



**Operating Guidelines**

Revised: June 2023

## **I. Introduction**

### **A. About the Operating Guidelines**

The following Operating Guidelines have been established by student leaders at the Los Angeles Loyolan and the Director of Student Media, who serves as the Loyolan's primary advisor. These guidelines are to be used in conjunction with the Student Media Policy Manual, which applies to all student-run media in the Department of Student Media at Loyola Marymount University (Los Angeles Loyolan, ROAR Studios, and The Tower yearbook).

All information, policies and procedures contained the Student Media Policy Manual supersede the following media-specific guidelines established for the Los Angeles Loyolan news source (formerly "newspaper").

### **B. Definitions**

The "Department of Student Media" includes the Los Angeles Loyolan news source, ROAR Studios and The Tower yearbook.

"Director of Student Media" means the Division of Student Affairs staff member assigned to function as advisor to media within the Department of Student Media and/or the Department of Student Media staff member(s) who supervises personnel assigned to function as advisor to media within the department. If there is no person in the post of Director of Student Media, all responsibilities assigned to the Director of Student Media will first become those of the Assistant Director of Student Media. If there is no person in either post, the responsibilities become those of the Senior Vice President for Student Affairs' designee.

"Assistant Director of Student Media" means the Division of Student Affairs staff member assigned to function as a secondary advisor to media within the Department of Student Media. The Assistant Director assists in the day-to-day operations and advising of the Department, and reports directly to the Director of Student Media. From here on, references to "Director of Student Media and their designee" will include the Assistant Director of Student Media.

The "Los Angeles Loyolan," the "Loyolan" and "the news source" applies to all student staff members of the Loyolan and any print, electronic, online, video or other content published or distributed under the banner of the Los Angeles Loyolan, including its Web site.

"Staff" means any student who attempts to produce work in the Department of Student Media, regardless of whether the person is compensated.

"Student Media Policy Manual" refers to the policies established by the University's Division of Student Affairs and applies to student-run media in the Department of Student Media at Loyola Marymount University.

## **II. About the Los Angeles Loyolan**

The Los Angeles Loyolan is a student-run news-gathering organization committed to its position of disseminating the free flow of information to the LMU community. Our ultimate goal is the pursuit of truth, without regard to special interest and with fairness to all.

The Los Angeles Loyolan news source is available online at [www.laloyolan.com](http://www.laloyolan.com) and on digital platforms 24/7 and in print occasionally during the academic year. Students are responsible for all aspects of creating and distributing high-quality journalism to the LMU community.

## **III. General Guidelines**

## **A. Free Press Privilege**

The Los Angeles Loyolan functions as a student-run organization within the Department of Student Media and the Division of Student Affairs. The Loyolan recognizes Loyola Marymount University as the official publisher of the news source. As an academic institution committed to the open exchange of ideas, Loyola Marymount University supports a free, student-run press governed by Department of Student Media policies and Los Angeles Loyolan-specific guidelines described in this document.

As members of the Loyola Marymount University student body, Loyolan staff members control the editorial content of the news source. The university recognizes the Los Angeles Loyolan as a designated public forum that is not subject to censorship or advance approval of content from any university official. Loyolan student staff members recognize that control of editorial content is a privilege granted to them by the University and is subject to revocation.

Opinions and ideas expressed in the Loyolan are those of individual authors, artists and student editors and are not those of Loyola Marymount University, its Board of Trustees, its student body or of news source advertisers.

## **B. Editorial Guidelines**

### **1. Editorial Decision-Making**

The Editor in Chief is ultimately responsible for all editorial content in each print issue of the Loyolan and all Loyolan-related and Loyolan-branded content on digital media, including but not limited to web, social and mobile media and mobile apps. The Editor in Chief has final say on what appears online and in print and no major changes involving content may be made after the copy-editing process without the Editor in Chief's consent.

### **2. Executive Editorial Board**

The Editor in Chief must appoint an Executive Editorial Board which will include the Editor in Chief and Managing Editor(s) and will generally consist of three to six students.

### **3. Staff Meetings**

Attendance at staff meetings is considered mandatory for all Loyolan editorial staff members.

### **4. Prior Review**

No person outside of the Loyolan staff has the right to review editorial content prior to publication. Sources may request review of their direct quotes and facts they provided to Loyolan staff. Editors can provide these direct quotes or factual reviews at their discretion, but should not share the entire work with any source.

### **5. Profanities**

Profanities and vulgarities should be used sparingly and only when they possess a high degree of news value to the story. Gratuitous detail about sex or violence is strongly discouraged.

### **6. Section and Reporting Guidelines**

Anyone working in an editorial capacity for the Loyolan (including all editors, assistant editors and other staff) is to adhere to the Section Guidelines, Reporting Guidelines, Photo/Design Guidelines and Online Guidelines contained in this section.

### **7. Section Editor Guidelines**

Anyone working in an editorial capacity for the Loyolan (including all editors, assistant editors and other staff) is to adhere to the following Section Editor Guidelines:

a. Good Journalism Practices

The basic tenets of good journalism must be strictly adhered to by all Loyolan editorial staff. This includes fact checking, in-depth reporting and balance of coverage.

b. Content of Sections

Section editors determine the content for their specific section, but the Editor in Chief has the final decision-making authority over any and all content. Section editors are encouraged to consult with their advisors regarding any questions they have or challenges they face, especially with regard to media law.

c. Fact Versus Opinion

All content must remain factual and unbiased with the exception of: opinion columns, Board Editorials, letters to the editor, sports columns, A&E columns, satire such as The Bluff and other areas where it is clear to the reader that the article is presenting a personal opinion or is fictional in its basis.

d. Corrections/Retractions

See Student Media Policy Manual, Section III. Specific to the Loyolan, it is critical that each staff member make every effort to avoid errors. However, there will be instances when the Loyolan will make factual errors and mistakes. Once an error is brought to the Loyolan's attention, is investigated and found to have merit, it should be acknowledged and corrected in the earliest possible print issue and as soon as possible on the website and social media. No story should be removed entirely while in the correction process. Personal apologies from the staff member or members who made the error to the affected party or parties are strongly encouraged. Such apologies may include an acknowledgement of accountability and procedures that will be implemented to avoid recurrence of that type of error.

If, while investigating a potential correction, the Editor in Chief feels the story does not meet editorial standards, they should first discuss a potential retraction with the Executive Editorial Board and their advisers before taking any additional steps. If a story is found to merit a retraction, it should be removed from all Loyolan platforms, including any posts promoting the story on social media.

e. Photo Credit

Images appearing in the Loyolan must have the photographer's name and affiliation listed underneath the photo, unless it is a file photo or a legally acquired photo from a wire service.

f. Additional Opinion Editor Guidelines

i. The Loyolan Opinion section is designed to provide a forum in which respectful, thought-provoking dialogue and debate can take place. Editors of the section should strive to publish diverse viewpoints.

ii. The views expressed in the Opinion section, with the exception of the Board Editorial, are solely those of the authors and do not necessarily reflect the views of the Loyolan or Loyola Marymount University.

iii. The Loyolan's student Executive Editorial Board selects the topics of Board Editorials and is responsible for the opinions

expressed therein. Board Editorials do not necessarily reflect the views of Loyola Marymount University.

iv. All Letters to the Editor must meet the criteria published below. Unsigned or anonymous letters will not be published unless the Editor in Chief determines that a compelling reason (such as bodily harm, job loss, etc.) exists to protect the author's identity.

v. Letters that do not address the interests or issues of the campus community or which defame and/or make unsupported claims will not be published.

vi. Open letters to the campus community from any person, group, department, etc., should only be published if the letter is determined to be of significant news value by the Editor in Chief.

vii. The Executive Editorial Board may solicit guest editorials. Opinions expressed in guest editorials are solely those of the authors.

viii. While views expressed in all of the articles in the Opinion section (other than the Board Editorial) are not those of the Loyolan, the Loyolan reserves the right to edit those articles for grammar, clarity and factual errors.

ix. Opinion editors should strongly discourage columnists and letter writers from submitting rebuttals on topics covered in previous issues. For example, a letter from a student who wrote a guest editorial refuting criticism that student received in subsequent letters to the editor should not be published unless the most recent letter has significant news value or covers substantial new ground.

## 8. Reporter Guidelines

Anyone working in a reporting capacity for the Loyolan (including editors, staff writers, reporters and freelancers) is to adhere to the following general reporting guidelines:

### a. Direct Quotes

Except for minor grammatical errors in speech, quotations are not to be altered. The Loyolan reserves the right to correct errors and mispronunciations. Sources may request review of their direct quotes and facts they submitted to the Loyolan reporter. Editors or reporters can provide these direct quote or factual reviews at their discretion.

### b. Verification of Sources

Anyone working in a reporting capacity for the Loyolan is expected to verify all information submitted to them. While reporting, Loyolan staff members are strongly encouraged to conduct in-person interviews and rely on email interviews, press releases or other methods of obtaining information as a last resort. Quotes taken from a press release should be cited as such.

### c. Identification of Sources

First and last name, year in school and affiliation (or position) with LMU or another organization should be included on first reference of a source. Race, ethnic origin

and religious affiliation should not be mentioned about an individual in a story unless the information is relevant to the reader (for example, physical description of a fugitive at large or the religion of someone who allegedly is the victim of a religiously motivated crime).

#### d. Anonymous Sources

Anonymous sources are prohibited unless it is determined that publishing a source's name, affiliation, title or description could put the source in a perilous situation (bodily harm, job loss, etc.). Use of anonymous sources must be approved by the Editor in Chief, who is strongly encouraged to consult the advisor to determine the credibility of the anonymous source's request. Either the advisor or the editor in chief must verify prior to publication that the source is representing themselves accurately.

#### e. Other Sources

Information taken from another publication (including wire services or websites) should be identified as such with appropriate citation, such as "according to published reports" or "according to [insert website or news source name here]."

#### f. Unreached Sources

Sources important to a story will not be allowed to unnecessarily delay legitimate coverage by the Loyolan by refusing to comment or by making themselves persistently unavailable. However, the Loyolan will take these steps to assure sources are treated fairly:

- \* When told someone is out of the office or unavailable, reporters will ask who else might have the needed information and attempt to reach that person instead.

- \* When a single source is essential to a story, the Loyolan will give that person ample opportunity to respond. The definition of ample will vary based on the urgency of the story, but in all cases, before publishing that someone "could not be reached for comment", was "unavailable for comment" or similar expressions, the reporter must have made all reasonable attempts to contact the source, including their deadline in their messages.

#### g. Truth in Reporting

When asked to identify themselves while working on a Loyolan assignment, editors, staff writers, reporters and freelancers should always identify themselves as members of the student press.

#### h. Speeches

Information taken from a speech should be confirmed against a copy of the speech transcript (when available). While reporting on speeches, Loyolan staff members are strongly encouraged to interview the speaker prior to or following the event to get a "complete" story and to provide information that was not included in the speech.

#### i. Access to Information

As a journalistic entity, the Loyolan reserves the right to use all legal means to obtain information for a story.

#### j. Tough Stories

There will be times when Loyolan staff will be asked to report on and possibly interview sources with knowledge of violent crimes, suicides, accidents, fires, natural disasters or other calamities. When making these type of editorial decisions, Loyolan staff members are strongly encouraged to consider the public's right to know versus privacy concerns as well as good taste versus

sensationalism. Care should be taken to maintain the dignity of the subject as much as possible without undermining the truth of the event.

k. Cultural Sensitivity

Articles should acknowledge and embrace the Loyolan's diverse readership base, recognizing that all people do not celebrate the same holidays, speak the same language, partake in the same entertainment activities, etc.

l. AP and Loyolan Style

When it comes to copy editing Loyolan articles, Associated Press (AP) Style is the standard to use. However, the Loyolan's own style guide, which builds upon the AP Style guide, supersedes in instances when the two guides conflict.

## 9. Photo/Design Guidelines

Anyone working in a photo/design/graphic capacity for the Loyolan (including editors, design editors, design specialists, photo editors, photographers, cartoonists and freelancers) is to adhere to the following general reporting guidelines:

a. Photo/Art Credit

Images appearing in the Loyolan must have the photographer's name and affiliation listed underneath the photo, unless it is a file photo or a legally acquired photo from a wire service. It is the responsibility of the design editor or photo editor to provide correct credit information to section editors.

b. Electronically Altered Images

Electronically altering the content of photos is not allowed other than to minimally lighten or darken images to improve their reproductive quality. Any images that are materially altered (e.g., adding or removing elements via Photoshop) are not allowed unless accompanied by the words "photo illustration" near the photo credit. Readers and viewers expect photos to be factual, and therefore represent what actually happened. This prohibition on electronically altering images includes the altering of identifiable characteristics of people photographed to provide retroactive anonymity to those participating in public actions that may violate the law unless the photo subjects request anonymity and unless the editor in chief determines that the identifying information puts the photo subjects in tangible peril.

c. Posed Scenes

Posed scenes should be used as infrequently as possible by photographers and cannot be misleading to readers.

d. Graphic Images

There are times when use of photographs of victims of accidents, fires, natural disasters or other calamity is acceptable. In these instances, Loyolan staff members are strongly encouraged to consider the public's right to know versus privacy concerns as well as good taste versus sensationalism. Care should be taken to maintain the dignity of the subject as much as possible without undermining the truth of the event. Gratuitous use of graphic imagery is strongly discouraged.

## 10. Podcasts Guidelines

The Loyolan produces podcasts on a special, project-based basis. Student employees are encouraged to submit podcast ideas via a written proposal. Said proposal should include, but is not limited to: podcast concept, podcast genre (narrative, roundtable, etc.), projected length for the season, projected episode length, any personnel and equipment needs, ideas for marketing and distribution, and a summary of why this podcast is a good fit for the Loyolan. Proposals are

subject to approval from both the student editor-in-chief and (because of issues related to budget and personnel) the advisers.

Once concepts are approved, the Loyolan commits to hosting a podcast for one year on BuzzSprout. This hosting service also allows distribution on Spotify, Apple Podcasts, and so forth. Once the year is complete, if the podcast has been discontinued, it will be archived in simple audio form on the Loyolan's website.

#### 11. Online Corrections and Removals

See Student Media Policy Manual Section III, Part Q.

### C. Advertising Guidelines

All Loyolan editorial, business, advertising and other staff members are required to adhere to the following advertising guidelines.

#### 1. Acceptability of Advertisements.

As the University acts as publisher/owner of the Loyolan, media outlets should not advertise products or services that are inconsistent with the core mission and identity of Loyola Marymount University. The news source's advisor (in consultation with the student business director and editor in chief as necessary) is responsible for creating and enforcing the paper's advertising policies. The Director of Student Media may also hold back advertisements that violate existing policies.

The Loyolan will not accept advertising which discriminates on the basis of race, color, gender, sexual orientation, religion, national origin, ancestry, or physical or mental handicap. Examples of unacceptable advertising content include ads for drug paraphernalia, term paper sales, paper writing services, egg or sperm donation, fortune tellers/psychics, abortion clinics and those ads that include improper public behavior; promote or solicit activities, products or services illegal in the state of California; are ambiguously and deceptively worded or portrayed; unreasonably portray the university or its actors in a negative light; or are determined to be otherwise objectionable or unacceptable by the advisor (in consultation with the student business director and editor in chief as necessary).

- \* Additional guidelines for alcohol-related ads include:
  - \* No pictures of scantily clad women
  - \* No before/after (the effects of alcohol)
  - \* No night types (all you can drink, etc.)
- \* Additional guidelines for sex-related ads include:
  - \* No Planned Parenthood
  - \* No abortion
  - \* No egg donation
- \* Additional guidelines for Classified ads include:
  - \* No illegal drug-related studies
  - \* No personals
  - \* No homework assistance/paper writing (tutoring ok)

#### 2. Contracts

No advertisement should appear in the paper or online without a contract signed by the advertiser that acknowledges the Loyolan's rates and policies.

#### 3. Off the Rate Card

Any special rate, discount or make-good offered by advertising personnel must have the prior approval of the Director of Student Media.



#### 4. Tradeouts, Make Goods and Payment Programs

All ads for barter (traded out for return of goods and services), any make-good discounts (off the rate card) and any special client payment arrangements must be approved by the Director of Student Media.

#### 5. Financial Approval

As the Department of Student Media's principal, the Director of Student Media must approve all expenditures.

#### 6. Ad Placement

The Loyolan cannot always guarantee placement of any display advertising in any printed section of the news source. Classified advertisements will be placed in the listing determined most appropriate by the classified coordinator.

#### 7. General Terms with Advertisers

These terms constitute a legally binding contractual agreement between the advertiser and the Los Angeles Loyolan (hereafter referred to as "the Loyolan"). The Loyolan, affiliate organization of Loyola Marymount University, is a 501(c)(3) non-profit organization. The Loyolan's Federal EIN is 95-1643334.

a. All submitted material becomes the property of the Loyolan unless the advertiser provides the Loyolan with a self-addressed, stamped envelope (SASE) for the return of said materials. Advertising artwork generated by the Loyolan creative staff remains the exclusive property of the Loyolan and may not be reused in any other publication nor for any other use without the express written, prior consent of the Loyolan and such release may be subject to a release fee.

b. All applicable advertising rates and discounts are published in the Loyolan's rate card and are subject to change with no less than thirty (30) days notice. All rates are non-commissionable, i.e. net to the Loyolan.

c. All advertisements must identify the sponsoring agency within the copy of the advertisement. Advertisements which emulate editorial copy may have "Paid Advertisement" inserted into them. Such ads must be boxed. Advertisements for political purposes must be paid for in cash and must be identified in the copy as a "Paid Political Advertisement."

d. Advertisers and agencies forwarding insertions orders which contain lower rates or incorrect conditions are hereby advised that such errors will be regarded as clerical in nature and that the advertising will be inserted and billed at the published rates without further notification. The Loyolan will make every effort to contact advertisers immediately when such errors are found, but the Loyolan is not responsible for delays in publishing advertising or the consequences of such delays that arise from insertion orders which do not conform to the Loyolan's correct rates and conditions.

e. Advertisers requesting non-profit status with regards to prices are hereby notified that the Loyolan may request proof of such status in the form of a Federal Tax ID number before any advertising contract can be fulfilled. In-house advertising agencies will not qualify for the national agency rate.

f. The Loyolan is not responsible for delays or oversights in insertions due to a mail delays or acts of God. Cancellation or delays of publication caused by our printer or an act of God are not the responsibility of the Loyolan.

g. Verbal agreements, promises or waivers of any nature not contained in this contract/rate card shall not be binding. No advertising will be placed without a signed advertising contract and prepayment or credit verification.

h. Contracts are made solely for the purpose of advertising related to the advertiser's place of business. The contract privileges cannot be transferred to any other person, firm or organization.

i. Those advertisers who are extended credit by the Loyolan must keep current with their account. Advertisements placed by advertisers who are more than sixty (60) days past due will not be accepted and said advertisers may be referred to Loyola Marymount University's legal representatives or collection agencies for collections purposes.

j. In the event the advertiser fails to use the agreed amount of space before the expiration of the contract or ceases to do business before the fulfillment of the contract, the advertiser will maintain no rights to the remaining credit balance, which will become the sole property of the Loyolan.

k. The Loyolan is not bound by any conditions, printed or otherwise, on insertion orders, contracts, or copy instructions when such conditions conflict with the terms specified in this contract/rate card.

#### 8. Classified Advertisements

All applicable policies and guidelines governing display advertising apply to classified advertising. In addition to these guidelines, the Loyolan reserves the right to reject classified advertisements that appear to offer unrealistic or questionable products or services. The Loyolan reserves the right to prescreen all information contained in the classified advertisements and to refuse to run such advertisements should the Editor in Chief determine their content to be objectionable.

#### 9. Cancellations and Changes

All final ad artwork and copy, including changes, must be submitted by three business days before the date of publication. Because of the costs associated with redesigning the news source after the advertising deadline, advertising canceled after the deadline will be charged 100 percent of the original contract rate. Changes to advertisements after the deadline will be subject to additional charges, and in some cases, may not be possible. Should the advertiser cancel the prepaid advertisement prior to the submission deadline, any payment received by the Loyolan will be held as credit towards future advertising. Credit balances that remain unused at the end of the current semester will not be applied to the following semester. All such cancellations must be in writing. All changes made to the contract must be made in writing and are subject to approval of the Director of Student Media or their designee.

#### 10. Errors and Make Goods

In case of error or omission, the Loyolan must be notified within five business days for the advertisement in question to be considered for a make good. The Loyolan's liability, if any, will not exceed the cost of the space occupied by the error, and credit will be given for the first incorrect insertion only.

The original copy and instructions must be legible and clear. The Loyolan is not responsible for incorrect copy submitted by the advertiser or for typographical errors that do not lessen the value of an advertisement. A surcharge will be assessed for any changes made by the Loyolan on behalf of the advertiser to incorrect, illegible, or otherwise "bad" copy.

Adjustment will be based on the degree to which the error detracts from the effectiveness of the total advertising message, as determined by the Director of Student Media. The Loyolan's liability shall not extend to advertisements that do not appear or to ad copy given by telephone.

#### 11. Liability/Indemnification

The advertiser and advertising agency assume liability, jointly and severally, for all content (including test representations and illustration) of advertisements printed in the Loyolan and on its website. They also assume liability, jointly and severally, for any claims, including claims of libel, unfair compensation, unfair trade practice, infringement of trademarks, trade names or patents, violation and infringement of copyright and proprietary rights, arising there from made against the Loyolan. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold the Loyolan harmless from all costs, expenses (including reasonable attorney's fees), liabilities and damages resulting from publication of any advertisement placed by the advertiser or the advertising agency.

#### **D. Distribution**

The Loyolan is distributed at designated drop points on campus when printed, online on the Internet and by email subscription. Because the Loyolan is a University-sponsored program (not an ASLMU student group or club), it is not required to follow Student Leadership and Development/ASLMU Club guidelines, including those for posting and distributing media.

#### **E. Hiring Student Staff for Editorial and Content-Related Positions**

The Editor in Chief (or their designee) is responsible for the hiring of student managerial staff positions of editorial and content-related positions. Section editors/department managers are primarily responsible for filling out their staffs with responsible, dedicated students who add value to the Los Angeles Loyolan.

The Director of Student Media Editor in Chief (or their designee) is responsible for the hiring of student managerial staff positions of editorial and content-related positions.

See the Student Media Policy Manual for hiring policies.

When a student begins work at the Los Angeles Loyolan, that student should:

1. Receive an email from the Editor in Chief or his or her designee welcoming them.
2. Receive an email from the Director of Student Media or his or her designee that includes pay information (pay rate, how to get set up with Student Employment Services, how to file hours in Workday) and the Department of Student Media Policy Manual and the Loyolan's Operating Guidelines. The email should stipulate that it is the student's responsibility to read, understand and adhere to the Student Media Policy Manual and the Loyolan's Operating Guidelines.

#### **F. Positions**

The following positions and descriptions illustrate the primary responsibilities of student staff at the Los Angeles Loyolan. The descriptions are not the only duties associated with a given staff position. The Editor in Chief and Director of Student Media reserve the right to revise job descriptions. Additional paid editorial and content-related positions can be created and filled by the Editor in Chief but only with the approval of the Director of Student Media and/or his or her designee. Additional paid business-related positions can be created and filled by the Director of Student Media (or their designee with Director of Student Media approval).

Failure to complete any of the responsibilities listed below can result in probation or termination of employment

#### 1. General Duties Applicable to All Positions

- a. Assist the Editor in Chief and Director of Student Media (or their designee) in all duties as assigned.
- b. Attend regularly scheduled meetings.
- c. Keep Editor in Chief and Director of Student Media (or their designee) updated as necessary on progress and any potential problems or concerns.
- d. Assist Editor in Chief and Director of Student Media (or their designee) in the recruitment of new staff members.
- e. Provide content ideas for the news source.
- f. Act as a liaison between the news source and the LMU community.
- g. Take pride in and accountability for your area of responsibility.

#### 2. Editor in Chief

The Editor in Chief of the Los Angeles Loyolan is responsible for the overall operation of the editorial and content-related functions of the news source. The Editor in Chief is responsible for ensuring that all editorial and content-related tasks are completed. The Editor in Chief is a Loyola Marymount University student leader and should represent the news source as such. Specific duties include:

- a. Motivate and encourage entire staff by assisting all Loyolan staff in creating and facilitating an open, inviting and productive atmosphere.
- b. Oversee the editorial and content-related staff organization and the assignment of tasks so that the paper is published in an orderly and timely manner.
- c. Supervise all editorial and content-related positions to ensure the fulfillment of job responsibilities, including explaining and enforcing all deadlines and policies with the staff.
- d. Hold regularly scheduled meetings for all editorial and content-related staff and act as facilitator of these meetings.
- e. Serve as a knowledgeable editorial resource for all staff.
- f. Provide updates to the advisor in person, by phone and e-mail as needed on progress and any potential editorial problems or concerns. Meet regularly in person with the advisor.
- g. Receive regular updates in person, by phone and e-mail with the Director of Student Media (or their designee) on progress and any potential problems or concerns regarding business operations.
- h. Consult and work with the Director of Student Media (or their designee) to determine space reservations for advertising and page counts.

i. Maintain a minimum schedule of office hours in order to address all potential concerns of the Loyolan staff and LMU community. These office hours should be clearly posted.

j. Recruit new staff members.

k. In conjunction with the editorial staff, determine content and general layout of the news source.

l. Act as a liaison with the LMU community, including attending university functions as the Loyolan's representative.

### 3. Managing Editor

The managing editor of the Loyolan is responsible for all editorial and content-related production functions and operations of the news source. It is the managing editor's responsibility to ensure that all tasks of the section editors, from planning to deadlines, are completed. The managing editor is expected to serve on the Editorial Board.

a. Assist the Editor in Chief in all assigned duties.

b. In conjunction with the Editor in Chief and Director of Student Media (or their designee), assist in determining the layout of the news source and ensure that advertising commitments are accounted for.

c. Ensure that the news source meets deadlines.

d. Attend and assist in facilitating all regularly scheduled meetings.

e. Serve as a resource for all staff.

f. Meet regularly with the Editor in Chief to keep him or her updated on progress and any potential problems or concerns.

g. Maintain a minimum schedule of office hours in order to address all potential concerns of the editorial staff. These office hours should be clearly posted.

h. Assist the Editor in Chief in the recruitment of new staff.

i. Act as a liaison between the Editor in Chief and editorial staff.

j. Coordinate and work on special events, such as First Amendment Week and others assigned.

### 4. Executive Editorial Board

a. Consists of Editor in Chief, managing editor and others as appointed by Editor in Chief.

b. Responsible for the Board Editorial, which represents the views of the news source.

c. Work to build consensus among staff when writing about contentious issues.

### 5. Human Resources Coordinator (formerly Public Editor)

- a. Act as a liaison between the student body and the Loyolan.
- b. Encourage qualified and intelligent students to consider working at the news source and help develop strategies for hiring future journalists.
- c. Help the Loyolan keep abreast of what other students on campus are doing. By developing such a relationship, the news source becomes more capable of broadening its coverage, a mark of a news source intent on improving.
- d. Expected to filter complaints and immediately present relevant issues to the Executive Editorial Board as necessary.
- e. Work in collaboration with Editor in Chief and advisor to ensure that controversial issues are handled promptly and effectively.
- f. Organize a First Amendment Week that serves both the week's purpose as well as the general student population's best interest.
- g. Engage in the bi-weekly proofing of Opinion and News articles (as well as The Bluff or other parody) to ensure that articles do not violate basic journalistic integrity and show proper discretion.
- h. Coordinate the intern program, including recruitment, application process, hiring, and check-ins.

#### 6. Senior Editor

Senior editor is a spring semester position that may only be held by graduating seniors who have previously served on the Loyolan staff. Not all seniors on staff will be considered or appointed to serve as senior editors. Senior editors are hired by the editor in chief with advisor input.

- a. Work in conjunction with the Executive Editorial Board to ensure the efficient production of a high-quality news source.
- b. May be asked to assist wherever is most needed. When a particular section is having difficulty, a Senior Editor should be knowledgeable enough with Loyolan systems and processes, including software and apps such as Blox and Camayak, and the management of a section to assist and ensure the success of that section. When a different section is having problems the next issue, a Senior Editor should be capable of switching gears and helping where they are needed.
- c. May be asked to work on special projects designated by the Executive Staff. Senior Editors have the flexibility to try new things at the Loyolan (writing more in-depth articles, writing more experimental pieces, testing new media on the Web, etc.) without the added duty of personally managing a section.

#### 7. Section Editor (Including Video Coordinator)

- a. Determine story coverage in collaboration with Editor in Chief and managing editor.
- b. Supervise, train and motivate section writers.

- c. Actively and aggressively seek and assign stories for the section.
- d. Track and monitor that all staff in section are paid for their work.
- e. Enforce and meet deadlines.
- f. Layout assigned section when printed.
- g. Review, edit, proof and take responsibility for all copy in assigned section.

#### 8. Photo Editor

- a. Supervise and ensure completion of photo assignment process, including submission of cutline and caption information.
- b. Ensure that photographers are providing images in a manner that allows the Loyolan to make deadline.
- c. Ensure that images submitted for publication meet minimum standards for print.
- d. Maintain and organize photo equipment.
- e. Train all photographers and personnel.
- f. Create and maintain photo archives.

#### 9. Copy Chief

- a. Train copy editing staff in the proper usage of grammar and AP style as used by the news source.
- b. Assist Editor in Chief, managing editor and section editors in copy reviews, including AP style, grammar, spelling, correct titles and fact checking.
- c. Assist Editor in Chief in training all editorial staff in AP style, grammar, spelling, correct titles and fact checking.

#### 10. Design Director

- a. Responsible for layout and design as defined by the Editor in Chief, including the overall design of the paper, assisting section editors with layout and design, and special sections and projects.
- b. Create graphical elements (charts, graphs, photo illustrations, etc.) for all sections.
- c. Coordinate work of the photo editor, cartoonist and others involved in graphics.

#### 11. Freelance Contributors

- a. Cover beats regularly.
- b. Provide ongoing story/content ideas.

- c. Submit all content on a regular basis by deadline.

12. News Video Producer

- a. Pitch, report, film, edit and review video stories as assigned.
- b. Provide ongoing/story content ideas.
- c. Submit all content on a regular basis by deadline.

12. Cartoonist

- a. Contribute both ideas and graphic content for the Loyolan.
- b. Consult with the Editorial Board and opinion editor regarding producing topical, relevant graphic content.

13. Staff photographer

- a. Complete assignments as designated by the photo editor or other Loyolan editors.
- b. Submit all assignments with thorough information for the caption/cutline.
- c. Generate photo ideas and enterprise photos as requested.

14. Special Sections Editor

- a. Responsible for special projects as assigned by Editor in Chief.

15. Interns

- a. Work as new staff members to complete assignments in specific sections. Staff members report to Editor in Chief or their designee.
- b. Work specific hours in productions with their section, generally not to exceed two production hours a week.
- c. The term for interns is generally from February to September and October to February of each year.

16. Business Director

The Business Director of the Loyolan is responsible for the business, advertising, marketing and administrative operations of the news source. The Business Director reports directly to the Director of Student Media (or their designee) It is the Business Director's responsibility to ensure that all advertising, marketing, accounting and business management tasks are completed.

- a. Train, motivate and maintain advertising, marketing, accounting and business management staff in creating and facilitating an open, inviting and productive atmosphere.
- b. Oversee the organization of the advertising, marketing, accounting and business management staff and the assignment of tasks and clients so that the paper is published in an orderly, timely manner.



- c. Supervise all advertising, marketing, accounting and business management positions to ensure the fulfillment of job responsibilities, including explaining and enforcing all deadlines and policies with the staff.
- d. Proof all advertisements to ensure accuracy in placement and that the content of advertising falls within the news source's policies.
- e. Bring all ads for barter (traded out for return of goods and services), any make-good discounts off the rate card and any special client payment arrangements to the Director of Student Media for approval.
- f. Ensure accounts payable are paid promptly and that accounts receivable are deposited.
- g. Work with advisor to coordinate payroll information and communicate it to staff.
- h. Ensure that all message boxes (voice and e-mail) at the Loyolan are regularly checked and routed to the appropriate person.
- i. Provide and help implement strategies for business development for the advertising manager and representatives.
- j. In conjunction with the Director of Student Media (or their designee), determine advertising procedures.
- k. Hold regularly scheduled meetings for advertising, marketing, accounting and business management staff and serve as facilitator at these meetings.
- l. Serve as a resource for advertising staff.
- m. Meet regularly with the Director of Student Media (or their designee) and the Editor in Chief to keep them updated on progress and any potential problems or concerns. This includes providing monthly (or more frequent, if necessary) status updates on the financial state of the paper.
- n. Maintain a minimum schedule of office hours in order to address all potential concerns of staff, clients and the LMU community. These office hours should be clearly posted.
- o. Ensure that all advertising, marketing, accounting and business management staff members have office hours that are clearly posted and adhered to.
- p. Assist in the hiring of new business staff members.

#### 17. Assistant Business Director

- a. Assist the Business Director in the Ad Sales, Digital Analytics, and Marketing departments with duties, including accounts receivable, accounts payable, invoicing, and billing.
- b. Track ads (digital and classifieds) and file contracts.

- c. Accumulate data reports, take weekly inventory of published articles, check office phones.
- d. Assist in the posting of ads, creation of client reports, promotional tabling, and marketing initiatives.
- e. Check in with Director and Assistant Director of Student Media and Business Directors about tasks and assignments during scheduled meetings.

#### 18. Ad Sales Manager

- a. Supervise advertising representatives to ensure the fulfillment of job responsibilities, including explaining and enforcing all deadlines and policies with the staff.
- b. Maintain a minimum schedule of office hours in order to address all potential concerns. These office hours should be clearly posted.
- c. Check messages at the business office and return all calls promptly; promptly route calls for other reps to them.
- d. Collect artwork from client and route to correct place; arrange for ads to be designed for clients if necessary.
- e. Proof/sign off on advertisements prior to publication.
- f. Make personal visits to clients.
- g. Prospect for new clients.
- h. Meet deadlines and work to ensure effective display ad design and accurate ad content.
- i. Compile ad list for each printed edition and online and social platforms.
- j. Coordinate an ad checking schedule and follow-up to ensure it is being adhered to.
- k. Brainstorm marketing strategies, create action plans, and implement them
- l. Administer the Grad Ads project (send out postcards, arrange all contracts) and other special projects.
- m. Stay informed and educated about the Advertising industry and disperse informative materials to the staff
- n. Read through local publications (print and online) and look for businesses to recruit for advertising, Assign those businesses to the staff for outreach
- o. Work with the graphic designers to improve the quality of ads

#### 19. Advertising Representatives/Classified Coordinator

- a. Sell display advertising and service all advertising accounts.

- b. Maintain a minimum schedule of office hours in order to address all potential concerns. These office hours should be clearly posted.
- c. Check messages at the business office and return all calls promptly; promptly route calls for other reps to them.
- d. Collect artwork from client and route to correct place; arrange for ads to be designed for clients if necessary.
- e. Proof/sign off on advertisements prior to publication.
- f. Make personal visits to clients.
- g. Prospect for new clients.
- h. Meet deadlines and work to ensure effective display ad design and accurate ad content.

20. Distribution Coordinator (when printed)

- a. Reports to the Director of Student Media (or their designee).
- b. Supervise and ensure the timely distribution of the printed newspaper.
- c. Distribute marketing materials as directed.
- d. Submit a report after distribution of each issue to the Business Director, Editor in Chief and advisor charting number of papers left at each drop point and the number of leftover "previous issue" papers at each drop point.
- e. Perform/assist in strategy formulations with business director and advisor as necessary.

21. Marketing Coordinator

- a. Reports to the Director of Student Media (or their designee).
- b. Develop and execute marketing strategies and campaigns on behalf of the news source.
- c. Work with staff to design, print, and distribute any marketing materials related to campaigns.
- d. Meet regularly with members of the editorial department to get a sense of editorial priorities for the purposes of building marketing campaigns around them.
- e. Perform/assist in strategy formulations with business director and advisor as necessary.

22. Receptionists

- a. Perform administrative duties as assigned.
- b. Answer telephone and route messages in a courteous manner.

c. Aid interested readers, staff applicants, walk-ins and advertising clients with correct and courteous information.

d. Initiate supply orders to advisor.

e. Clean and organize office.

#### **IV. Application/Letter Samples**

##### **A.. Sample Application for Editor in Chief**

Los Angeles Loyolan

Application for Editor in Chief

Applicants must:

- Be an LMU student in good standing with a minimum 2.5 cumulative grade point average and a minimum 2.0 grade point average in the most recently completed semester. No individual currently on academic or judicial probation is eligible to apply.
- Enroll for at least 12 hours of course credit during both semesters of the academic year or show comparable schedule outside of the classroom (e.g., internships, etc.).
- Have served at least a semester on the staff of the Loyolan or show comparable experience.

Name:

Year:

Major:

Current Cumulative GPA:

Are You Currently or Have You Ever Been on Academic Probation (circle one):

Yes No

Current Position at the Loyolan:

1. The position of EIC is one that requires a variety of skills and a large journalism knowledge base. Please comment on your knowledge in the following areas: 1) News writing and news judgment; 2) The field of Arts and Entertainment, review writing experience, knowledge of film, music and theater; 3) Sports writing, sports columns and features; 4) Crafting effective opinion pieces; 5) Editing skills, AP style book knowledge, general knowledge of grammar; 6) Effectiveness of working with others, leadership strengths and weaknesses.

2. In your view, how has the Loyolan succeeded as a student publication this year? How has it failed? Do you think you were a part of either the successes or failures? If yes, then how?

3. The Editor in Chief has a wide range of responsibilities including overseeing the editorial side of the news source, being the public face for the Loyolan, managing the staff, and helping to plan events such as First Amendment Week. Which responsibilities do you feel you will excel at? Which will be the most difficult for you?

4. Define your position on the following issues: 1) Diversity at the Loyolan, on staff and in the coverage. 2) Prior review by any member of the administration or person outside of the staff.

5. If selected for the position of Editor in Chief, what qualities would you search for in other members of the Editorial Board. Why?

Please rate yourself from 1 to 10 on the following skills: (1 being poor, 10 being exceptional)

Writing skills:

Comprehensive editing skills:

Positive attitude about the Loyolan and LMU:  
Ability to multi-task:  
Managerial skills/conflict resolution:  
Ability to work closely with administration:  
Interviewing skills as a journalist:  
Knowledge of In-design, Loyolan servers, and the Loyolan's Web site:  
Knowledge of Loyolan business operations:  
Time management skills:  
Organizational skills:

I understand that the Editor in Chief position of the Los Angeles Loyolan is a time- and energy-consuming position. I believe I will be able to handle the responsibilities satisfactorily and will make every effort to do so if appointed.

Also, by submitting an application and signing the below, I grant permission to students and University officials involved in the selection process to view my transcripts and any other University records to ensure that I am in good standing with the university.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**B. Sample Editorial Application**

Name: \_\_\_\_\_  
Student ID: \_\_\_\_\_  
Year in school: \_\_\_\_\_  
Major(s): \_\_\_\_\_  
Minor(s): \_\_\_\_\_  
Position for which you are applying:  
\_\_\_\_\_

1 LMU Drive, North Hall  
Los Angeles, CA 90045  
310.338.2879 Fax 310.338.1901  
Local Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Local Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Permanent Address: (Where you can be reached during summer.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

References (Please include name, address, phone number, e-mail, position you held while employed there and for how long.)

Reference 1: May we contact this reference? Yes / No

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Reference 2: May we contact this reference? Yes / No

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I certify that the information provided above is an accurate and truthful representation of myself and that any discrepancies between the above information and that which is discovered by the reviewer of this application are merely coincidental.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

#### Application Questions

1. Please tell us why you have chosen to apply for this position. What qualifications and experiences do you have that pertain to this position?
2. In your eyes, how has the Loyolan succeeded as a student publication this year? How has it failed? Do you think that you were a part of either the successes or failures? If yes, then how?
3. The Los Angeles area and the LMU campus offer a lot of opportunities for coverage of events. There is so much to cover that past section editors have never been able to cover all that they wanted to. How do you expect to resolve this difference between possible coverage and having limited resources to cover events?
4. What kinds of new ideas do you plan to bring to the section for which you are applying? How will you improve the overall quality of your section and the Loyolan in terms of quality of writing, depth of coverage, layout and design, number of writers, etc.?
5. How do you plan to utilize the Internet in terms of reporting and writing, and how should the Loyolan use the Internet and theloyolan.com to help provide more for the reader?
6. If you are not accepted for the position for which you are applying, would you accept a position as an assistant? Would you accept a position in another section? If so, which one?
7. Do you foresee yourself as having any problems working on the Loyolan staff next year that would impede your efforts here?
8. What extracurricular activities and/or other jobs are you involved with at the time you will be employed here? Please list and include a brief explanation of the degree of your commitment to any specific activities and weekly time you plan to devote to this activity.
9. Is there anything else we should be aware of before we consider you for this position?

Please type answers on a separate sheet, and attach it to this application, along with a current résumé and three (3) writing samples, preferably of the style of writing for the section for which you are applying.

Refer to the website, [www.theloyolan.com](http://www.theloyolan.com), to review a summary of the tasks and responsibilities associated with the position for which you are applying.

I have read the above information and completed this form to the best of my ability. Should any of the information provided change between the date shown below and the beginning of my employment

at the Loyolan, I will notify the Editorial Board immediately. I certify under perjury that the information provided herein is correct and accurate as per my signature on page one. Signed:

\_\_\_\_\_ Date:

Turn in completed applications to the Loyolan office in North Hall.

#### C. Sample Probation Letter

With the Director of Student Media's approval, the Editor in Chief/General Manager can opt to put a student staff member on probation to formally censure a student's work. See the Student Media

Policy Manual for the complete policy on probation. Below is a sample probation letter.

To: EMPLOYEE NAME  
Asst. EMPLOYEE TITLE

From: EIC NAME  
Editor in Chief

DATE

Dear EMPLOYEE NAME,

I am writing this letter to inform you of several concerns I have regarding your job performance over the past several weeks. It has come to my attention that you have been displaying a lack of effort in your current position as INSERT POSITION.

I have listed some examples below:  
[LIST SPECIFIC EXAMPLE(S)]

Due to the concerns listed above, I am putting you on a [INSERT TIME] probationary period where you will need to focus on improvement in these areas. I will be glad to discuss with you ideas to make your job easier, or clarify anything you do not understand. We will be meeting in [INSERT FOLLOW-UP MEETING TIME] to discuss your progress and your future at the Loyolan.

I would like for you to continue to work at the Loyolan. However, this is contingent upon you improving your performance.

Sincerely,

Editor in Chief NAME  
Editor in Chief

Cc: Director of Student Media NAME  
Director of Student Media

#### **V. General Information**

The Los Angeles Loyolan is the student-run news source at Loyola Marymount University, a private, Catholic university in West Los Angeles with an enrollment of 6,100 undergraduate students.

Frequency of Publication: About 30 times (most Wednesdays) in print and throughout the academic year on digital platforms from August to May.

Format: Tabloid (11 by 17 inches).

Staff: The staff of the news source is comprised of students at Loyola Marymount University. There are approximately 30 editors, 10 business and advertising staff and 40 staff writers, photographers and reporters.

#### **VI. Amendments**

The guidelines and related materials above have been established by the Los Angeles Loyolan's student management and the Director of Student Media to guide the operation of the student-run news source at Loyola Marymount University. These policies may only be changed with the

approval of the student Editor in Chief and the Director of Student Media.