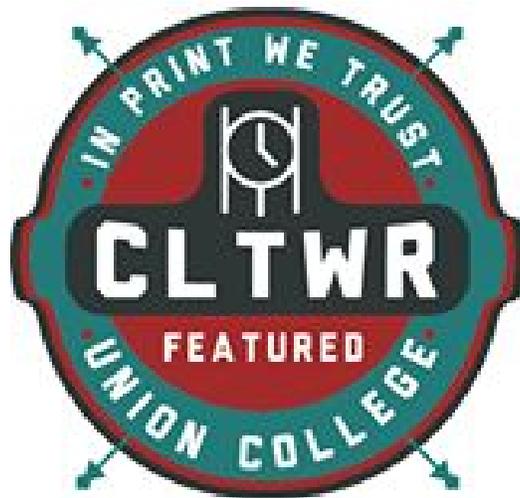


The Clocktower Handbook

2015-2016



Who We Are

The Clocktower is a weekly publication, sponsored by the Associated Student Body of Union College, which circulates during the fall and spring semesters.

The opinions expressed are the opinions of *The Clocktower* writers and are not to be construed as the opinion of the editors, Associated Student Body, Union College, or the Seventh-day Adventist Church.

The Clocktower can be found on print, on ISSUU, and on clocktower.ucollege.edu. Readers can also find content on www.facebook.com/ClocktowerASB.

Mission Statement

History

The Clocktower has been Union College's Student Body's official publication since 1927. *The Clocktower* prints between 14 and 20 issues per school year. The newspaper Editor-in-Chief is given the freedom each year to reformat the paper structure as he or she sees fit; therefore, *The Clocktower* has undergone various changes throughout the years.

The Clocktower office is located in the ASB Student Center.

Editorial Policies

Anonymous Articles and Pen Names

The Clocktower will only accept work attributed to the writer. Anonymous work may compromise the credibility of the paper and will not be published on any newspaper medium.

Anonymous Sources

The Clocktower will only run stories with anonymous sources when the source's position in the Union College community is threatened by the information given.

Otherwise, if a story contains an anonymous source, it is the responsibility of the section editor to work with the writer in either a) coming to an agreement with the source which permits his or her name to be published or b) reworking the article to exclude the anonymous source.

If the writer cannot be contacted before the deadline, the Editor-in-Chief holds the right to either edit the article to exclude the anonymous source, or to not run the article at all.

If the article is not ran, *The Clocktower* is not responsible and is not held to compensate the writer for his or her article.

Satirical Content

All satirical content, whether it is an article or an issue, will be tagged at the bottom with the following statement:

The content of this article [page] is meant to be read as satire and in no way reflects the opinions of *The Clocktower*, Union College, or the Seventh-day Adventist Church.

Changing or Deleting Online Content

If an article is updated or changed for an online audience, an asterisk (*) must mark the location of the change in the article. At the bottom of the article, the following tag should be included:

This article has been modified from its original version to fit online content.

All online content, including archives, are a part of *The Clocktower* and are not to be removed or changed in any way without permission from the Editor-in-Chief.

Comments on the Website and Social Media

The Clocktower is committed to representing the views of the Union College student body. One of the ways this is achieved is through online discussion on *The Clocktower's* website and on the various social media channels. Comments should further the discussion on the article. *The Clocktower* reserves the right to remove a comment if it:

- Attacks an identified person or group
- Discriminates against a particular group on the basis of gender, religion, disability, ethnicity, or sexual orientation
- Personally attacks a *Clocktower* employee or contributor
- Personally attacks another person
- Contains obscenities, sexual explicitness, or threats
- Is determined to be spam

All comments to *The Clocktower's* sources are also subject to publication in future *The Clocktower* issues.

Corrections

Suggestions for updates and corrections may be submitted to cltower@gmail.com with the following information:

- Name and email address
- The URL of the content or the volume, issue, section, and author name of *The Clocktower* article in question

- An explanation of why the material is inaccurate or should be altered
- Reasonable proof of inaccuracy

Requests will be reviewed by the Editor-in-Chief who will be responsible for deciding on how to proceed.

If a correction is deemed necessary, it will be published in the next issue. Articles themselves are not to be changed after publication.

Editorials

At least three editorials will be published per semester. Editorials may be written by the Editor-in-Chief, the Assistant Editor, or the Head Copy Editor.

An editorial is an article that presents the newspaper's opinion on an issue.

Letters to the Editor

Letters to the Editor are accepted and encouraged by *The Clocktower*. The paper will attempt to print all letters to the editor if possible; all submissions will be posted online.

Letters to the editor must be no longer than 200 words. *The Clocktower* reserves the right to edit all letters submitted. There is no compensation for letters to the editor.

Letters to the editor may be responded to only by the Editor-in-Chief.

Obscene Language

Obscene language will not be published on *The Clocktower*.

Content

“The opinions expressed are the opinions of *The Clocktower* writers and are not to be construed as the opinion of the editors, Associated Student Body, Union College, or the Seventh-day Adventist Church. “

The Clocktower will not publish material written with the intent to undermine the moral code of Union College. *The Clocktower* is a news publication and reserves the right to publish material deemed newsworthy.

Publishing Articles

All letters, columns, stories, photos, art, videos, and other content become the property of *The Clocktower* upon submission to the paper. Submissions can never be revoked.

While *The Clocktower* owns all content, the author of the work does have the permission of—and is encouraged by—the paper to reprint their work elsewhere.

The Clocktower will accept work that has been published elsewhere as long as the author has permission to republish the work in another publication.

Submission Policy

The Clocktower encourages the students and staff of Union College to submit articles for publication.

All articles must be written in English and no literature or fictional pieces will be accepted unless specifically requested for a special issue.

All writing must be 400-700 words unless otherwise specified.

All articles must be submitted by midnight to cltower@gmail.com on Sunday, the week before publication.

Writers will be contacted by the Assistant Editor if their articles are or are not being printed. Articles may be a for future issues.

Staff Policies

The Clocktower Office

The Editor-in-Chief, Assistant Editor, Layout Editor, and Head Copy Editor will be given keys to the *The Clocktower* Office. If any staff members need access to the office, they may contact one of the above editors. The editor whose key is used to gain access to the office is responsible for the office during the time of use.

Editors should not loan out their office keys. At the end of the school year, all editors should turn in their keys to the incoming Editor-in-Chief.

Communication

Email:

Over half of the work done to publish an issue, including submission of photos and articles, and editing of content, is completed on Google Drive. For this reason, all staff members are required to have a Gmail account, and to check regularly for updates.

Facebook:

The Clocktower Facebook group is a medium for posting meeting notices and event times and updates. It is also a medium of communication between staff members. All staff members are required to have a Facebook account, be a member of group, and are held responsible for checking all updates and news posted to the Facebook group's page.

Phone:

During *Clocktower* Finals, last minute changes may be necessary. Therefore, all staff members should be available for contact through text or phone call.

Training

The Clocktower requires attendance at the yearly orientation session(s) and any other workshops or orientations deemed necessary throughout the year.

These meetings provide fundamental training in the skills required of newspaper staff members. The training also permits clear discussion of policies, goals, and social activities.

Orientation consists of staff bonding, a general orientation session, and break-out groups for editors, writers, and photographers.

Social Media

The following members should have posting or uploading privileges to social media pages:

- Editor-in-Chief
- Assistant Editor
- Social Media Editor
- Web Master

Staff Evaluations

All staff members will be scheduled for a one-on-one with their direct supervisor (corresponding editor) halfway through each semester. At the end of each semester, staff evaluations will be filled out as well.

Position Descriptions

Editor-in-Chief

The Editor-in-Chief of *The Clocktower* is responsible for the overall operations of the newspaper. It is the responsibility of the Editor-in-Chief to ensure that all tasks, from planning to distribution, are completed. The Editor-in-Chief must be familiar with *The Clocktower* handbook and the functions of all staff members. The Editor-in-Chief is the student leader of the paper and represents the student newspaper at any and all functions.

The Editor-in-Chief is the top staff member of *The Clocktower*. He or she makes all final decisions for *The Clocktower*, but it is his or her duty to confer with other applicable staff members before making decisions.

Reports to: Sponsor, Associated Student Body of Union College

Directly responsible for: Assistant Editor, Layout Editor, and Head Copy Editor

The Clocktower Editor-in-Chief is appointed by the incoming ASB executive team, with the recommendation of current the current Editor-in-Chief.

Editor-in-Chief Duties

- Hire appropriate staff for *The Clocktower*
- Set overall editorial direction for *The Clocktower*
- Conduct all staff meetings
- Oversee layout, design, and production of *The Clocktower*
- Make final edits to all articles
- Make final decision on all pages in print paper
- Work with the Associated Study Body, Financial VP and *The Clocktower* Sponsor to set budget
- Set, explain, and enforce all deadlines and policies for the editorial staff
- Oversee training and orientation of new staff
- Ensure that Letters from the Editor are written
- Review all Letters to the Editor and approve for printing
- Ensure that payroll is completed every week
- Ensure that each print issue is within budget
- Send print paper to press
- Respond to emails to cltower@gmail.com
- Respond to complaints from faculty, students, and community members (serves as voice of paper)
- Ensure that one-on-ones for all staff members are completed
- Schedule semesterly one-on-one's with the Assistant Editor, Layout Editor, and Head Copy Editor
- Complete staff evaluations for the Assistant Editor, Layout Editor, and Head Copy Editor
- Ensure that staff evaluations for all staff members are completed
- Attend orientation and any other required workshops

Assistant Editor

The Assistant Editor of *The Clocktower* serves as the second-in-command to the Editor-in-Chief.

The Assistant Editor oversees the web content and social media of the paper. He or she is responsible to attend weekly staff meetings and Final Night. The Assistant Editor is also responsible for all submissions to the paper, including responding to submission requests, deciding which submissions to accept, and communicating with selected submission authors and editing submissions for publication.

The Assistant Editor will also assist the Editor-in-Chief with ad management.

In the event that the Editor-in-Chief cannot complete his or her duties, the Assistant Editor will step in.

Reports to: Editor-in-Chief

Directly Responsible for: Webmaster and Social Media Editor

Assistant Editor Duties

- Assist the Editor-in-Chief and act as second in command
- Make all final decisions when Editor-in-Chief is not available
- Attend weekly staff meetings and Final Day
- Accept or deny and respond to all submitted content
- Copy edit all accepted submitted content
- Ensure that website is current with latest print issue and related content
- Ensure that comments on website and on Facebook do not break *The Clocktower's* comment policy
- Schedule semesterly one-on-ones with Webmaster and Social Media Editor
- Complete staff evaluations for Webmaster and Social Media Editor
- Attend orientation and any other required workshops

Head Copy Editor

The Head Copy Editor of *The Clocktower* oversees the Section Editors and is the expert on all things copy. The Head Section Editor is responsible for final copy editing all written content. He or she is also the editor for the Adventist Colleges Abroad (ACA)/Student Missionary (SM) writers.

The Head Copy Editor is also responsible for distribution, ensuring that each group is assigned a distribution week, and that they carry out their task. He or she should also take note on best distribution methods, how many papers should be printed each week, and other distribution statistics.

Reports to: Editor-in-Chief

Directly Responsible for: Section Editors

Head Copy Editor Duties

- Oversee editing and fact checking on all submitted articles
- Meet with section editors regularly to discuss common errors and copy flow problems
- Complete final edits before sending to the Editor-in-Chief
- Ensure that Section Editors hold weekly meetings with their writers
- Attend weekly staff meetings and Final Day
- Oversee weekly distribution
- Work with Section Editors who need assistance
- Work with writers who need writing assistance
- Schedule one-on-one with all Section Editors
- Ensure that Section Editors schedule and complete one-on-ones with their writers
- Complete staff evaluations for all Section Editors
- Ensure that Section Editors complete staff evaluations for all their writers
- Train new Section Editors hired after orientation
- Attend orientation and any other required workshops

Layout Editor

The Layout Editor is responsible for all layout and design aspects of the print paper. Each week, the Layout Editor puts together the print issue. He or she may hire a freelance designer to help with designs as needed. The responsibility is the Layout Editors to ensure the print issue is visually pleasing, including any designs bought from freelance designers.

Reports to: Editor-in-Chief

Directly Responsible for: Freelance designers, if any, and Photographers

Layout Editor Duties

- Attend weekly staff meetings and Final Day
- Produce print issue, including any designs necessary
- Communicate with photographers for article photos
- Keep record of which photographer's photos are used in articles
- Keep record of any designs bought, including freelancer information
- Complete staff evaluations of photographers
- Schedule one-on-one with photographers
- Train any new hires, if necessary
- Facilitate with any changes to paper layout and page designs
- Stay updated on new design trends
- Attend orientation and any other required workshops

Section Editor

Section Editors are responsible for their respective section of the newspaper. They have hired writers, and they are responsible to ensure that the content produced for each section is newsworthy and well written.

Section Editors edit articles for content and grammar; ensure that the headlines and subheads are appropriate and catchy; and work with writers to improve articles. Section Editors must bring article ideas to writers' meetings.

Reports to: Head Copy Editor

Directly responsible for: Writers under their section

Section Editor Duties

- Schedule weekly meetings with writers
- Approve writer article ideas, or provide ideas when necessary
- Work with writers on writing skills as needed
- Attend weekly staff meetings
- Edit articles for content

- Strong lead
- No anonymous sources
- Cited quotations and statistics
- Logical flow and order
- Short paragraphs
- Assist writer in creating 2 potential headlines for each article
- Work with Layout Editor with ensuring photos are appropriate for article
- Write caption for photos provided for article
- Schedule one-on-one with writers
- Complete staff evaluation with each writer
- Replace writers if needed
- Attend orientation and any other required workshops

Photographer

The Photographers are responsible for the visual elements of each article. They should stay in communication with both their assigned Section Editors and the Layout Editor to ensure that pictures are appropriate and timely. Photographers may ask a freelance photographer to substitute for them. However, staff photographers, whether using their own pictures or a hired freelancer, are held accountable for pictures submitted for their section.

Respond to: Layout Editor

Directly responsible for: Any freelance photographers used

Photographer Duties

- Attend weekly meetings with assigned section
- Attend weekly staff meetings
- Photograph at least three pictures for each article assigned
- Maintain open communication channels with respective section editor
- Turn in photos to Layout Editor on the day final articles are due (the Wednesday before print)
- Edit photos as necessary
- Attend orientation and any other required workshops

Writer

Writers must submit an article per issue, unless otherwise arranged with Section Editors. Every staff writer is required to cover a beat or specialty, as hired. Writers must work with Section Editors to improve their writing.

Respond to: Section Editor

Writer Duties

- Attend weekly section meetings

- Attend weekly staff meetings
- Fill out two story planners before each section meeting (for two separate ideas)
- Write one article per issue, unless specifically told otherwise
- Submit all articles to respective Google Doc. folder
- Conduct all interviews necessary for the article
- Research article well
- Assist junior writers when needed
- Attend orientation and any other required workshops

Social Media Editor

The Social Media Editor is responsible for managing all social media sites corresponding to *The Clocktower*. He or she updates or makes sure other staff updates all mediums professionally and consistently. He or she is also responsible that comments made to social media sites follow *The Clocktower's* comment policy.

Reports to: Assistant Editor

Social Media Editor Duties

- Attend weekly staff meetings
- Schedule articles to be posted each issue period
- Change Facebook page cover photo to image from cover of paper (or other selected image)
- Update all social media sites regularly with *The Clocktower* content and third-party, relevant content
- Ensure comments made to *The Clocktower* social media pages follow *The Clocktower's* comment policy
- Analyze and respond to data to help with social media activity
- Make suggestions at weekly meetings for increasing social media engagement
- Stay updated on social media guides
- Attend orientation and any other required workshops

Webmaster

The Webmaster is responsible for the design, content planning, production, and maintenance of clocktower.ucollege.edu. He or she oversees the upload of all print paper and online content as well as the creation of unique online-only elements. The Webmaster should promote the website to the Union College Community as well as plan for long-term site development and multimedia content.

Reports to: Assistant Editor

Webmaster Duties

- Upload print paper content to website by Final Day end
- Create PDF of issue and upload to ISSUU by Final Day end
- Add ISSUU PDF to website widget and Facebook plugin

- Choose auxiliary content for selected articles
- Complete web duties as needed
- Create new ideas to boost traffic on website
- Train new hires on website at the end of employment
- Stay updated on new college media web trends
- Attend orientation and any other required workshops

Hiring and Termination

Hiring

The Associated Student Body of Union College hires the Editor-in-Chief of *The Clocktower*, who then subsequently hires all staff, including section editors and writers. The rate of pay is as follows:

Editor-in-Chief:	14% of tuition
Assistant Editor:	\$50/issue
Head Copy Editor:	\$40/issue
Layout Editor:	\$40/issue
Copy Editors:	\$35/issue
Social Media Editor:	\$30/issue
Webmaster:	\$30/issue
Writers:	\$24/issue (including published article and required meetings attended)
Photographers:	\$7/photo (only if photo is bought for use)

Termination

The Editor-in-Chief may terminate any staff member's position if the staff members fails to comply with the responsibilities outlined in his or her contract.

The Clocktower does not take termination lightly and has a procedure to ensure each staff member is fairly treated and guided towards fulfilling his or her potential at the paper. Thus, *The Clocktower* has a warning system: If a staff member is neglecting to follow *The Clocktower's* policies or the responsibilities as outlined in his or her contract, his or her managing editor is responsible for communicating the needed changes or adjustments. If the issue continues, a meeting will be arranged with the Editor-in-Chief, managing editor, and staff member in question. If, after this, the issue remains unresolved, another meeting will be set up, where reasons for termination will be explained in an open dialogue.

Editorial Process

Deadlines

See *The Clocktower* Workflow (fall semester) calendar for important dates.

Section Meetings

Section Editors are responsible for scheduling their section meeting for the upcoming issue. Section meetings should be scheduled no later than Wednesday, a week and a half before *The Clocktower* Final Night for the corresponding issue (refer to workflow calendar).

During these meetings, section editors should ensure that each writer has a solid article idea. Section Editors should contribute ideas as well and discuss them with their writers. Good article ideas are newsworthy, of interest to the Union College Student Body, and “meaty” (n. having enough material for research and interview).

Staff Content Meetings

At least 6 days before the issue is published, *The Clocktower* will hold a staff meeting. This meeting will serve two purposes—first, to gather as staff and touch base; second, to discuss incoming articles.

All staff are required to attend. Before the meeting, staff should look through articles and pin any glaring errors or exclusions. Staff should come prepared to discuss articles with the goal of improving content. Headlines will be approved in this meeting.

***The Clocktower* Final Night**

The night before *The Clocktower* is sent to print, the editors will gather to put together the final copy. Layout should be ready for editing, but the Layout Editor should be present to make any edits needed. Each editor will take responsibility for a section of the paper.

Editors aside from the Layout Editor, who will use the office desktop, should bring their personal laptops.