

POLICIES AND PROCEDURES

Subject: Newspaper: Campus Newspaper Reference: E-V
Source: Board of Trustees Eff. Date: November 25, 1997
Approval Auth.: Board of Trustees Approved: _____
Remarks: Replaces previous policy dated November 27, 1990.

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ROLE AND SCOPE

The campus newspaper is produced as a function of journalism laboratory courses, and is published under the auspices of the Board of Trustees. It serves the following basic purposes:

1. to provide a means for students of journalism to gain practical experience in gathering and presenting news through production of the publications.
2. to provide a means of informing and entertaining readers.
3. to provide an avenue of information for the College to its students and employees.

EDITORIAL POLICY

The campus newspaper shall contain campus and off-campus news of interest to its readers, including notices of College activities and administrative matters affecting the College as a whole. The amount and type of off-campus information shall be in proportion to its value and interest to the readers. All materials considered for publication shall be within the limits of good taste and good journalism, and should exemplify the highest ideals of professional news reporting.

Extreme care shall be taken to maintain objectivity and fair play in the representation of all news stories, editorials, feature stories, and other matter. Care should be exercised to assure that the basis of all reporting is factual, that editorials are clearly designated as such, and that all material to be

published is free from slanderous statements and personal attacks. The overall tone of the campus newspaper shall be politically non-partisan. Endorsement of political candidates shall be avoided.

The same overall loyalty to the interests of the newspaper publisher as exemplified in the newspaper industry shall be maintained in the production of the campus newspaper. Items detrimental to the College and its image in the community shall be avoided. This is not, however, to be interpreted that the factual reporting of controversial issues need to be avoided. To the contrary, such issues should be handled with the same objectivity and fair play used in reporting any other event.

OPERATIONAL PROCEDURES

The campus newspaper shall be called the Highland Herald and shall be published on a bi-weekly basis beginning in the fall semester and continuing the spring semester.

The editor(s) and the length of appointment of each are determined by recommendation of the Campus Newspaper Adviser through administrative channels and approval by the Vice President, Instruction. The length of the original appointment may be altered by the same recommendation and approval procedures.

The contracting of services for printing the newspaper is subject to the College Purchasing Policy.

ADVERTISING

The major role of the campus newspaper is one of instruction and service to the College. The full range of advertising procedures will be taught including sales, management, accounting, design, and layout. Advertising that is potentially libelous; promotes academic dishonesty; violates postal regulations or local, state, or federal laws; encourages discrimination of any individual or group will not be accepted. Advertisements for alcohol beverages, drug paraphernalia, or tobacco products will not be accepted. Any advertising determined to be in poor taste will not be accepted.

The amount of space devoted to advertising shall average 50 percent or less. Allocation of space shall be determined by the Campus Newspaper Adviser. Charges for advertising shall be approved by the President.

ADMINISTRATIVE/SUPERVISORY RESPONSIBILITY

The Vice President, Instruction is responsible for the general administration of the campus newspaper through the Dean of Arts and Sciences and the Director, Liberal Arts Division. The President of the College will provide final approval of all aspects of the operation of the campus newspaper.

The Campus Newspaper Adviser is charged with the responsibility of approving all copy prior to submission to the printer. A copy of each published issue shall be submitted to the Campus Newspaper Adviser for approval prior to distribution or circulation. The file copy shall contain the Campus Newspaper Adviser's signature of approval, the date and time of day. All

copy is subject to administrative approval prior to publication and may be requested for review when such review is deemed necessary.

The editor shall apply the editorial policy to all material in the publication, and shall be responsible for the adherence of the newspaper staff to the policy.