

**cisternyard  media**

**STUDENT MEDIA HANDBOOK**

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## **Representation of Student Media**

In the performance of their assigned duties, the student staff of CisternYard Media (CYM) are representatives of Student Media at the College of Charleston are expected to perform accordingly. Thus, general expectations of staffers are as follows:

- CisternYard Media identifies six branches that represent Student Media: CisternYard News, Miscellany, CisternYard Video, CisternYard Radio, Sales, and Public Relations
- Staff members should always identify themselves to prospective contacts and sources with CisternYard Media and specific branch.
- Staff members are expected to represent Student Media in a professional manner, which includes following the [Society of Professional Journalists \(SPJ\) Code of Ethics](#) and [Federal Communications Commission \(FCC\) guidelines](#).
- Staff members are expected to uphold high standards of ethical conduct as well as adhere to the [College of Charleston Code of Conduct](#).
- Staff members represent Student Media in all capacities including online and social media platforms.
- The representation of Student Media includes all paid staff and volunteers. Paid staff members are responsible for training volunteers on all guidelines and expectations.

## **Production Standards**

CisternYard Media staff are expected to adhere to standard operating procedures during the production of all publications and/or broadcasts. All information is to be checked for accuracy before being used.

Unless otherwise agreed to in writing by the College of Charleston, materials produced (i.e. video, graphics, music, etc.) by Student Media are considered copyrighted works-for-hire and owned by the College. Intellectual property that belongs to the College (i.e. pictures, video, etc.) cannot be used without the College's permission; and for all purposes, ownership of copyrighted materials will be determined in accordance with federal and state law. All material, with the exception of large photo and video files, must reside on the CofC network.

**All CYM members are expected to adhere to the following department guidelines:**

*Each branch of CisternYard Media is required to maintain and advertise office hours.*

### **CisternYard News**

CisternYard News (CYN) is expected to serve as the voice of the student body and remain responsive to the campus community while adequately reporting the news and events and activities of the College. All undergraduate and graduate members at the College of Charleston are invited to participate in the reporting, writing, and production of CYN. CisternYard News must maintain financial stability and work with the Sales department to generate revenue. All paid staff and writers of CYN are expected to report the news accurately and professionally

following the guidelines of the Associated Press Stylebook and the Society of Professional Journalism Code of Ethics. The staff **must** follow an established style guide to ensure consistency of content. Members of CisternYard News are expected to attend weekly meetings as well as required office hours. Members are also responsible for hosting and attending events for the distribution of the Yard.

### **Miscellany**

Miscellany is expected to accept submissions between October and December of each fall semester. The Editor-in-Chief will assemble an editorial staff to review submissions for inclusion in the journal in January of each spring semester. Members of the editorial staff must be familiar with and/or have knowledge of poetry, prose, and visual art. The Editor-in-Chief will be charged with guiding the staff in unbiased selection.

The selection and design process must be completed before spring break each academic year. The completed draft should be submitted to the printer by the second week of March. Miscellany should contain a balanced number of pieces representing each of the mediums included in the publication. A minimum of 700 copies are expected to be printed and distributed throughout campus and the local community. The staff will plan a reveal event in April of each academic year.

### **CisternYard Video**

CisternYard Video (CYV) provides the College of Charleston with entertainment programming, news, and sports coverage. CisternYard Video is expected to comply with all television broadcast regulations enforced by the [Federal Communications Commission \(FCC\)](#).

Leadership staff (Video General Manager, Executive Producer, Unit Production Manager and Associate Producers) are charged with providing appropriate training in proper use of equipment and production standards, including software and computer use. Current staff will produce a consistent standards manual for scripts, graphics, video, and recording to ensure that packages, both recorded and live, are consistent. CYV will establish purchase requests, a list of equipment, and a production schedule at the beginning of each semester. Final production materials should be available on the CisternYard Media [website](#) and [YouTube channel](#) according to deadlines.

### **CisternYard Radio**

CisternYard Radio (CYR) provides the College of Charleston with independent music and programming. CYR is available 24/7 to both the students and public on [TuneIn](#) and [cisternyard.com](#). CisternYard Radio is expected to comply with all broadcast regulations enforced by the [Federal Communications Commission \(FCC\)](#).

All disc jockeys (DJs) are expected to undergo training and sign a contract before they are allowed to operate the equipment. The staff will establish a consistent format for all shows and programming. Each DJ is required to fulfill the responsibilities outlined in their individual contract. The station broadcasts 24 hours each day. At least 12 of those hours are managed by a DJ and the remaining hours are managed by an automated system. DJ's may only operate when the Stern Student Center is open.

### **Note on Editorial Oversight**

CisternYard Media (CYM) is staffed with students who are free to select and create the materials to be published. The College of Charleston provides editorial freedom to the student members of CYM. The views expressed in work created by CYM may not reflect the views of The College.

## **Use of Student Media Offices**

Student Media is provided with office space in the Stern Student Center. Offices are to be used for official CisternYard Media business. Anyone found abusing privileges will be subject to disciplinary action. Students and their guests are expected to adhere to the following guidelines:

1. CisternYard Media will operate at a professional level. Offices are to be kept clean and organized. Failure to do so will result in actions for individuals and/or Student Media as a whole.
2. All trash should be placed in the garbage cans. Any large items should be taken to the dumpster located behind the Stern Student Center.
3. Paid staff members should never share office access codes with another student - even if those students are members of CisternYard Media. If it is determined that an access code has been given to non-authorized personnel, the code will be changed and disciplinary action will follow.
4. When leaving the office, students are expected to close all windows, turn off any lights, and lock the door. If there are multiple reports of doors being left unlocked, office hours will be restricted for one week and determined by the Student Media Advisor.
5. With the exception of the Radio computer in Room 209, students are prohibited from altering or tampering with any equipment. This includes downloading information on a computer that is not relevant to Student Media; changing the configuration of any computer, including access to the CofC network; attempting to repair equipment, etc. Any issues should be reported to the Student Media Advisor or Graduate Assistant immediately.
6. The dry erase and bulletin boards in the office areas are for the CisternYard staff members, Student Media Advisor, and Graduate Assistant for professional purposes only. If obscenity or slander becomes a consistent problem, all boards will be removed.
7. The printer, copier, and computers are to be used for Student Media purposes only. Students should not use any equipment for personal reasons or school work. Failure to follow these guidelines will result in suspended use of equipment.
8. Removing furniture from the office space is prohibited without approval from the Student Media Advisor.
9. Theft of equipment, furniture, or office supplies will not be tolerated. Students found stealing will be terminated immediately and face charges before the CisternYard Advisory Board and the College of Charleston Honor Board.

## **CYM Equipment Policy**

All Student Media equipment must remain in the CisternYard office space in the Stern Student Center when not in use. Removal of equipment without proper procedures or approval will result

in disciplinary action. A Public Safety report may be filed. Equipment is to be used for official CisternYard Media business only.

All paid and unpaid staff members must adhere to the following policies:

1. Student Media Board Members are expected to manage a checkout list for their respective branches. If a board member is not available, employees may check-out equipment with the Student Media Advisor or Graduate Assistant.
2. All equipment must be accounted for at all times.
3. Only paid and unpaid staff members of CYM will be allowed to check-out equipment.
4. Equipment use must be approved in advance by an Executive Board member, the Student Media Advisor, or Graduate Assistant.
5. All laptops and iPads must be checked out with the Student Media Advisor.
6. Any equipment that needs to be checked-out overnight must be approved in advance by an Executive Board member **and** the Advisor.
7. Board members are responsible for following-up on all equipment that is checked-out.
8. Missing equipment must be reported to the Student Media Advisor immediately so that a report can be filed with Public Safety.
9. By completing the equipment check-out sheet and accepting possession, the student assumes responsibility for each item issued and will be charged for repair or replacement (at original cost) of any items damaged, lost or stolen while in their possession. An invoice for equipment repairs or replacements will be issued. Payments must be received by the Student Media Advisor within five (5) business days from the invoice date. If payment is not received during this time, the charge will be posted to the student's campus account. Non-payment may result in a student's inability to register for classes or graduate.

Audits of equipment will be conducted throughout the semester to ensure that all items are accounted for at all times. Equipment that is missing or not checked-out properly will be filed with Public Safety.

## **Printing**

The Xerox copier and printer located in Stern 207 is available to all members of CisternYard Media. Students are only permitted to copy and print materials related to their work in student media. The copier, fax, and printer shall not be used for school work or for another student organization. Any issues with the Xerox machine must be reported to the CisternYard Media Staff Advisor immediately.

In the event that anyone in CYM need to make more that 100 copies, they are required to use the copy center on the fifth floor of the BellSouth building. A Copy Request Form and IDT must be obtained from the CisternYard Media Staff Advisor at least 24 hours being sent to the Copy Center. The employee will be required to take the form and IDT to the copy center in order to complete the job.

## **VIOLATION OF PRINTING PRIVILEGE**

If an employee is found to abuse the copy and printer privileges, the following actions will take place:

First offense - the employee will reimburse The College \$0.25 per impression (one side of a page is an impression).

Second offense - \$0.25 per impression and loss of printing privilege.

Third offense - \$0.25 per impression, loss of printing privilege, written reprimand, and a deduction in pay.

## **Communication**

All paid and unpaid CisternYard Media staff members are expected to provide the Staff Advisor and Graduate Assistant with an updated email address and telephone number. Students are expected to use the email address provided by the College of Charleston.

College of Charleston email accounts are used for official College business. Faculty, staff, and administration of the College will use CofC email accounts to communicate with CisternYard Media so it is imperative that emails are checked regularly.

Executive Board members are expected to check CisternYard Media email accounts for important correspondence and, if applicable, respond in a timely manner. These accounts include:

CisternYard Media - [cisternyardmedia@cofc.edu](mailto:cisternyardmedia@cofc.edu)

CisternYard News - [cisternyardnews@cofc.edu](mailto:cisternyardnews@cofc.edu)

CisternYard Video - [cisternyardvideo@cofc.edu](mailto:cisternyardvideo@cofc.edu)

CisternYard Radio - [cisternyardradio@cofc.edu](mailto:cisternyardradio@cofc.edu)

CisternYard Sales - [cisternyardsales@cofc.edu](mailto:cisternyardsales@cofc.edu)

CisternYard PR - [cisternyardpr@cofc.edu](mailto:cisternyardpr@cofc.edu).

Consistent communication among staff is crucial to a successful experience. Staff members should meet in-person as much as possible to prevent any miscommunication.

The following information should be provided to the CisternYard Media Staff Advisor at the beginning of the semester and updated when necessary:

CWID

CofC Email Address

Cell Phone Number

Emergency Contact Name and Number

## **Paid Staff Member Eligibility**

All undergraduate and graduate students at the College of Charleston are invited to serve on the CisternYard Media Executive Board. Students interested in an Executive Board position must submit an application. They are governed by the tenets outlined in the CisternYard Media Constitution, as well as the CisternYard Media Advisory Board.

### **Executive Staff Selection Process**

Executive staff applications will be available in February during each Spring semester. All applications require a resume and at least one (1) media sample. Applications will be posted and completed using the Cougar Connect portal. The Executive Board selection process is as follows:

1. Students **MUST** submit an application on Cougar Connect. Incomplete will not be considered.
2. Applications are reviewed by the CisternYard Media Advisory Board and/or Elections Committee.
3. Each applicant will receive a scheduled interview date/time from the CisternYard Media Advisor.
4. Once all applicants have been interviewed, the CisternYard Media Advisory Board and/or Elections Committee will review and vote.
5. The CisternYard Media Advisor informs all applicants of the Advisory Board and/or Elections Committee's decisions within one (1) week following the completion of interviews.
6. All selected members are required to attend a mandatory training hosted by the Office of Student Life.

### **CisternYard Media Leadership Team Selection Process**

Once the CisternYard Executive Board has been confirmed, incoming editors and managers will then coordinate the selection of additional staff members for their respective branch (News, Video, Radio, Miscellany, PR, and Sales). Leadership team applications will be available in March of each Spring semester. All applications require a resume and will be posted and completed using the Cougar Connect portal. The incoming Executive Board, Advisor, and Graduate Assistant will lead the interview and selection process.

### **Expectations of Leadership Team Members**

Each paid staff member must review and sign a contract before they can perform any duties associated with the position. The following expectations should be met by each leadership team member:

1. All leadership team members **MUST** serve the duration of the academic year for which they were selected.

2. Leadership team members **MUST** maintain a minimum 2.5 cumulative GPA. Should a staff members GPA fall below this requirement, the case will be reviewed by the CisternYard Media Advisor. The student will then be removed from their position. *Please Note: All unpaid staff members must maintain a cumulative GPA of 2.0.*
3. Leadership team members are required to be enrolled in 12 or more undergraduate credit hours or 9 graduate credit hours during their tenure. Should a student fall below 12 credit hours, the case will be reviewed by the CisternYard Media Advisor. *Please Note: Seniors may fall under 12 credit hours during their final semester.*
4. Leadership team members are responsible for all content produced by their respective branch. Any questionable content should be brought to the attention of the CisternYard Media Staff Advisor before publication and/or broadcast. Slander, libel, or gross misrepresentation of facts will result in disciplinary action by both the CisternYard Media Advisory Board and the College of Charleston Honor Board.
5. All leadership team members are required to maintain regular office hours that should be a minimum of 75% of all hours worked. These hours **MUST** be posted outside of the CisternYard Media office space within on week of the first day of classes. Failure to maintain office hours will result in a decrease and/or suspension of wages and potential termination.
6. Leadership team members are expected to respond within 48 business hours to any correspondence received from both the College of Charleston and the City of Charleston communities. Failure to maintain consistent communication will result in disciplinary action.
7. Leadership team members are **REQUIRED** to attend the CisternYard Media Student Staff Orientation. Leadership team members **MUST** attend all staff meetings and any other leadership events. Excused absences that have been approved by the CisternYard Staff Advisor is the only exception. Failure to comply will result in disciplinary action.
8. The consumption of alcohol and the use of illegal drugs is strictly prohibited at the Stern Student Center. Leadership team members are responsible for communicating this policy to the members of their respective branch as well as all visitors. Anyone found in violation of this policy will be dismissed from their position immediately and will face charges before the College of Charleston Honor Board.

## **Expectations of Executive Board Members**

In addition to the expectation of the Leadership Team, all Executive Board members must also adhere to the following:

1. Members of the Executive Board **MUST** manage the budget of their respective branch as submitted and approved. A purchase that is not listed in the budget must be reviewed and approved by the CisternYard Media Advisor.
2. Executive Board members are responsible for all content that their branch publishes and/or broadcasts. Any questionable or potentially controversial content should be brought to the attention of the CisternYard Advisor before publication/broadcast. Slander, libel, or gross misrepresentation of the facts will result in disciplinary action by both the CisternYard Media Advisory Board and the College of Charleston Honor Board.
3. Executive Board members are expected to work closely with the CisternYard Advisor and Graduate Assistant.
4. Executive Board Members **MUST** attend all meetings scheduled with the CisternYard Advisory Board.
5. Executive Board members are required to maintain regular office hours, which must be at least 75% of their entire CYM schedule.
  - a. Office hours should be posted on the office door at least a week prior to the start of each semester.
6. Assist in at least one (1) recruitment event per month for the organization.

## **Compensation for Executive Board & Leadership Team**

All Executive Board and Leadership Team members are paid based on hourly rate spread over a twenty-eight (28) week period. Pay rates are based on the level of responsibility the staff member assumes. The CisternYard Media Advisor has the authority to withhold a staff members paycheck if the student has failed to uphold the terms outlined in the position contract.

### **Timesheet Protocol**

1. Timesheets will be submitted by 5 p.m. on the 15th and last day of each month on MyCharleston. Timesheets submitted after this time will result in the delay and/or inability to process an employee's paycheck.
2. All paid staff members are responsible for maintaining an accurate log of the hours that they have worked. Falsification of hours on a timesheet will result in termination of employment and disciplinary action by the College of Charleston Honor Board.

## **Potential Timesheet Deductions for Leadership Team**

1. Failure to meet publication deadlines will result in a deduction of one (1) hour. One (1) hour will be deducted for each day after that. Executive Board members are responsible for reporting missed deadlines to the CisternYard Media Staff Advisor.
2. Failure to maintain office hours will result in one (1) hour deducted for every office hour missed. Any absences must be approved by the CisternYard Media Advisor.
3. Failure to attend meetings will result in a pay deduction. Any absences must be approved by the CYM Advisor.
  - a. Failure to attend Executive Board meetings will result in a one (1) hour deduction
  - b. Failure to attend Leadership Team meetings will result in a one (1) hour deduction
  - c. Failure to attend CisternYard Media Advisory Board meetings will result in a two (2) hour deduction

## **Resources for CisternYard Media Staff Members**

### **Stern Student Center - (843) 953-2291**

The Stern Student Center offers student organizations a handful of resources, including: mailboxes, banner paints and paper, and conference rooms that can be reserved for various programs and events.

### **Copy Center - (843) 953-5924**

The Copy Center should be utilized when an organization needs to print more than 100 copies. The center provides a wide variety of paper type, color, and collation at an affordable price. Student organizations MUST use the Copy center for all major printing needs. However, they can use FedEx/Kinko's for creating large banners. The Copy Center is located on the fifth floor of the Bell South Building.

### **Public Safety - (843) 953- 5611 EMERGENCY, (843) 953- 5609 Non-Emergency**

Students who need to access the Stern Student Center after regular business hours must call public safety for admittance. Students should be prepared to show a valid student ID when Public Safety arrives. Should a student become a victim of crime while in the Stern Student Center, Public Safety should be contacted immediately. Only members of the CisternYard Media Staff will be granted access after hours. Any abuse of this privilege will result in the loss of access to the Stern Student Center outside of regular operating hours.

### **Payroll - (843) 953-5774**

The Office of Budgeting and Payroll, located on the first floor of Randolph Hall, is responsible for processing all student timesheets. Unless a student has opted to have their paycheck deposited directly into a bank account, paychecks are available at the front desk of the Payroll

Office on the 15th and the last day of each month. Should these dates fall on a weekend and/or holiday, checks will be available on the last working day prior to the pay date. Any questions or concerns regarding paychecks should be directed to the Payroll Office.

**Career Center - (843) 953-5692**

The Career Center, located in Lightsey 216, is responsible for processing all student employee contracts and tax forms. Any questions regarding the length of student employment, pay rate, or student employment policies at the College of Charleston should be directed to the Career Center.

**Department of Communication - (843) 953-7017**

The Department of Communication is devoted to helping CisternYard Media succeed. Students who are looking to recruit new members who to find experts in their particular area of interest are encouraged to contact the Department of Communication for assistance.

**Marketing and Communications - (843) 953-6462**

The Office of Marketing and Communications serves as a resource for information as well as for professional development. All requests for information should be made to the Senior Director of Media Relations - (843) 953-5667.

# CisternYard Media Organizational Chart

