

**MEMORANDUM**

DATE: September 14, 2009

TO: Randy Dryer, President  
Board of Trustees

FROM: Ann Darling, Chair  
Presidential Task Force on Media Education

RE: Final Recommendations

The purpose of this memorandum is to detail changes to the preliminary recommendations about the structure of the proposed Student Media Council and the rationale for those changes.

During the Spring Semester of 2009 Bob Avery, as Chair of the Student Broadcast Council, Glen Feighery as Chair of the Publications Council, and I had numerous conversations with a wide range of constituents about the proposed creation of a Student Media Council. We held special meetings with the following groups: current editors, directors, and station managers of student media outlets, local media professionals, ASUU leadership, ASUU membership, and on two occasions in combined meetings of the Student Broadcast and the Publications Council.

Each group gave us enormously helpful feedback. Some of that feedback simply helped clarify language, other feedback helped us strengthen language that protected student rights and responsibilities to free expression, and other feedback helped us clarify financial relationships so that entire outlets were not penalized if one student editor, station manager or director failed to complete her/his responsibilities effectively. We were able to successfully integrate all of the feedback offered by these groups.

With one very notable exception, each of the groups that we met with were supportive of the organizational structure that we were advocating, specifically the creation of two new positions to help organize, support, and advocate on behalf of student media work. In particular, students on the Student Broadcast Council, then leaders of ASUU and the students working with the Student Strategic Communication Agency were strongly in support of these two new positions. However, the students of the Daily Utah Chronicle were consistently and vehemently opposed to the creation of these two new positions. In addition, we all recognize that the current fiscal climate does not support the creation of two new paid positions. Therefore, in deference to the sentiments of the students of the Daily Utah Chronicle and in recognition of the current fiscal climate we now recommend that the SMC be created without the support of the two new advocate positions.



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Report of the

University of Utah Media Education Task  
Force

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Ann Darling, Chair  
Fred Esplin  
Thad Hall  
Chris Hill  
Stayner Landward  
Annie Nebeker Christensen  
Wayne McCormack  
Laura Snow

# Executive Summary

## Summary of Recommendations

Goal: Identify a structure that would allow and encourage growth in media production opportunities for students without jeopardizing independence of students or faculty.

Recommendation #1: Combine the current operations of the Publications and the Student Broadcast Councils into the operations of the newly formed Student Media Council. The Council will have responsibility for ensuring academic, creative, and journalistic freedom; overseeing the effective and efficient production of student media under its purview; and supervising responsible compliance with relevant local and federal broadcast regulations.

Recommendation #2: Composition of the Student Media Council will consist of a board with 9 voting members including 5 students, 3 faculty members (one of whom would be the chair), and 1 media professional. The Chairperson will be a tenured faculty member with experience in media production. In addition to the voting members of the council there shall be a variety of ex-officio non-voting members including at least the VP for Student Affairs (or designee), the University Council (or designee), the student Editor of the Daily Utah Chronicle, the student Station Manager for K-UTE, and the student Director of Student Strategic Communication.

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# Charge from President Young

## MEMORANDUM

DATE: June 8, 2006  
FROM: Michael K. Young  
SUBJECT: Media Training Task Force

I am writing to invite you to serve as member of a task force to explore ways we might enrich the educational experience of mass communications students by leveraging opportunities which we have through new and existing print and electronic communication.

As you know, we already have a number of resources to help us toward that end, including facilities in LNCO, *The Daily Utah Chronicle*, K-UTE and a variety of campus and community internships. With advances in digital technology (and the attendant new outlets through KUER and KUED) and the University's new relationship with College Sports Television (CSTV), we have an historic opportunity to build on that strong tradition to make the University of Utah an even stronger leader in the training of communications professionals.

I have invited Ann Darling (Communications) to serve as chair of the committee; the committee membership would include: Wayne McCormack (College of Law); Stayner Landward (Student Affairs); Chris Hill (Athletics); Thad Hall (Political Science); and Fred Esplin (Advancement). Laura Snow will serve as staff to the committee representing both me and the trustees.

I would anticipate that your work would take several months. Once the committee has completed its work, we will want to engage a larger group in discussing your findings and recommendations. Once that work has been done you will be invited to report on your findings to the Board of Trustees, the President's Cabinet, student groups, and community members as appropriate.

I have asked my office to schedule an introductory meeting for this group to review the committee charge. Thank you in advance for your willingness to lead this important task force.

  
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## I. Issues with Student Media at the University of Utah

As we explored student media at the University of Utah, the Task Force examined student media platforms, both those currently in use and those made available by changing technologies. We then considered opportunities for expanded media, showcasing both the student activities on campus—from sports to fine arts—as well as university lectures and other events. Finally, we considered the audiences for such media, among students, faculty, and the broader university community. All of our conversations have been driven by the goal of preserving current excellent educational opportunities for our students as well as making more and different educational experiences available to them.

### Student Media Platforms

Student media at the University of Utah currently spans print media (both *The Utah Daily Chronicle* and an array of print magazines and journals), radio (K-UTE), and television (*Newsbreak*). The level of service provided across these media segments varies in both quality and quantity. We consider each in turn.

Print Media: *The Daily Utah Chronicle* is generally recognized as an excellent student newspaper. It regularly wins national and regional awards for outstanding news work and it has maintained a strong readership at the University. In addition, there are currently 19 magazine and journal publications that are supported by the Publications Council. These student-focused publications serve a wide variety of student populations on campus and provide an outlet for many different types of student expression.

Radio: Radio at the University of Utah is currently provided by K-UTE. This radio station is a low-wattage service that broadcasts on an AM frequency with a range of 3 miles and on the Internet in streaming audio. K-UTE is available in the residence halls as well. The governance of K-UTE has become a major issue in recent years, with ASUU support for K-UTE waning because of questions regarding its relevance to campus life and the programming it is able to offer.

Television: The primary student-operated service is *Newsbreak*, which is a production of the University of Utah Department of Communication. Students who participate in *Newsbreak* learn all aspects of the television production process and receive credit for participation in this course.

There are also increased technological changes that are occurring that potentially enhance availability of student media platforms. These include:

Digitalization: The University of Utah has two well-developed professional media—KUED television and KUER radio—that are currently moving to digital frequencies. Digital media have the advantage of allowing for multiple signals to be broadcast on a single frequency. A digital receiver can receive up to four signals on the same channel. For example, with a digital signal, KUER can have KUER-A, the current KUER, as well as KUER-B, KUER-C, and KUER-D that can broadcast different programming. One of these alternate channels could

broadcast student media. Similarly, it might be possible for KUED to provide alternate signal service for student media.

The Mountain: The schools in the Mountain West Conference have affiliated to create a cable presence for all of the member institutions. This cable presence provides each university with an outlet to showcase their best and brightest in both athletics and academics.

New Media: Even without digitalization, new media—especially streaming audio and video—provides an important outlet for student activities. All of the demand-side activities noted above can be used to highlight the numerous activities that occur every day on the campus of the University of Utah. For example, *Newsbreak* currently streams its broadcast over the Internet.

## **Student Media Content Opportunities**

The opportunities for student and University media coverage are considerable. Consider the following (listed in alphabetical order) sources that are either under-exposed or unexposed to media at present.

Fine Arts: The University of Utah has numerous fine arts programs that perform and serve the university and broader Utah community. The departments of Dance, Music, and Theater, for example, hold performances and recitals each semester. These could be made available to the public through student media production work.

Lecture Series: The University of Utah holds numerous public lectures each week. For example, the Hinckley Institute of Politics in the College of Social and Behavioral Science holds more than 30 lectures each semester. The College of Humanities has become a campus leader in sponsoring world- renowned intellectuals, poets, leaders, photographers, and musicians. In addition, the Tanner Humanities Center, the Law School, and other schools and departments in campus hold regular lectures that can be made more widely available to the community with better student media.

Medical Center: University of Utah's medical campus is widely recognized as one of the best in the nation and the work that they do is on the cutting edge of medicine. There are numerous lectures, press events, and other activities ongoing on the medical campus that are of interest to the broader Utah and national community.

Broader Faculty Involvement in National Research: Faculty at the University of Utah are conducting research on a broad array of questions and problems in the social and behavioral sciences, the humanities, and the hard and natural sciences. These faculty are often communicating through the Internet and other media to their peers and the broader public regarding their research and the implications of this work. Student media production could engage students in the enterprise of communicating about research and also reach a broad student population.

Athletics: Although certain athletic events are available on local and national media, there are more than 60 sporting events held each year at the University of Utah in sports as varied as

baseball, gymnastics, softball, and soccer. Many, if not most, of these sports are not available via existing media to students, faculty, or alumni who cannot attend the events.

## II. Audiences for Student Media

Currently *The Daily Utah Chronicle* is read primarily by the students, faculty, staff and administration of the University of Utah. There are numerous additional communities that might be served by a reorganization and expansion of student media. The following communities might be engaged with expanded student media opportunities.

Utah Residents: In many ways, the University of Utah is in competition with its neighboring schools, including BYU, in communicating to the broad Utah community regarding the work we are doing at the University. This communication is critical not only for attracting high-quality students, but also for helping those well-trained students be well placed in the media market upon graduation. Expanding student media opportunities might also help to inform key opinion leaders and policy makers about the various activities that are ongoing at the University. The University of Utah is one of the key engines of economic growth and social well-being in the state; informing the public regarding our work is critical to ensuring that the University fulfills its social obligation as well as receives the resources it needs to maximize its benefit to the State of Utah.

Prospective Students: The ubiquitous use of the Internet by young Americans means that the Web presence of the University of Utah is key to attracting high-achieving prospective students. Having more video presence online—of athletics, lectures, fine arts, and other activities—can give prospective students a stronger sense of the University community. As academic recruiting becomes more competitive, the University of Utah needs to have an effective tool for communicating with these highly technology-savvy students. In addition, it needs to have a technology-savvy campus on which these students can flourish and showcase their talents.

Faculty and Current Students: The amount of activity that occurs daily on the University of Utah campus is overwhelming. Between lectures, sporting events, fine arts performances/exhibits, and special events, it is difficult for any one person to attend all of the interesting events that occur on campus. This is especially true given the commuter nature of the campus community. Having more campus events available online or on a broadcast medium would allow students and faculty alike to participate in a greater number of campus events. It also allows faculty to use these events as material in courses, given its online presence.

Faculty have an interest in better integrated media. Given the ability of the University to use the Internet to highlight its high-achieving faculty, this tool can be used to increase awareness of university research and to promote our best and brightest faculty, which has obvious benefits in national rankings and in faculty recruitment and retention.

Alumni: Active and supportive alumni are critical for the health of a university. Alumni are critical sources of private funding and are the best advocates with policymakers regarding the need to support the University. Having an active electronic media presence will allow the University to communicate more effectively with its alumni. For example, with a more effective

and integrated media presence, the University would be in a position to “push” information—via email or via a “scroll” on the bottom of University television programming—to alumni that would then pull them into the University’s Internet and campus life. Sports alumni can be made aware of sporting events, political science graduates of relevant political talks, and science majors of science lectures. As more individuals are pulled into the University community, they become better able to benefit from and support the work that the university does.

### **III. A Vision for Student Media at the University of Utah**

A narrow view of the charge of the Task Force would be to determine how KUTE, the Publications Council, and the Student Broadcast Council should be governed, individually. However, few media today operate as independent entities and projections suggest that trend will continue. Student media at the University of Utah are no exception. For example, students who leave the University to go into print media need to understand how Internet media operate, as all print media develop expansive and enhanced Internet presence. Likewise, electronic news outlets often bring individuals from the print media into their newscasts—for example, *Washington Post* reporters who appear on NewsHour—or individuals who transition from one media to the other. Given the integration that is occurring throughout media internationally, the University should likewise develop a more integrated method for preparing students for this complex and integrated media environment.

Integrated student media has several benefits for the University community. First, it allows us to leverage the new media opportunities—from expanded digital services and from the Internet—across all of our media. Digital television content, for instance, can be streamed online and often can also be broadcast over the radio. Likewise, student publications like *Enormous Rooms* and *Quarterly West* can be published in print and online and individual writers can read their stories for broadcast on radio or television as part of an ongoing program series.

Second, integrated student media allows for integrated academic services to be developed for students. Students across campus—from communication majors to computer science and business majors—can all be a part of an integrated media organization that supports all media. All campus media need content, web support, and business support for its activities. By having one entity, there is a central point where such curricula can be sought from respective departments.

Third, a broader view of campus media recognizes that there are several aspects of media that are currently missing from the University’s portfolio that are common on other campuses. For example, many major universities have student public relations offices that support—in conjunction with the University’s main public relations office—the public relations needs of various on-campus clients, including faculty, specific departments, or university-wide initiatives.

Finally, advertisers/underwriters who are interested in purchasing sponsorships would be provided with more options for reaching various niches in the University community if there were an integrated media presence. Without an integrated media presence, it is difficult for advertisers/underwriters to penetrate the University’s market without making numerous unique contacts on campus.

This vision is not unique to the University of Utah. The Task Force, with the help of faculty and students in the Department of Communication, examined models of integrated media on other campuses, including the Universities of Texas, Arizona, Southern California, Illinois, and Alabama as well as UCLA, Colorado State, Oregon State, Texas Tech, and Louisiana State. These universities have well-developed, integrated media governance structures that effectively serve their student, faculty, and broader communities. There is no reason to re-invent the wheel; we can draw lessons from these other universities and apply these lessons to the University of Utah's needs for media services.

Therefore, in the following sections we provide an overview of the governance structure of a new student media organization, the structure of this organization, and the services this entity can provide, as well as a general statement about the resources needed to make this an effective educational experience and enterprise that promotes fully the interests of the University of Utah.

## **Governance**

The Task Force proposes the creation of the University *Student Media Council (SMC)*.

The SMC will be a standing committee of the University of Utah created by and responsible to the Board of Trustees through the Chair of the Student Media Council. Appointments to the SMC will be made by the Board of Trustees. The SMC will have jurisdiction over the production of various student media.

The SMC will have responsibility for ensuring academic, creative, and journalistic freedom; overseeing the effective and efficient production of student media under its purview; and supervising responsible compliance with relevant local and federal broadcast regulations.

The SMC will consist of a board with 9 voting members composed as follows:

Five students representing a broad range of student needs and interests. Students will be required to apply for membership on the SMC. Student membership will be recommended by the Chair of the SMC and appointed by the Board of Trustees.

Three faculty members appointed by the Board of Trustees, including: one (1) faculty member from the Department of Communication; one (1) faculty member appointed by the Academic Senate; and one (1) faculty member from the School of Business. Each faculty member shall have a term of office of three years, with staggered appointments. Membership may be renewed once. The member from the Department of Communication can serve a longer term with the approval of the Board of Trustees. One of these faculty members will Chair the SMC.

Two media professionals. One individual should have primarily business experience and one shall have editorial experience in the operation of communication media. Each media professional's term of service will be two years with staggered appointments. Nominations for these appointments will come from the Council.

One professional with interest and/or experience in some aspect of media production.

In addition to the voting members of the USMC, there shall be a variety of ex-officio, non-voting members to the Council. These include at least the Vice President for Student Affairs or designee, the University Counsel or designee, the student Editor of the Daily Utah Chronicle, the student Station Manager of K-UTE, and the student Director of Student Strategic Communication.

## **Student Media Organizational Structure**

The media under the SMC will be structured with three (3) divisions, as follows (see Appendix A):

Media Services: The current media governed by the Publications Council will be shifted to the SMC. This includes *The Daily Utah Chronicle* and the magazine/journal publications supported by the Publications Council. We emphasize here that this move will not affect the editorial independence that the *Chronicle* currently has, nor will it affect the Constitutionally-protected independence of all print and electronic media.

Additionally, the current media governed by the Student Broadcast Council (K-UTE) will now be governed by the SMC. Any new television media production developed by/for students will be done under the auspices of this division. This division will coordinate with the current *Newsbreak* production done by the Communication Department, but not subsume that production. Underpinning all of the media activities supported by the SMC will be new media: Internet, streaming audio and video, and similar communications. This group will provide technical support for the other divisions and assist in projecting the University's media to the larger online world.

Creative Services: This division will work in conjunction with the University of Utah's Marketing and Communications department to provide public relations services to the University of Utah community. This student public relations entity will initially work on University of Utah projects but in the future might compete for projects within the Salt Lake City area as well.

Business Services: Also underpinning these media activities will be business services. This division will be in charge of the budgeting, accounting, procurement, and other activities necessary to run the various USMC divisions. The business services division will provide advertisers and underwriters with a single point of contact for supporting or advertising in student media. It will also provide student media with a single point of contact for engaging in services from vendors, such as printing services (for student publications).

## **Curricular Support**

The SMC can only be an effective entity at the University of Utah if there is a strong level of curricular support for this initiative. Such support will be required from several different parts of the University community, but the Department of Communication will be a cornerstone in the provision of curricular support for this initiative.

In order to develop a comprehensive understanding of how such curricular support might be provided, interested faculty in the Department of Communication met regularly over the course of 2007 Fall semester. In these meetings, they determined how the current Department of Communication curriculum can support the recommendations made by the Task Force. They discussed courses within the Department of Communication as well as across the campus that would offer important curricular support to the work of the SMC. The result of those discussions is presented here in Appendix B.

At this time, neither the Task Force nor faculty members in the Department of Communication feel that it is their role to make decisions about which particular courses should be required or recommended for students working in student media. This is a decision that the SMC could consider once it is created.

Additionally, the course listing provided in Appendix B is incomplete. This course listing presents clear evidence that there is a rich array of courses that might offer the type of curricular support necessary to make the work of the SMC successful. Other departments, from Computer Science and Business to Political Science, English and Athletics, may also be in a position to provide direct curricular support for the SMC.

## **Proposed Initiatives**

The Task Force discussed a number of different initiatives that might be explored should these recommendations be adopted. One particular potential initiative was discussed in greater detail and is included here only as an exemplar. The Task Force generated no specific recommendations about new initiatives that should be supported with the development of the SMC.

### **Video Capture and Production for CSTV**

The University has the opportunity to contribute 60 hours per year for broadcast on College Sports TV network. We could create an internal service that would provide the network with tapes of approximately 30 events per year (10 athletic events, 10 lecture-type events, and 10 arts events, such as a music or dance performance). Depending on rights, this content could also be made available from our website.

This proposal is based on the following assumptions.

1. The University wishes to provide students with the opportunity to acquire and prepare materials for broadcast. Because this would be a student educational experience, the quality would not be expected to be comparable to ESPN sports broadcasts but should be the best quality we can deliver with our economy equipment and student employees. This is something new for the University, as our existing resources address highly produced public television programs or self-contained video scoreboard shows (no audio) in two specific venues. There will be some experimentation to find the right balance (YouTube/ESPN).

2. This service would require a producer dedicated to the project on a full-time basis for the first year. The producer would gather and document the requirements for the service, create the equipment RFP, coordinate the selection, purchase and integration of the equipment, recruit and train contractors that would capture 30 events and create all of the processes for scheduling, taping, and delivering the event to CSTV.
3. The equipment would allow us to cut the program together during the live capture, requiring minimal post edit. Post-production edits would be limited to U branding only.
4. The University would provide closed captioning as required by FCC for broadcast. We have recently developed a method for closed captioning (about \$1300 per hour) that we can offer for \$300-\$500 per hour of material.
5. The University would NOT, however, provide support for network insertion of commercials, etc. For example, a 48 or 66 minute event would result in a 48- or 66-minute production that the network could use in any way their rights allow.
6. The University would like to retain the rights to these materials to play on the Web. The producer would compress the video in such a way that it could be delivered on the Web. The University might also find it valuable to have the rights to broadcast these materials on KUER, KUED or KUEN, but they would be responsible for editing them to fit their individual programming and scheduling slots.

## **IV. Financial Information**

Creating the SMC to oversee all student media programs on campus will combine existing and new components.

Institutional Funding is a key component of making this a successful venture. It will be used to provide capital funding for initial purposes in the first year and then to provide support for the fledgling components of the Council while student fees, development, and advertising/underwriting are growing.

Funding currently exists for the *Chronicle* and other small student publications through the Publications Council. Student radio and broadcast organizations are loosely organized and have some methods of funding but will benefit from integrated organization and enhanced funding. The final component is the creation of a student creative services agency, which currently does not exist.

This plan is formalized on the assumption of moving forward with the recommendations at the beginning of fiscal year 2009. Although this is a rapid change, it provides a solid foundation to use existing structures and resources to begin to develop more expansive media education opportunities for students.

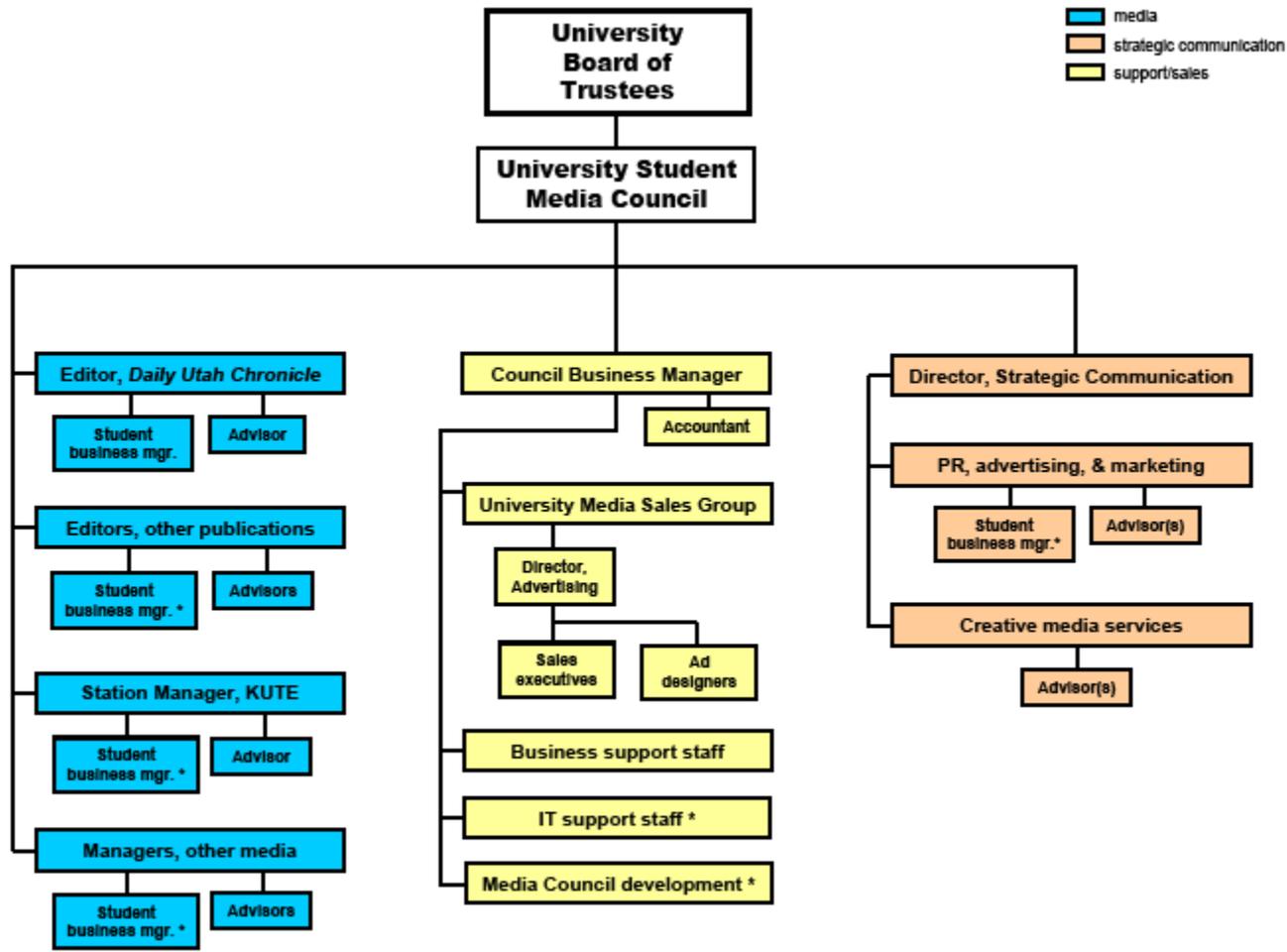
### **Council Funding**

The overall plan involves the Council receiving funding in the form of student fees, institutional support, development, and advertising/underwriting. This is allocated to the various components and to the General & Administrative Operation of the Council. The plan is for initial support from the institution to be high and slowly taper over the course of five years. This support will be replaced by increasing student fees, development, and advertising/underwriting.

Each component of the council will pay a percentage of the General & Administrative operation costs. Expenses of the Council include the salaries and benefits of full and part-time council-wide personnel, and the expenses necessary for their work.

Revenues – consisting of advertising, underwriting, and creative services – will be generated by the Council sales force.

# Appendix A: Organization Structure



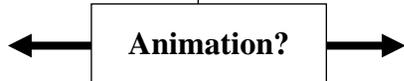
■ media  
■ strategic communication  
■ support/sales

\* anticipated future positions

## Appendix B: Convergence Curriculum

### Convergence Curriculum • Department of Communication

<b>Print Media</b> (Text and images; print & online)	<b>Electronic Media</b> (Audio & video; broadcast, cable, & online)	<b>PR Agency</b> (Integrated media)
* 1610 Intro to News Reporting and Writing * 3600 The Editing Process * 3660 Intermediate Reporting 4620 Magazine Writing 4670 Specialty Reporting (Political, Sports, Environmental, Business, Opinion) * 1530 Intro Photography 2530 Photojournalism * 4570 Visual Editing 5000 Documentary Photography  * 3610 Internships/Practicum 3620 Editorial Conference  * <u>New</u> : Workshop/short course for editors of campus publications	1510 Radio-Television Performance and Production * 3510 Intro to Web Design 3520 Radio Journalism * 3555 Convergence Journalism 3560 Intro to Visual Media 3570 Newsbreak 4520 Television Journalism * 4570 Visual Editing * 5510 Advanced Web Design  * 3610 Internships/Practicum  <u>New</u> : Broadcast sports reporting <u>New</u> : Workshop/short course in media performance <u>New</u> : Workshop/short course in Webcasting/Podcasting	* 3670 Principles of Advertising * 3680 Advertising Analysis and Planning * 4580 Public Relations Theory and Practice * 4590 Strategic Communication Writing * 5580 Public Relations Cases and Campaigns * 5590 Integrated Marketing Communication  * 3610 Internships/Practicum  <u>New</u> : Sports Public Relations



**Notes:**

- Boundaries are permeable—students may cross-train.
- Asterisks (\*) indicate “essential” courses for particular areas.

## Convergence Curriculum • Fine Arts

### Print & Electronic

### Electronic

### PR Agency

3100 Intro: Net-Designing for the Web  
 3200 Experimental Animation, Video, and the Web  
 3350 Introduction to 3-D Computer Graphics  
 3400 Introduction to Digital Visual Effects  
 3600 Writing for New Media  
 3700 Multimedia Graphic Design for the Arts  
 4100 Interactive Media Design

3600 Writing for New Media  
 3730 Beginning Video Production and Editing  
 3910 Video Editing Theory and Certification  
 3915 DVD Authoring and Certification  
 4100 Interactive Media Design  
 4250 DVD Design & Authoring  
 4350 3-D Modeling and Rendering  
 4360 3-D Dynamics and Motion  
 4500 Advanced Motion Graphics  
 4730 Advanced Video Editing and Production @ Utah Film

3600 Writing for New Media  
 4100 Interactive Media Design

# Convergence Curriculum • supporting the PR agency

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## **From Department of Communication:**

COMM 1020, Principles of Public Speaking  
COMM 1610, Introduction to News Writing & Reporting  
COMM 4580, Public Relations Theory & Practice  
COMM 5580, Public Relations Cases & Campaigns  
COMM 3670, Principles of Advertising  
COMM 3680, Ad Media Analysis & Planning  
COMM 5590, Integrated Marketing Communication  
COMM 3170, Introduction to Organizational Communication  
COMM 3190, Intercultural Communication  
COMM 3200, Persuasion Theory and Practices  
COMM 4170, Applied Organizational Communication  
COMM 3600, The Editing Process  
COMM 4610, Magazine Writing  
COMM 1530, Basic Photography  
COMM 3550, Principles of Visual Communication  
COMM 3510, Introduction to Web Site Design

## **From Department of Communication (cont.):**

COMM 5710, Communication Research  
COMM 4560, Visual Media Production I  
COMM 5560, Visual Media Production II  
COMM 5510, Advanced Web Design  
COMM 5300, Mass Communication Law

## **From Department of Art and Art History:**

Non-major courses in art and design

## **From Department of Marketing:**

MKTG 3000, Marketing Vision  
MKTG 3010, Principles of Marketing  
MKTG 4020, Marketing Management  
MKTG 4450, Marketing Research  
MKTG 4500, Introduction to Advertising  
MKTG 4510, Advertising Management

## **From Department of Management:**

MGT 3500, Principles of Management  
(for non-majors)

## **From Department of Accounting:**

ACCTG 2010, Financial Accounting

## **From Department of English**

ENGL 2500, Introduction to Creative Writing

## **From the University Writing Program**

WRTG 3015, Professional/Technical Writing  
WRTG 3016, Business Writing  
WRTG 3510, Grammar and Stylistics  
WRTG 4200, Writing Popular Nonfiction  
WRTG 3600, Grammatical Writing and Editing

## **Other**

Courses that help students develop an area of industry expertise, e.g., International Studies; Public Policy; Behavioral Science and Health; Parks Recreation, and Tourism; Political Science; Family and Consumer Studies; or Exercise and Sport Science.

## **Appendix B: Membership of Presidential Task Force**

Ann Darling, Chair (Associate Professor, Department of Communication)

Fred Esplin (Vice President, Advancement)

Thad Hall (Assistant Professor, Department of Political Science)

Chris Hill (Athletics Director)

Stayner Landward (Dean of Students)

Annie Nebeker Christensen (Dean of Students)

Wayne McCormack (Professor, College of Law)

Laura Snow (Assistant to the President and the Board of Trustees), staff to the committee representing both the President and the trustees

## **Appendix C: Individuals and Groups Consulted By the Task Force**

**Department of Communication:** James Anderson, Robert Avery, Mark Bergstrom, Louise Degn, Craig Denton, Danielle Endres, Glen Feighery, Jim Fisher, Suzanne Horsley, Tim Larson, Hector Postigo, David Vergobbi, Ron Yaros

**Hinckley Institute of Politics:** Jayne Nelson

***Daily Utah Chronicle:*** Danyelle White, Jacob Sorenson

***New Frontier:*** Sawaiba Khan

**ASUU:** Jacob Kirkham

**K-UTE:** Robert Avery, Alfred Quinn, Jake Fawson, Mary Gould

**Office of Marketing and Communication:** Mark Woodland

The following people met with individuals from the Task Force but did not meet with the entire Task Force:

**Board of Trustees:** Randy Dryer, Spence Kinard

**KUED Manager:** Larry Smith

**KUER Manager:** John Greene

**Media Solutions Director:** Paula Millington

**UNIVERSITY OF UTAH  
STUDENT MEDIA COUNCIL  
POLICIES AND PROCEDURES**

I. STUDENT MEDIA COUNCIL ..... 1

II. STUDENT MEDIA ..... 8

III. STUDENT STRATEGIC COMMUNICATION ..... 14

IV. BUSINESS OPERATIONS ..... 16

Approved by the Board of Trustees

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

## I. STUDENT MEDIA COUNCIL

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

The Council oversees all university-wide student media, products, related services, and business functions supported entirely or in part by student media production fees. The Council shall have authority, with the approval of the Board of Trustees, to establish general policies and procedures regarding editorial, production, marketing, promotional, advertising, and business operations; compliance with University policies and applicable laws; and ensuring the protection of academic, creative, and journalistic freedom.

### A. General Jurisdiction:

The Council exercises the administrative authority of the University over student media that receive support from student media fees as approved by the Council.

The Council supports only media produced primarily by or for students at the University of Utah and available to the University community. All media funded wholly or in part by the Council are subject to the Council's policies and procedures.

### B. General Duties and Responsibilities:

1. Overview: The Council receives and reviews requests to fund student media. The Council oversees the administration of the funds it approves. The Council approves the Policies and Procedures for each student media outlet it funds. The Council will select the student editor of the Daily Utah Chronicle and the student station manager of K-UTE. The Council supports the principles of free and responsible student media production. The Council is a forum for receiving complaints and criticism of student media. The Council annually reports to the Board of Trustees on budgetary matters, and it is responsible for keeping the Board informed of any serious problems involving student media.

2. Financial Operations: The Council is responsible for distributing the portion of student fees set aside for student media production. Each

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

3. Student Media Function: The Council has the responsibility to require student media to perform their declared functions. The performance of these functions is the responsibility of each editor or manager subject to the provisions of these Policies and Procedures. The Council has the responsibility to require all student media to adhere to the format, functions, and standards submitted with funding requests. Editors and managers have the authority and responsibility to comply with this requirement. Failure to comply may result in funding being withheld.
4. Editorial and Managerial Freedom and Responsibility: The Council and all supported media shall promote and protect academic, creative, and journalistic freedom. The Council endorses the Joint Statement on Rights and Freedoms of Students of the American Association of University Professors. All policies, decisions, and actions of student media shall be consistent with the specific provisions and intent of this statement:

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

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

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

*Editors and managers should subscribe to canons of responsible journalism. At the same time, they should be protected from arbitrary suspension and removal because of student, faculty, administrative, or public disapproval of editorial policy or content. Only for proper and stated causes should editors and managers be subject to removal and then by orderly and prescribed procedures.*

5. Criticism: The Council may receive and address criticism directed toward the student media. Student media supported by the Council shall include in every issue or program a notice that the media outlet is funded wholly or in part by dedicated student fees administered by the Student Media Council. Student media shall provide editors' and/or manager's contact information for questions, criticism, or complaints; they should specify that if editors or managers cannot resolve such complaints, they should be directed to the Council. The Council will not receive criticism unless it has first been brought directly to the appropriate editor(s) and/or manager(s) and efforts made to resolve it.
6. Legal Defense:
  - a. All legal concerns of student media shall be brought to the University's Office of General Counsel through the Council. The Council shall be notified immediately of any notice or communication of legal action or possible legal action. All student media outlets will act in accordance with Council advice on such matters.
  - b. The Council chair shall notify the Board of Trustees and appropriate University legal counsel of any litigation against any student media outlet, and/or media outlet staff member, or against the Council or any of its members, in which a judgment is sought for any act or omission occurring in the course and scope of student media activities, and shall seek a legal defense for the defendants therein, together with indemnification, as

authorized by the Governmental Immunity Act or any other applicable law.

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

7. Policies and Procedures: The Council shall review these Policies and Procedures annually, preferably by circulating them among all members prior to the first fall meeting. The Council shall have the authority to initiate recommendations to the Board of Trustees for changes.
8. Tuition Waivers: The Council may award available tuition waivers from funding so designated to student media staff members in consultation with editors and/or managers.

C. Membership:

1. The Council shall consist of nine (9) voting members appointed by the Board of Trustees. Three (3) faculty members will be appointed from a list of at least five (5) nominees submitted on recommendation of the Council. Five (5) student members will be appointed from a list of at least six (6) nominees submitted on recommendation of the Council to inclusively represent the student body as a whole. One (1) professional member will be appointed from a list of at least two (2) nominees submitted on recommendation of the Council. All nominees will be selected in accordance with an application process established by the Council. Regular appointments shall be made at the May meeting of the Board of Trustees or as close thereto as possible, and other appointments shall be made as needed to fill vacancies. Voting members are responsible for disclosing actual or potential conflicts of interest with individuals or matters that might come within the Council's purview. The Council may

decide whether or how to address such conflicts, *e.g.*, by asking that a member recuse himself or herself from deliberations or voting.

2. At least one-third of those nominated for Council membership should be present or former members of the Council or people with equivalent experience. At least one continuing member should be a faculty representative who is not the chair.
3. The Council shall elect a chair and vice chair. The chair shall always be a faculty member, and the vice chair will be a student.
4. The following people are invited to attend meetings of the Council in their ex-officio capacity, but without a vote: Council executive secretary, Council business manager, Council accountant, special assistant to the President, publications editors, station managers, the firm director, and student business managers.
5. The Council shall appoint as ex-officio (nonvoting) members individuals with professional, technical, business, and related expertise as needed.
6. Attendance at Council meetings is mandatory. If a voting member is unable to attend a regular meeting or participate via speaker phone, that member must submit a written or oral proxy to the chair or vice chair of the Council. A member who does not attend two (2) regular meetings within one year will be removed from the Council, which will nominate a replacement for approval by the Board of Trustees. A member who has been absent from but has submitted proxies for two (2) regular meetings within a year can request special consideration from the Council to remain a member.
7. Faculty and alumni members should serve for a minimum of three (3) years and may remain as requested by the Board of Trustees. Students are appointed for a period of two (2) years and may continue serving while enrolled at the University.

D. Meetings and Voting:

The Council shall meet monthly during fall and spring semesters. The chair calls regular meetings. The chair shall also call a meeting at the request of three voting

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

E. Executive Secretary:

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

F. Disciplinary Action:

1. Removal: An editor, station manager, firm director, or business manager of any media outlet under the Council's jurisdiction may be removed by due process of the Council. Adequate causes for dismissal include persistent or flagrant violation of Council or University Policies and Procedures or serious managerial inadequacies that are likely to interfere with the operation of a media outlet. The Council, in conjunction with University legal counsel, may prescribe reasonable rules of procedure to be followed in disciplinary proceedings. Complaints will be heard by the Council with an opportunity given to the editor, station manager, firm director, or business manager to state his or her position. The editor, station manager, firm director, or business manager may secure the assistance of experts of his or her choosing and may introduce testimony. The proceedings shall be recorded. Six (6) votes are required for removal.
2. Suspension: An editor, station manager, firm director, or business manager of any media outlet under the Council's jurisdiction may be suspended, with or without pay, by a majority vote. Adequate causes for suspension include persistent or flagrant violation of Council or University Policies and Procedures or serious managerial inadequacies that are likely to interfere with the operation of a media outlet. A suspension shall include the following where appropriate: a detailed explanation of reasons for the suspension, conditions with which the editor, station manager, firm director, or business manager must comply, a timeline for compliance, and consequences for non-compliance. Permanent removal may be imposed as a consequence for non-compliance.
3. Reprimand: An editor, station manager, firm director, or business manager of any media outlet under the Council's jurisdiction may be reprimanded by a majority vote. A reprimand shall include the following where appropriate: a detailed explanation of reasons for the reprimand, conditions with which the editor, station manager, firm director, or

business manager must comply, a timeline for compliance, and consequences for non-compliance. Paid or unpaid suspension or removal may be imposed as a consequence for non-compliance.

4. Implementation: The Council may authorize the chair, another member, or other members to impose sanctions, including removal or suspension, pursuant to a disciplinary action.
5. Replacement: In the event that an editor, station manager, firm director, or business manager is removed the Council shall within two (2) business days appoint an interim editor, station manager, firm director or business manager to handle all necessary functions until a permanent replacement can be found. At its discretion, the Council may appoint an interim board of editors or managers instead of an individual.

## **II. STUDENT MEDIA**

- A. Purpose and Overview: Student media are intended to keep the community informed; serve as independent means of journalistic, artistic, cultural, and scholarly expression; provide access to that content; and provide students with professional work experience.
- B. Editors and Station Managers:
  1. General Duties: Editors and station managers are the executive heads of publications or media outlets. In general, editors or station managers are expected to have knowledge of all operational aspects and are expected to excel in overall managerial capacities. Although an editor or station manager may involve any staff member in decisions, final authority over every editorial aspect of a publication or broadcast rests with its editor or station manager. Editors and station managers shall work closely with the Council business manager on financial matters. Editors and station managers shall be jointly responsible, along with the Council business manager, for their media outlets' financial performance and will help formulate operating budgets.
    - a. The Council will select the student editor of the Daily Utah Chronicle and the student station manager of K-UTE.

b. Editors or station managers shall select their editorial or production staffs. In conjunction with the editorial or production staff, the editor or station manager of each publication or broadcast is entrusted with making judgments concerning editorial policies and content. Editors or station managers shall comply with all University policies and applicable laws and avoid discrimination, undocumented allegations, and all forms of harassment. Policies of the University of Utah on discrimination and harassment apply to all student media receiving Council support.

2. Resignation:

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

D. Policies and Procedures:

Editors and station managers of all student media under the Council's jurisdiction must be familiar with Student Media Council Policies and Procedures, including Appendices, and must function within their guidelines. Failure to comply may result in funding being withheld or disciplinary action consistent with these Policies and Procedures.

E. Funding:

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

1. New Applications for Funding: Student media shall apply for funding for the next academic year (July-June) during the spring semester. Application forms will typically be available from the Council business manager, and completed applications will be due by the end of March. Student media shall submit line-item budgets with each funding request. A student media mission statement must also be submitted. No miscellaneous expense items will be approved. The format of the budget shall be specified by the Council business manager in consultation with the Council accountant and must include a detailed schedule of all personnel salaries. All budgets will be reviewed by the Council business manager. Funding requests will be evaluated and recommendations made by the student budget subcommittee of the Council (consisting of the four voting student members) before they are submitted to the Council. A student media outlet operating from more than one source of income must report any additional accounts and inform the Council of its overall financial status. The Council may monitor the overall budget of any student media outlet under its jurisdiction, even for funds it does not administer.
2. Continued Funding: Student media that currently receive funding from the Council will receive notice of application availability. It is the responsibility of each media outlet to provide the Council business manager with current contact information to ensure that notification can be provided. Applications for continued funding will be held to the same standards that apply to new applications. Any student media outlet wishing to receive continued funding from the Council must make a presentation to the Council about the state and activities of the outlet during the funded year. The presentation should be made in person, but a written report may be accepted at the Council's discretion. Any student media outlet that does not report to the Council may be denied all or part of the continued funding requested.

3. Discontinuance of Funding: The Council may discontinue funding for a student media outlet that does not comply with its submitted budget and/or does not fulfill its declared function. If the discontinuance is permanent, no new expenditures will be approved or honored. Unspent funded monies will be returned to Council accounts.
4. Financial Reports: The Council may request detailed financial reports at any time during the funded period. These reports may be presented to the Council business manager or the Council.
  - a. The Council business manager oversees the budgetary compliance of student media with the assistance of the Council accountant. Either financial officer shall report questionable transactions or unsound fiscal practices to the Council.
  - b. All student media are required to keep financial records and submit them with subsequent funding requests.

F. Accounting:

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

G. Expenditures:

1. Production and Procurement: Purchases chargeable to funds for which the Council has responsibility shall be subject to and processed in conformity with the University's procurement policies and procedures. Any expenditure greater than \$5,000 shall be made through the University's Purchasing Department.
2. Promotional Materials: The Council will not approve purchases of letterhead, brochures, or any promotional materials that name individuals except as business representatives of student media.
3. Travel: The Council may fund travel for media staff members to attend off-campus workshops, conferences, and other educational events considered appropriate and worthy by the Council. Requests for funds should be submitted to the Council three (3) weeks prior to the time they are needed, together with an explanation of what will be accomplished at the event and how those attending will benefit. The request should include all anticipated expenses. Approved funding will comply with rates published pursuant to schedules and other provisions of the University's travel policies.
4. Equipment:
  - a. Purchasing: All student media shall be required to have specific equipment purchases, valued at greater than \$50, approved by the Council business manager. All purchases of more than \$1,000 must be approved by the Council.
  - b. Ownership: All equipment of student media under the Council's jurisdiction is owned by the University of Utah and assigned for purposes of management to the Council. Student media that are discontinued shall turn over their equipment and other assets to the Council. Student media outlets are responsible for the proper maintenance of their equipment.

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

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

#### H. Personnel Policies:

1. Employees: All hiring will comply with the University affirmative action policy and all other applicable University policies and procedures relating to personnel practices, as well as applicable laws.
  - a. Part-time employees are to be paid according to budgeted wage schedules. To help ensure cost efficiency, consideration should be given to work-study students whenever possible.
  - b. All student media outlets must draft and keep current job descriptions of all full-time jobs they require. Every employee must read and sign a statement that he or she understands the requirements.
  - c. Members of the Council shall receive no compensation from any publication under its jurisdiction.
2. Editors and station managers shall submit to the Council a remuneration schedule for editorial and production staffs with their budgets. All student media shall encourage and seek volunteers.

### **III. STUDENT STRATEGIC COMMUNICATION**

- A. Purpose and Overview: Student strategic communication is intended to provide advertising, public relations, and marketing experience for students and agency support services for the University community.
- B. Staff:
1. Firm Director: The firm director is responsible for the overall management of the firm's operations. In addition to typical management duties, the firm director will oversee and approve client recruitment, evaluate firm members, and maintain contact with clients and account executives to ensure satisfactory progress.
    - a. The Council may select or participate in the selection of the firm director of any strategic communication entity under its jurisdiction.
    - b. The firm director shall select his or her production staff, including the selection of the account executive.
  2. Account Executives: Account representatives are responsible for managing all contact with clients and will work closely with agency staff to develop keep client goals and needs foremost in agency staff attention. Representatives shall complete a detailed weekly activity report and maintain a continuous and detailed file of activities and completed projects.
  3. Agency Staff: Agency staff will participate in all account activities as assigned by the account executive and be responsible to meet all deadlines with required expectations for high quality work.
- D. Policies and Procedures: Firm directors must be familiar with the Student Media Council Policies and Procedures, including Appendices, and must function within their guidelines. Failure to comply may result in funding being withheld or disciplinary action consistent with these Policies and Procedures.

- E. Funding: Typically, Student Strategic Communication does not receive an allocation of student fees from the Council. However, the Council may, at its discretion, allocate student funding, particularly to support equipment or travel needs as specified in a detailed request. Student Strategic Communication is responsible for generating revenue to support its operations through the creation of advertising, public relations, and marketing products for University of Utah clients. Funds generated by the agency will be used to cover out-of-pocket expenses per job (e.g., printing, mailing, media services, etc) and for purposes of agency operations such as equipment (maintenance, repair, and replacement) and for necessary supplies.
- F. Billing: Students involved in the student agency will be expected to track and bill their time. State regulations allow state government entities to charge below-market rates to other state entities; however, if the student agency solicits work from non-governmental businesses (including not-for-profit organizations), the agency must charge market rates in fair competition with other advertising and marketing agencies. On rare occasions, the student agency may provide pro bono services to campus entities, but the agency must always charge for out-of-pocket expenses.

#### **IV. BUSINESS OPERATIONS**

A. Business Manager, Director of Advertising, and Accountant:

1. Business Manager: The Council business manager oversees fiscal operations of all student media products, related services, and business functions related to the Council, prepares monthly statements for presentation to the Council, and is responsible for the operation and maintenance of all equipment. The Council business manager should have knowledge of or expertise in business functions such as accounting, finance, management, and information technology. The Council business manager is hired and fired by the Council. The Council may periodically conduct job evaluations of the Council business manager, or designate a subcommittee of Council members to do so.

2. Director of Advertising: The Council director of advertising oversees advertising of all media productions funded by the Council and other marketing products on campus. The Council director of advertising is hired and fired by the Council in consultation with the Council business manager. The Council director of advertising is ultimately responsible to the Council. The Council may periodically conduct job evaluations of the Council director of advertising or designate a subcommittee of Council members to do so. The Council director of advertising is also the director of advertising of the University Media Sales Group.
3. Accountant: The Council accountant keeps financial and personnel records. The Council accountant is hired and fired by the Council business manager, who will inform the Council of such actions. The Council accountant is ultimately responsible to the Council. The Council may delegate to the accountant responsibility for personnel maintenance matters, such as financial matters and performance appraisals. The Council may periodically conduct job evaluations of the Council accountant or designate a subcommittee of Council members to do so.

B. University Media Sales Group:

1. Purpose and Overview: The University Media Sales Group (hereafter the USMSG) provides advertising, marketing, promotional, and other products for University student media and other entities; facilitates sales and placements; and creates such opportunities on campus.
2. Staff:
  - a. Business Manager:
    1. Is the Council business manager.
    2. Helps formulate operating budgets.
    3. Assists the director of advertising in training advertising staff.
    4. Approves purchases and expenditures.
    5. Is responsible for creating USMC financial statements and for tracking USMC financial operations in conjunction with the accountant.

6. Handles a wide variety of minor functions for the UMSG, including office management and technical support.

b. Director of Advertising:

1. Is the advertising manager for entities engaged in advertising sales.

2. Reports directly to the Council.

3. Helps formulate operating budgets.

4. Handles all hiring, firing, personnel, and recruiting responsibilities for the UMSG staff.

5. Trains staff for advertising sales.

6. Is responsible for establishing incentives and compensation for all sales staff to allocate proper focus to primary revenue generators.

7. Is responsible for generating new business for the UMSG, *e.g.*, new marketing products, through collaboration with other University departments and internal idea generation.

8. Works with University Accounting personnel to ensure that all marketing products comply with tax guidelines and other applicable University policies.

c. Selection of the Director of Advertising:

1. The Council in consultation with the Council business manager has hiring and firing responsibility for the director of advertising. The business manager shall call for applications under the direction of the Council in the event the current director of advertising leaves.

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

3. The director of advertising must have a thorough understanding of media operations, particularly the buying and selling of advertising and other marketing products. The director of

advertising should have experience in selling, managing sales, advertising design, and general management.

d. Removal of Director of Advertising:

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

e. Accountant:

1. Is the Council accountant.
2. Helps formulate operating budgets.
3. Is responsible for creating UMSG financial statements and for tracking UMSG financial operations in conjunction with the business manager.
4. Handles all hiring, firing, personnel, and recruiting responsibilities for any accounting positions specific to the UMSG.
5. Is the payroll and personnel reporter for the UMSG.

f. Other Staff:

1. The Director of Advertising is responsible for hiring and firing appropriate advertising staff, including full-time sales executives, advertising and layout designers, part-time sales executives, and any other positions necessary to fulfill the mission of the UMSG.
2. Consistent with the educational mission of the University and the Council, the Director of Advertising shall maintain a student presence in appropriate positions of UMSG staff.

3. Financial and Other Information:

- a. Funding: Typically, the UMSG does not receive an allocation of student fees from the Council. However, the Council may, at its discretion, allocate student funding. The UMSG is responsible for generating revenue to support its operations through the sale of advertising and marketing products on campus. Because the UMSG is an operating arm of the Council, revenue in excess of operating expenses may be used by the Council to support other Council

operations. If not, all revenue in excess of operating expenses will be placed in the Council General Reserve Fund.

b. Operating Agreements: The UMSG will draft detailed, written operating agreements with all media outlets and clients it serves. Agreements will be negotiated with media outlets' editors or managers and may be subject to Council approval or review at any time.

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

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

1. Provide an emergency reserve fund to cover any unexpected year-end operating deficits of the Council. However, emergency use that reduces

the fund below minimum requirements will require the reserves to be replenished to the minimum level from succeeding years' operating funds.

2. Provide for the purchase, renewal, or replacement (R&R) of capital assets. However, R&R use that reduces the fund below minimum requirements will require the reserves to be replenished to the minimum level from the following year's operating funds. Such actions may necessitate a scaled-down operation for the following year.
  - a. Capital assets are defined as assets having a relatively long life (greater than one year), and having a unit cost in accordance with University Policy. Capital assets include equipment, office machines, furniture and furnishings, appliances, structural attachments, or major renovation and major remodeling of buildings or equipment.
  - b. Routine repairs and the purchase of equipment not classified as capital assets are considered operating expenses.
3. No funds can be spent from the reserve account without Council vote and approval.
4. If reserves in excess of required minimums accumulate, the business manager or director of advertising may apply to the Council for use of these funds. The Council may allocate excess reserve funds as it deems appropriate.

**Policy 6-401. Revision-4 2** Effective date: [immediately upon approval by Trustees]

I. Purpose & Scope (Reserved)

II. Definitions (Reserved)

III. Policy

*{Drafting note: For purposes of the current proposal--- the only substantive changes being proposed are in parts III- E & F (as now being renumbered), clearly shown in bold markings. There are no substantive changes currently proposed for parts III- A through D (only non-substantive reformatting, as marked, solely to conform with the University's new standard formatting template.) However, the Institutional Policy Committee informs that another project is currently underway which will likely later result in a proposal to revise the substance of parts A through D. That separate project is being managed through the office of the Vice President for Student Affairs and interested parties may wish to contact that office for commentary on that project.}*

A. ~~Section 1.~~ General Regulations

All students and student organizations of the University are required to comply with the Student Code, and the rules, regulations, and laws governing the University.

B. ~~Section 2.~~ Associated Students of the University of Utah

The organization known as the Associated Students of the University of Utah is the official student organ of the University. Its constitution and amendments thereto must be approved by the student body and the Board of Trustees. At least three (3) weeks prior to the meeting at which a constitution or amendment thereto is to be submitted to the Board of Trustees for approval, the appropriate officer of the Associated Students of the University of Utah shall file a copy of the said constitution or amendment with the faculty-student Committee on Student Affairs. The Committee on Student Affairs shall consider the constitution or amendment and at least one (1) week before the next meeting of the Board of Trustees transmit the same together with their recommendations to the president of the University of Utah. The president of the University shall transmit the proposed constitution or amendment to the appropriate committee of the Board of Trustees with his recommendations for the committee's consideration and recommendation to the board. The proposed constitution or amendment shall be submitted to the Board of Trustees of the University of Utah and approved by the board before it is submitted to a general referendum of the student body.

C. ~~Section 3.~~ Apportionment Board

The Apportionment Board shall control the apportionment of funds of the Associated Students of the University of Utah.

D. ~~Section 4.~~ Student Affairs Committee

1. ~~A.~~ Purpose

The Committee on Student Affairs is a committee of students and faculty with the responsibility of developing and implementing policies pertaining to student life in relationship to the University. As a policy making body, the committee formulates regulations and procedures relating to student activities and organizations for approval by the Board of Trustees. As a policy implementing agency, the committee administers and applies such policies. Specific authorities and responsibilities of the committee include those set forth in the paragraph on Authority and Responsibility.

2.-B. Membership

a.-1. The voting membership includes:

i.-a. ASUU President

ii.-b. The three (3) members of ASUU Organization Boards.

iii.-c. Three (3) students at large.

iv.-d. Three (3) faculty members.

v.-e. Dean of students.

vi.-f. Director of the University Union and Student Activities.

b.-2. The non-voting membership includes:

i.-a. The executive secretary.

3.-C. Membership Selection and Organization

a.-1. Membership selection shall be as follows:

i.-a. The ASUU president, ASUU Organizations Board members, the dean of students, and the director of the University Union and Student Activities are appointed to the committee by virtue of their office.

ii.-b. The three (3) students at large are appointed in accordance with ASUU's policies and procedures.

iii.-c. The three (3) faculty members are appointed by the University president upon recommendation of the University Senate Executive Committee.

iv.-d. The executive secretary shall be a member of the dean of students staff appointed by the dean.

b.-2. Chairman Selection

The Chairman shall be elected from the committee's membership by the voting members of the committee.

c.-3. Terms of office shall be as follows:

~~i.-a.~~ Faculty members shall serve a twelve-month term beginning in September of that school year.

~~ii.-b.~~ Organizations Board members shall serve as active voting members for their term of office.

~~iii.-c.~~ Students at large shall serve as active voting members for a term of office corresponding to that of the Organizations Board members.

~~iv.-d.~~ The ASUU president shall serve during his term of office beginning the day he takes office.

d.-4. Holdover Membership

Outgoing Organizations Board members shall serve as ex officio non-voting members for a three-month term beginning in April and ending in June.

4.-D. Authority and Responsibility

a.-4. The committee has the authority to promulgate rules and regulations implementing the Student Code, Article IV, "Student Government and Student Organizations."

~~i.-a.~~ Pursuant to University Regulations, the committee shall receive and review any proposed amendment to the ASUU Constitution and Forward the amendment and the committee's recommendations to the Board of Trustees.

~~ii.-b.~~ The Committee shall establish policies and procedures for the maintenance of the University register of organizations.

b.-2. The committee has the authority to promulgate rules and regulations implementing the Student Code, Article V, "Speaker Policy."

~~c.-3.~~ The committee has the authority to promulgate rules and regulations implementing the Student Code, Article VII, "Distribution of Handbills, Posting of Notice, and Solicitation of Funds".

d.-4. The committee has the authority to promulgate rules and regulations implementing the Student Code, Article VIII, "Demonstrations."

e.-5. The committee has the authority to promulgate rules and regulations implementing the Student Code, Article IX, "Student Housing."

f.-6. The committee has the responsibility under the provision of the Student Code, Article XIII, "Implementing Rules and Regulations:"

~~i.-a.~~ to publish written notice concerning a proposed enactment of any implementing rule or regulation pursuant to requirements or authorizations contained in the Student Code;

~~ii.-b.~~ to promulgate rules or regulations consistent with the provisions of the Student Code;

~~iii.-6.~~ to notify the Board of Trustees of the proposed rule or regulation at least sixty (60) days prior to the rule or regulation taking effect.

~~g.-7.~~ The committee has the authority and responsibility under the provisions of the Student Code, Article XIV , "Amendments:"

~~i.-a.~~ to propose amendments to the Student Code;

~~ii.-b.~~ to receive and review any proposed amendment to the Student Code;

~~iii.-c.~~ to transmit to the Board of Trustees the proposed amendment together with a report explaining the same and fairly and impartially summarizing the views and positions expressed by the various members of the University community.

~~h.-8.~~ The committee has the responsibility to publish annually a Policies and Procedures Manual containing all rules, regulations and procedures of general policy for the supervision of student activities and organizations.

~~i.-9.~~ The committee delegates its responsibility of implementing and enforcing its policies and procedures to the executive secretary of the committee, the ASUU Organizations Board and the ASUU Judiciary.

~~j.-10.~~ The committee is responsible to the president through the vice-president for student affairs.

## **E. Section 5- Student Press**

The student press shall be free of illegal censorship. Editors, managers, and other employees of student publications shall not be dismissed or suspended solely because of student, faculty, administration, alumni, or community disapproval of content or editorial policy; provided, however, that sanctions may be imposed on editors, managers, and other employees of student publications by the ~~Publications~~ Student Media Council in accordance with previously established written policies, procedures, and implementing guidelines previously approved by the Board of Trustees and in effect at the time the cause for imposition of such sanctions occurred.

## ~~Section 6- Publications Council~~

~~The Publications Council is the publisher of all student publications supported entirely or in part by student activity fees and shall have authority, with the approval of the Board of Trustees to establish general publication policies and procedures with respect to such matters as subject matter coverage, distribution, the sale of advertising space, the right of access to be accorded diverse viewpoints, and the right to respond or reply to previously published material. The Publications Council shall not, however, have jurisdiction over those publications that are related to the disciplines and concerns of a particular college or department. The Publications Council shall have the custody of, and~~

~~administrative authority over, budgeted funds allocated to publications within its jurisdiction and shall have the responsibility to account to the Board of Trustees for the expenditure of such funds and for the audit and control of their financial accounts. The Publications Council shall select editors of such publications; the general criteria to be followed in making such selections shall be announced in advance and made available to all students.~~

#### **Section 7. Student Broadcast Council**

~~The Student Broadcast Council is responsible for all student broadcasting supported entirely or in part by student fees and shall have the authority, with the approval of the Board of Trustees to establish general broadcasting policies and procedures with respect to such matters as subject matter coverage, the sale of advertising time, the right of access to be accorded diverse viewpoints, and the right to respond or reply to previously aired material. The Student Broadcast Council will also establish, with the approval of the Board of Trustees, bylaws for its own governance, including the matter in which members of the Broadcast Council will be selected. The Student Broadcast Council shall not, however, have jurisdiction over KUER, any other administratively managed radio station or broadcasting related to the disciplines and concerns of a particular college or department. The Student Broadcast Council shall have the custody of, and administrative authority over, budgeted funds allocated to broadcasting within its jurisdiction and shall have the responsibility to account to the Board of Trustees for the expenditure of such funds and for the audit and control of their financial accounts. The Student Broadcast Council shall select managers of broadcasting; the general criteria to be followed in making such selections shall be announced in advance and made available to all students.~~

#### **F. Student Media Council**

**The Student Media Council (“Council”) is hereby established. The Council oversees all University-wide student media outlets, related services, and business functions supported entirely or in part by student media fees. The Council shall have authority, with the approval of the Board of Trustees, to establish general policies and procedures regarding editorial, production, marketing, promotional, advertising, and business operations, as well as the makeup and operations of the Council. Such policies and procedures shall comply with applicable University Regulations and laws and ensure the protection of academic, creative, and journalistic freedom. The Council is committed to innovation, open governance, and the primacy of student involvement. The Council shall have the custody of, and administrative authority over, budgeted funds allocated to publications, broadcasts, and strategic communication agencies within its jurisdiction and shall have the responsibility to account to the Board of Trustees for the expenditure of such funds and for the audit and control of their financial accounts.**

*{Below are additional standard template sections, not treated as substantive contents of the Policy:}*

*IV. Rules, Procedures, Guidelines, Forms and other related resources. [Reserved]*

*V. References: [Reserved]*

*VI. Contacts [Reserved]*

*VII. History*

*Renumbering. Renumbered as Policy 6-401 September 15, 2008, formerly PPM 8-11, formerly University Regulations Chapter XI.*

*A. Current version—Revision 2: Effective date [\_\_\_\_\_]. Date approved by Academic Senate [\_\_\_\_\_]. Date approved by Board of Trustees [\_\_\_\_\_].*

*Background information for Revision 2. {\_\_\_\_\_link}*

*B. Earlier versions:*

*Revision 1 {link}: Effective dates April 9, 1990 to [ ]\_\_\_\_. (Editorially revised June 17, 1999).*

*Revision 0: Effective dates June 19, 1989 to April 9, 1990*

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**Proposal for revision of University Policy 1-007.** Date: 2009-9-24.

*{Explanation:*

*This proposal is ancillary to and accompanies the proposal to make major revisions to U-Policy 6-401. If adopted, those changes to 6-401 will eliminate the former Publications Council and replace it with the new Student Media Council. The existing version of 1-007 ( the University Speech Policy) has two references to the old Publications Council (by that name). To avoid inconsistency among the new 6-401 and 1-007, it is proposed that 1-007 be revised to make use of the new name--- the Student Media Council. No other changes are proposed for 1-007.}*

*[Note: due to the length of other sections of 1-007, which are not proposed to be revised, their contents are not shown here. The entire contents may be seen at the University Regulations Website <http://www.regulations.utah.edu/general/1-007.html> ]*

**Policy 1-007: University Speech Policy. Revision ~~5~~ 6**

.... Title II: General Policies

.....

L. Student Publications

Student publications supported by University funds or student fees, other than those publications sponsored by a college or department, may be regulated by the ~~Publications~~ Student Media Council pursuant to rules and regulations, consistent with these regulations, of the ~~Publications~~ Student Media Council. In the case of student publications sponsored by a college or department, the publication shall be regulated, in accordance with the policies consistent with these regulations, by regulations adopted by the college or department.

....

*[ Additional material—not part of the Policy.*

*Rules, Procedures, Guidelines, Forms and other related resources (Reserved)*

*References: (Reserved)*

*Contacts:*

*Policy Officers: \_\_\_\_\_*

*Policy Owners: \_\_\_\_\_*

*History: Renumbering: Renumbered as Policy 1-007 effective 9/15/2008, formerly known as PPM 8-9, and as University Regulations Chapter IX.+++.*

*A. Current version. Revision 6. Effective date: \_\_\_\_\_ 2009. Approved by the Academic Senate \_\_\_\_\_ 2009. Approved by the Board of Trustees \_\_\_\_\_ 2009.*

*Background information for Revision 6 \_\_\_ {link to proposal}.*

*B. Earlier versions:*

*Revision 5: Effective dates \_\_\_\_\_ to \_\_\_\_\_. (Editorially revised June 12, 2008)*

*Revision 4 : Effective dates March 17, 1999 to \_\_\_\_\_.*  
*Revision 3: Effective dates \_\_\_\_\_ to \_\_\_\_\_.*  
*Revision 2: Effective dates \_\_\_\_\_ to \_\_\_\_\_.]*  
*Revision 1: Effective dates \_\_\_\_\_ to \_\_\_\_\_.]*

*---end---*