee the general operations of the student media at The University of Texas at Dallas, which includes the university's student newspaper, *The UTD Mercury*, and the university's student radio station, *Radio UTD*, and other student media, which may, from time to time, be funded from student fees.

(b) The board shall conduct its business pursuant to the *Rules and Regulations* of the Board of Regents of The University of Texas System, university institutional rules and administrative policies and procedures, and the laws of the State of Texas.

(c) The vice president shall appoint members of the operating board on an annual basis with terms commencing June 1 and ending May 31 of each year.

(d) The operating board shall consist of seven voting members, five students selected from a list of nine students, and two faculty members selected from a list of three nominees recommended by the president of the student body and the assistant vice president. At least two of the five students should be graduate students.

(e) Should any member of the board resign or fail to serve, the vice president shall select a successor to fill the unexpired term from a list of three nominees submitted by the president of the student body and the assistant vice president.

(f) A position shall be considered vacant if a voting board member is absent for three meetings.

(g) No voting member of the board shall hold a paid staff position with any of the student media the board oversees.

(h) Ex-officio, nonvoting members of the board shall include the editor, the managing editor, the advertising manager, the media adviser, the associate dean, an editorial staff person from a local newspaper, and, when possible, a broadcast professional from a local radio station.

(i) If a member of the board is also a volunteer member of a UTD student media organization, he or she shall remove himself or herself from the appeal procedure if there is a conflict of interest.

(j) The chairperson of the board shall be elected from the membership by the voting members of the board.

SECTION 54.06 MEDIA ADVISER

(a) The student media shall be advised and managed by a professionally qualified member of the student affairs staff.

(b) The media adviser reports to the associate dean.

SECTION 54.07 STUDENT EDITOR, STUDENT MANAGING EDITOR, AND STUDENT ADVERTISING MANAGER

(a) The positions of editor, managing editor, and advertising manager of the student newspaper shall be held by regularly enrolled students at the university with a minimum cumulative grade point average of 2.0. It shall not be possible for the same person to hold two positions.

(b) The editor, managing editor, and advertising manager may not hold other appointments as student employees at the university.

(c) The editor, managing editor, and advertising manager each shall be enrolled during a regular semester for a minimum of nine (9) hours with a recommended course load not to exceed fifteen (15) hours on the undergraduate level, or a minimum of six (6) hours with a recommended course load not to exceed twelve (12) hours as graduate students. Minimum enrollment during the summer is three (3) semester hours.

(d) The editor, managing editor, and advertising manager must have been enrolled and have completed at least one (1) regular semester or one (1) long summer session at the university.

(e) The term of office for each position shall be May 1 through April 30 unless otherwise agreed and voted upon by the operating board.

(f) The editor, managing editor, and advertising manager may apply to the board for consecutive appointments.

SECTION 54.08 STUDENT STATION MANAGER

(a) The position of student station manager of the student radio station shall be held by regularly enrolled students at the university with a minimum cumulative grade point average of 2.0.

(b) The student station manager may not hold another appointment as a student employee at the University.

(c) The student station manager shall be enrolled during a regular semester for a minimum of nine (9) hours with a recommended course load not to exceed fifteen (15) hours on the undergraduate level, or a minimum of six (6) hours with a recommended course load not to exceed twelve (12) hours as graduate students. Minimum enrollment during the summer is three (3) semester hours.

(d) The student station manager must have been enrolled and have completed at least one (1) regular semester or one (1) long semester session at the University.

(e) The term of office for the student station manager shall be May 1 through April 30 unless otherwise agreed and voted upon by the operating board.

(f) The student station manager may apply to the board for consecutive appointments.

SECTION 54.09 REMOVAL FROM OFFICE

(a) The editor, managing editor, advertising manager, and student radio station manager shall be required to carry out their duties of office in accordance with the provisions of this chapter, administrative policies and procedures of the university, the Rules and Regulations of the Board of Regents of The University of Texas System, and the laws of the State of Texas.

(b) If there is evidence that any of the aforementioned student media managers is in violation of any of the above referenced rules and regulations, the operating board shall review the alleged violations. That review shall be subject to such procedure as the dean may determine, provided that the student whose case is to be considered in this way shall:

- (1) be advised of the provisions he or she is charged with having violated;
- (2) be informed of any evidence to be considered against him or her and have an opportunity to rebut it and to present evidence on his or her own behalf; and
- (3) be informed of the decision of the operating board.

(c) The board's review shall be informal and formal rules of evidence shall not apply. The board shall review information pertaining to the alleged violation only and shall rule only on the basis of evidence submitted during the review session; that ruling shall be consistent with the nature of the violation.

(d) Removal of any student media management from their duties shall require the vote of six of the seven voting members of the board.

(e) Action of the board on matters such as this may be appealed to the assistant vice president under Section 54.21.

SECTION 54.10 STAFF MEMBERS

- (a) Staff members – section, editors, reporters, photographers, etc. – shall be recommended by the editor and the adviser and approved by the associate dean.
- (b) Such appointments shall be subject to the availability of budgeted wages.

SUBCHAPTER C. DUTIES AND RESPONSIBILITIES

SECTION 54.11 OPERATING BOARD

(a) The operating board shall serve as a governing body. The board will be responsible for overseeing the implementation of operating procedures of the student media within the provisions of this chapter.

(b) The board shall serve as a review body to consider appeals related to operating decisions made under the provisions of this chapter. Action of the board may be appealed to the dean in accordance with Section 55.19.

(c) Specific duties of the board include:

- (1) approval of yearly editions of a staff manual for each student media organization developed by the adviser and the editor for the newspaper and station manager for the radio station;
- (2) interviewing and selection of the editor, managing editor, advertising manager, and radio station manager in April for the term beginning May 1;
- (3) imposing disciplinary action against the editor, managing editor, advertising manager, and radio station manager for violation of policies or for non-performance of duties. This action may include removal from office, after due notice, by six of the seven voting members of the board;
- (4) conducting regular evaluations of the student media;
- (5) ruling on disputed materials withheld from publication or broadcast by the adviser and/or student media managers;
- (6) mediating disputes between student media managers, advisers, staff and/or the university community;
- (7) recommending amendments to the provisions of this chapter.

SECTION 54.12 STUDENT EDITOR

(a) The editor shall be responsible for the expression of opinion in the editorial pages and for consulting with the media adviser on all matters of an editorial nature.

(b) The editor shall determine the items for news coverage in consultation with the media adviser.

(c) The editor shall be the official student representative of *The UTD Mercury* on matters that

concern the public relations of the paper.

(d) The editor shall preside over *The UTD Mercury's* Editorial Board for the purpose of formulating and expressing the paper's position on issues affecting the university community. *The UTD Mercury* Editorial Board shall consist of five members – the editor, the managing editor, the advertising manager, and two other paid staff members selected by the editor. The media adviser shall serve as an ex-officio, non-voting member of the board.

(e) The general duties of the editor include:

- (1) selection and supervision of the news and editorial staff with assistance of the publications adviser;
- (2) formulating a yearly edition of a staff manual in conjunction with the media adviser for approval by the operating board;
- (3) editing of letters to the editor according to Section 54.17 of this chapter;
- (4) selection of photographs and editing of news materials for publication;
- (5) establishing and maintaining production schedules;
- (6) planning and conducting regular staff meetings and training sessions;
- (7) providing layout guide lines to layout editors and approving camera-ready pages to send to printer;
- (8) contributing articles as necessary;
- (9) seeking evaluations of reporters from persons interviewed;
- (10) assuming responsibility for newsroom finishings, equipment, and supplies;
- (11) consulting regularly with the publications adviser regarding all phases of the newspaper operation.

SECTION 54.13 STUDENT MANAGING EDITOR

(a) The managing editor shall fill the duties of the editor outlined in Section 54.12 (e) in the editor's absence. In the event the editor resigns, the managing editor will fill the role of interim editor until the operating board can select a replacement.

(b) The managing editor will serve on *The UTD Mercury* Editorial Board.

(c) The general duties of the managing editor include:

- (1) preparation of camera-ready pages according to layout developed in conjunction with the editor;
- (2) coordination of all art/graphics, including photos. Share responsibility for photo assignments with editor;
- (3) determine appearance of newspaper in consultation with editor;
- (4) maintain production schedule set by editor and adviser;
- (5) assist with layout/design on advertisements;
- (6) assist with copy editing and/or other editorial functions;
- (7) monitor use of computers with editor and adviser;
- (8) attend staff and/or production meetings; and
- (9) consult regularly with the editor, advertising manager, and adviser.

SECTION 54.14 STUDENT ADVERTISING MANAGER

- (a) The advertising manager is responsible for consulting with the media adviser regarding the acceptability of advertisements as set forth in Subchapter D, Section 54.17.
- (b) The advertising manager will serve on *The UTD Mercury* Editorial Board.
- (c) The general duties of the advertising manager include:
 - (1) solicitation of commercial and classified advertising;
 - (2) preparation and layout of ads and supervision of their placement;
 - (3) distribution of newspapers on campus;
 - (4) regular consultation with the editor and publications adviser regarding the business operation of the paper;
 - (5) billing and bookkeeping for advertising; and
 - (7) monthly reports to the publications adviser of sales efforts and revenues generated.

SECTION 54.15 RADIO UTD STATION MANAGER

- (a) The station manager shall be responsible for overseeing all facets of *Radio UTD's* operation and for consulting with the media adviser on all matters pertaining to the programming, staffing, promotion, and operation of the station.
- (b) The station manager shall determine the appropriate programming format for the station that is reflective of and responsive to the needs of the UTD community.
- (c) The station manager shall be the official student representative of *Radio UTD* on matters that concern the public relations of the station.
- (d) The general duties of the station manager include:
 - (1) selecting and supervising paid and volunteer radio station personnel with assistance of the media adviser;
 - (2) formulating a yearly edition of a staff manual in conjunction with the media adviser for approval by the operating board;
 - (3) developing programming and fundraising ideas in consultation with the media adviser;
 - (4) consulting with the media adviser and appropriate University personnel to ensure that all technical aspects of the station are in compliance with University rules and regulations;
 - (5) establishing and maintaining programming schedules;
 - (6) planning and conducting regular staff meetings and training sessions;
 - (7) ensuring all station personnel adhere to station and FCC policies;
 - (8) filling a regular weekly timeslot;
 - (9) assuming responsibility for station finishings, equipment, and supplies;
 - (10) consulting regularly with the media adviser regarding all phases of the station operation.

SECTION 54.16 MEDIA ADVISER

(a) The media adviser is responsible for general oversight of the news-editorial, programming and business affairs and operating procedures of all UTD student media;

(b) The media adviser shall be consulted on all matters pertaining to the news-editorial, programming and business aspects of all student media and shall advise on the appropriate course of action based on sound professional practice;

(c) The media adviser shall attend all staff meetings and training sessions conducted by UTD student media in an advisory capacity.

(d) The media adviser shall review all news-editorial and programming content to insure non-violation of the policies and procedures of the University and the applicable student media as set forth in this chapter.

(e) The media adviser shall direct that news-editorial or programming content be revised in order to conform to student media policies and shall withhold from publication or broadcast any material that cannot be adjusted sufficiently to meet the newspaper requirements as set forth in Subchapter D.

(f) The media adviser is responsible for the review of all advertising and/or public service announcements and shall reject submitted advertisements and/or public service announcements in accordance with the advertising policies as set forth in Subchapter D, Section 54.16 of this chapter.

(g) In addition, the media adviser shall:

- (1) assist the editor and radio station manager in interviewing, selecting, and training of all staff;
- (2) work with outside vendors to ensure that all contract provisions and agreements are kept;
- (3) account for all expenditures and collections;
- (4) oversee the distribution of the newspaper in conjunction with the administrative assistant;
- (5) provide adequate facilities, equipment, and supplies;
- (6) set advertising rates and subscription prices;
- (7) fix the publication dates and production and programming schedules in consultation with the editor and radio station manager;
- (8) supervise the care of the physical property used by the staff; and
- (9) authorize computer use and access to facility.

(h) Decisions made under the provision of this section may be appealed according to Section 54.21 of this Chapter.

SUBCHAPTER D. OPERATING POLICIES

SECTION 54.17 ADVERTISING & PUBLIC SERVICE ANNOUNCEMENT/UNDERWRITING POLICIES

(a) The media adviser shall refuse to accept advertising, public service announcements, or underwriting announcements that:

- (1) evade, attempt to encourage, or advocate the violation of any federal,

state, local law, or rule or regulation of the Board of Regents of The University of Texas System or of the university;

- (2) would offend a large segment of its audience;
- (3) contain material that is obscene, libelous, or directed to inciting or producing imminent lawless action and are likely to incite or produce such action;
- (4) encourage or abet academic dishonesty;
- (5) appear to be misleading, deceptive, or which grossly exaggerate or make unwarranted claims;
- (6) contain attacks of a personal nature or appear to be discriminatory on the basis of race, sex, disability, religion, national origin, age, or veteran status;
- (7) reflect unfavorably on competitive organizations, institutions, merchandise, or service; or
- (8) do not meet column measurement and/or other mechanical specifications.

(b) Advertising shall not be placed on the front page of *The UTD Mercury*.

(c) *Radio UTD* may NOT accept paid advertising as a condition of its non-commercial, educational status under the guidelines set forth by the Federal Communications Commission, but may accept public service and paid underwriting announcements that may include a business/organization's name, location, type of product/service offered, hours of operation and a phone number and/or web address. Underwriting announcements may not include comparative language (i.e. better, best) or call to action (i.e. come visit us).

(d) Placement of advertising and broadcast announcements are the prerogative of the advertising manager, the station manager, and the media adviser and may not be specified, although it may be requested, by the advertiser.

(e) Opinion print advertising may be accepted if :

- (1) full identification of the sponsors is provided;
- (2) names and addresses of at least two of the officers of a sponsoring organization appear in the advertisement;
- (3) sponsors provide evidence that permission has been given for the use of names of other persons in the advertisement;
- (4) political advertising is in compliance with state and local campaign laws; and
- (5) the advertisement is acceptable under the standards of Subsection (a).

(f) Opinion advertising may not be broadcast on *Radio UTD*;

(g) Decisions made under the provisions of this section may be appealed according to Section 54.21.

SECTION 54.18 GENERAL POLICIES

(a) The purpose of *The UTD Mercury* is to publish news, editorials, and feature articles of interest and importance to the university campus and community, with primary emphasis on that

news which most directly and immediately concerns students.

(b) The purpose of *Radio UTD* is to provide a programming mix of music, talk, news, and sports that is reflective of and responsive to the needs of the UTD community.

(c) The board is responsible for the review of any material which may be withheld from publication or broadcast according to the standards set forth in this section.

(d) The media adviser may withhold material from publication or broadcast that:

- (1) is directed to inciting or producing imminent lawless action and is likely to incite or produce such action;
- (2) contains material that is obscene (as outlined by the FCC) , libelous, or slanderous;
- (3) appears to be misleading, deceptive, or which grossly exaggerates;
- (4) contains material where accuracy is in question and adjustments in accordance with Section 54.15 (e) are not possible;
- (5) that appears to be attacks of a personal nature or to be discriminatory on the basis of race, sex, disability, religion, national origin, age, or veteran status; or
- (6) violates good journalistic or broadcasting practice.

(e) Each issue of *The UTD Mercury* shall carry on the editorial page the statement: "Opinions expressed in *The UTD Mercury* are those of the editor or of the writer of the article and are not necessarily those of the university administration, the Board of Regents of The University of Texas System, or of the operating board of the newspaper."

(f) Radio UTD shall broadcast – no less than once per broadcast day – a statement reading: "Opinions expressed on *Radio UTD* are those of the individual expressing them and are not necessarily those of the university administration, the Board of Regents of The University of Texas System, or of the operating board of the radio station."

(g) Originals of all copy, including letters to the editor, published in *The UTD Mercury* will be retained in the files for two years from date of publication.

(h) All files and written documents of the board, editor, advertising manager, radio station manager, media adviser, and other student media staff members shall be the property of the university and maintenance of these files shall be subject to all applicable state and federal laws and university policies and procedures.

(i) Changes in the nameplate of *The UTD Mercury* may be made only upon recommendation of the operating board to the assistant vice president.

(j) *The Mercury* is a minimum of six (6) and maximum of sixteen (16) page broadsheet published every other week. Changes in size, number of pages, or frequency may be made only with approval of the adviser and operating board, subject to availability of funds.

(k) The press run and distribution points are established by the adviser in consultation with the associate dean and operating board.

(l) The programming schedule and hours for *Radio UTD* shall be set on a semesterly basis by the radio station manager in conjunction with – and with the approval of – the media adviser. *Radio UTD* shall broadcast no more than 70 hours per week during the spring and fall semesters and no more than 35 hours per week during the summer session. *Radio UTD* will cease operations during scheduled and observed holidays and breaks as listed in the academic calendar.

SECTION 54.19 EDITORIAL POLICIES

(a) Every effort shall be made to cover accurately news from all areas of the campus without favoritism to any division. Primary responsibility for ensuring accuracy in statements of fact rests with those who write and edit the materials. The media adviser shall advise on matters where accuracy is in question.

(b) A Letters to the Editor column shall be available for the expression of facts and opinions of the readers of the newspaper. Publication of such letters shall be subject to the following limitations to encourage constructive comment:

- (1) edited to make them brief (250 words or less) but to preserve the intent of the writer;
- (2) free of malice and libel;
- (3) signed with the name of the writer which shall be published; and
- (4) the material is acceptable under all other standards of this section.

(c) When an erroneous statement is published, a correction should be published in the first issue possible after the inaccuracy is discovered. The prominence of the correction should be reasonably commensurate with the importance of the original article.

(d) Libelous statements shall not be published in *The UTD Mercury*. Libel is defined in the laws of Texas in Section 73.001 et seq., *Texas Civil Practice and Remedies Code*. Obscene or indecent material (as defined in the rules and regulations of the Federal Communications Commission) or material that invades one's privacy, according to the laws of Texas and judicial interpretations of the U. S. Constitution, shall not be published or broadcast in UTD student media.

(e) All candidates for elected student offices and their platforms shall receive balanced consideration in news content and treatment of political announcements.

(f) In all coverage of controversial issues, the actions and issues shall be the center of the discussion and not the personal qualities of the persons concerned.

(g) Decisions made under the provisions of this section may be appealed according to Section 54.21 of this Subchapter.

SECTION 54.20 BUSINESS PROCEDURES

(a) The business operation of *The UTD Mercury* is under the direction of the associate dean in accordance with the *Rules and Regulations* of the Board of Regents of The University of Texas System, university administrative policies and procedures, and the laws of the State of Texas.

(b) The business operation includes budget administration, payroll, purchasing, contracts for services or supplies, the approval of requisitions, and execution of any voucher or other internal document for the purpose of the financial operation of *The UTD Mercury*.

(c) All actions of the associate dean in these matters are final.

SECTION 54.21 REVIEW AND APPEAL

(a) The operating board shall serve as the first review of appealed operating decisions as are permitted under the various provisions of this chapter.

(b) The assistant vice president is the final level in the appellate process.

(c) In all matters of review and appeal under this chapter, the board and the assistant vice president shall review, hear arguments, accept as evidence only that information which relates specifically to the decision in question and shall render a ruling only on the basis of the provisions of this chapter.

(d) Appeals normally shall be filed in writing within two (2) class days of the action and shall be heard within two (2) class days of the filing.

(e) Decisions may be appealed to the board and, then, to the assistant vice president if not resolved:

- (1) by the advertiser or advertising manager if a submitted advertisement is rejected by the adviser;
- (2) by a person or group of persons who considers printed advertisements or broadcast matter to be objectionable;
- (3) by the editor or writer of material withheld from publication;
- (4) by the student broadcaster prohibited from broadcasting objectionable material; and
- (5) to the assistant vice president by the editor, advertising manager, or station manager upon removal from office.