

The Communicator
Student Newspaper • Founded 1989

The

Communicator

Policies & Procedures Manual

Revised August 2009
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Table of Contents

I. Purpose	3	E. Leadership	
II. Organization	3	F. Independence	
A. Financial & Administrative Responsibilities		XI. General Ad Policies	10
B. Editorial Control/ Guarantees		A. Types of Ads Not Accepted	
C. Resources		B. Mail Order	
III. Grievance Procedures	3	C. Errors in Ads	
IV. Adviser	3-4	D. Cancellation	
A. Selection		E. Identification	
B. Responsibilities		F. Placement	
Budgetary		G. Style	
Operational		XII. Classified and Display Ad Policies	11
C. Authority		A. Orders	
Problem Resolution Procedure		B. Deadlines & Payments	
V. Managerial Staff Requirements	4-5	C. Tear Sheets	
Qualifications		XIII. Other Advertising Information	11
Expectations		XIV. Printing Operations	11
Managerial Staff Terms of Appointment		XV. Equipment	11
Removal of Managerial Staff		XVI. Amendments	11
Annual CMA/ACP Trip		XVII. Implementation	11
Scholarships		XVIII. Review	11
VI. Managerial Staff Job Descriptions	6-8	Appendix	11-12
A. Editor-in-Chief		I. Responsibility	
B. Assistant Editor		II. Freedom of the Press	
C. Web Editor		III. Ethics	
D. Art Director		IV. Accuracy and Objectivity	
E. Assistant Art Director		V. Fair Play	
F. Advertising/Business Manager/Distribution		VI. Pledge	
G. Sports Editor		Communicator Style Manual	13
Types of stories		Award Winning Newspaper	14
VII. Regular Staff Requirements	8	Chattanooga State Sponsored Travel	14
Status		Communicator Staff Agreement	15
VIII. Regular Staff Position Responsibilities	8	Commitment to Excellence Agreement	15
A. Writers/Reporters/Columnists		Student Agreement to Use Communicator Computers	16
B. Photographers		TBR Volunteer Agreement	17
C. Illustrators			
News Office			
Resources/Labs			
IX. Information for All Staff	9		
A. Appropriate Classes			
B. Other			
X. Expectations for Student Staff	9-10		
A. Internal Integrity			
B. Personal Integrity			
C. Accuracy			
D. Responsibility			

I. Purpose:

The Communicator shall serve as an instrument for dissemination of news and information that is significantly campus-oriented. It shall provide analysis and interpretation of significant news. It shall provide responsible, vigorous, timely editorial leadership for the campus community. The Communicator shall be professionally-oriented and in seeking that stature shall provide publication experience for students in journalism, design, business and information technology programs.

All publications produced by students at Chattanooga State under the auspices of the Student Affairs Division may serve as forums or media of expression for ideas of the students concerning issues and events of interest. The Student Affairs Division may establish policy regarding reasonable rules as to time, place and manner of distribution for student publications.

Views expressed in student publications are not the views of the college, the Board of Regents, or the student body as a whole.

II. Organization:

A. Financial & Administrative Responsibilities

The Board of Regents through the Office of the President has financial and administrative authority for the Communicator. The editor-in-chief and the adviser are the principal administrators for the Communicator, according to duties and responsibilities defined later in these papers. College financial and administrative policies and procedures shall be followed in establishing and maintaining the operation of the Communicator.

B. Editorial Control/Guarantees

The Board of Regents and college administration recognize that **all student publications on this campus are guaranteed First Amendment freedom and that the student editors have full editorial control of all content of each student publication.**

No student publication or any student publication staff member serves as an agent of the college. In accordance with the laws of the State of Tennessee and the United States, no agent of the college is authorized to censor, or exert prior restraint of content, or to impose punishment for the content of protected speech in any student publication. By accepting assignment with the Communicator, or in some other manner accepting a position with the Communicator, staff members subscribe to these working papers as binding upon their performance for the Communicator.

C. Resources

In addition, the Communicator managerial staff and adviser shall be expected to adhere to the *Code of Ethics of the Society of Professional Journalists, Sigma Delta Chi* (Appendix 1). The Communicator staff will depend on the *Associated Press Stylebook and Briefing on Media Law*, the Communicator Style Guide and this policy manual as well as guidelines established by professional journalism organizations.

III. Grievance Procedures:

The Student Affairs Division recognizes the right of members of the newspaper's audience to post-publication criticism and objection. In the event that any person has a complaint against the Communicator and has been unable or unwilling to resolve it in consultation with the Communicator staff and adviser, that person may file a written statement with the dean of student life setting forth the basis for the complaint. This statement may be addressed as a subsequent meeting of the committee. Complainants, who wish to attend the meeting, should inform the dean of student life.

IV. Adviser

A. Selection

The adviser, appointed by the dean of student life, shall be a full-time member of the college staff.

B. Responsibilities

BUDGETARY:

- To present to the student life department a proposed budget by April 15 or as agreed each year. This budget shall reflect projected revenues for all publications and detail proposed expenditures in operating, travel and equipment categories. The budget proposal shall be prepared within guidelines set by the college president and administered by the dean of student life.
- To monitor expenditures and revise allocation of funds as necessary within the overall categories of operating, travel and equipment.
- To recommend to the dean of student life a budget revision between the general categories of operating, travel and equipment when necessitated by extreme or unforeseen circumstances.
- To supervise or assure supervision of the business management of the newspaper.
- To apply for TAF funds by deadline date each year for the next fiscal year.

OPERATIONAL:

- To work with students to recommend appropriate change that will increase readability, graphics, flow and the consistency of each issue.
- To supervise or assure the supervision of distribution of the student newspaper to the campus community and off-campus subscribers and to set subscription rates with the student business/ad manager.
- To be available for and to encourage regular consultation with student staff members.
- To prepare and present to the student staff a written critique of each issue of the newspaper.
- To adhere to the *College Media Advisers Code of Ethics*.
- To attend regular meetings of the newspaper staff.
- To make student staff aware of beneficial workshops or educational opportunities that would benefit them.

- To prepare an annual report by June 1 each year.
- To provide names of repeating scholarship recipients and/or names of new recipients by February 15 to the scholarship committee (if available).

C. Authority

- The adviser shall have the authority to ensure continued publication of the newspaper.
- The adviser shall have the authority to appoint all managerial staff members no later than the Tuesday following Labor Day each fall. It is the adviser's prerogative to waive* one or more requirements in choosing from available candidates and appoint a temporary manager if every effort has been made to fill the position without success.

**However, the adviser shall note that for a student to receive a scholarship, the student must meet pre-determined criteria.*

- Managing staff members for 2009-2010 are described as the editor-in-chief, assistant editor, Web editor, art director, assistant art director, business/ad manager/distribution coordinator and sports editor. The adviser will be consulted and involved in the process if a managing staff member must be removed due to his/her failure to complete duties competently, fairly and responsibly, or for reasons due to failure to meet academic requirements.

PROBLEM RESOLUTION PROCEDURE:

- Student will receive written notification describing the problem, options available, and an action plan to correct behavior.
- Documentation will be provided and discussed.
- Depending upon the severity of the problem, staff dismissal is a possible resolution and may be utilized if the problem warrants it. (See *Student Handbook* and Guidelines for Student Staff for more information.)
- Student may appeal adviser's decision by following procedures outlined in the *Student Handbook*.

V. Managerial Staff Requirements

QUALIFICATIONS:

Managerial candidates include an editor-in-chief, assistant editor, Web editor, sports editor, art director, assistant art director, photography coordinator and business/ad manager/distribution coordinator.

- Be a full-time (12 credit hours) degree or transfer student of Chattanooga State - Applications are required
- Ideal candidate should major in the following programs:
 - Editors should major in mass communications
 - Art director & assistant should major in graphic design
 - Photo coordinator should be enrolled in photo classes & have a strong portfolio
 - Business/Ad manager/distribution should major in business management
 - Web editor/assistant editor should major in Web design

- Have a cumulative grade point average of 2.0 at the time of application and maintain a 2.0 GPA each semester.
- Provide a current transcript
- Provide up to three letters of reference
- Provide qualifications for the position
- Provide writing samples or portfolios for review

EXPECTATIONS:

- Attendance at a training session is expected once per year each August (usually the Thursday before classes begin)
- Teamwork is mandatory. Students who have trouble working with others need not apply.
- Mid-semester evaluations are prepared each semester:
 - 1) These evaluations are designed to help improve your performance on the student newspaper.
 - 2) Evaluations are emailed to each manager as a PDF document and the student's acknowledgement MUST be returned via email to advisor.
 - 3) Once performance suggestions are made, the student has until the end of the semester in which his/her scholarship was awarded to show consistent improvement. A lack of consistent improvement will result in the non-renewal of his/herscholarship.
- A signed Tennessee Board of Regents (TBR) Volunteer form must be kept on file.
- A signed Commitment to Excellence must be kept on file.
- Regular office hours are required as the student's schedule permits.
- Attendance at weekly staff meetings required! (Tuesdays at 2pm in S-216) (Managers unable to make meetings need not apply.)
- An email address and phone number are required.

MANAGERIAL STAFF TERMS OF APPOINTMENT:

Managerial position appointments are for a period of one semester beginning no later than the first Tuesday following Labor Day each fall and ending the last day of the semester appointed. Reappointments for Spring Semester are based on a successful Fall term.

REMOVAL OF MANAGERIAL STAFF:

Communicator staff members, or others, who are concerned about the continued ability of managerial staff to perform their assigned duties must notify the adviser **in writing**. The adviser will then conduct an inquiry hearing to determine if the removal is warranted. The concerned party(ies), the editor-in-chief, adviser and the dean of student life will attend the hearing. After all sides have had an equal opportunity to state their case and all the facts have been carefully considered, the adviser and the dean of student life will make a decision based on the testimony of all concerned party(ies). This decision is final.

ANNUAL CMA/ACP FALL TRIP

CMA/ACP Attendance Requirements:

Managerial staff members have FIRST chance to attend a college-paid trip to the National College Media Advisers/Associated Collegiate Press Convention in the fall of each year by **showing responsibility** in all areas pertaining to the newspaper. (No staff member is assured of a slot for the trip; the adviser reserves the right to choose students deemed in good standing.)

Meal allowances are pre-paid to students, so the entire trip is paid. Unused money for meals **must be** returned to our account upon return to Chattanooga with an accounting of the amount spent.

The convention features more than 250 educational sessions, panel discussions, keynote speakers, media tours, on-site competition, critiques and special events designed to assist advisers and student journalists. This fall the convention takes place in Austin, TX, from Oct. 28 - Nov. 1, 2009.

CRITERIA:

- Have a total of **two** articles, photographs or illustrations published in either the September or October Communicator issues;
- **Attend each staff meeting** on Sept. 1, 8, 15, 22 & 29.
- **Have and maintain a 2.0 GPA.** (If you want to go, YOU are responsible for obtaining grades from your instructors who must verify that you have at least a 2.0 GPA and are in good standing before you will be allowed to attend the convention - GRADE REPORTS DUE TO ADVISOR NO LATER THAN SEPT. 30.);
- **Work at the first Coffeehouse on Friday, Sept 11** from 10-10:50 a.m. during activity period (NO classes are held at this time).
- **Attend the annual Leadership Retreat** (college-paid trip): _____

SCHOLARSHIPS

FOUNDATION SCHOLARSHIPS:

During Fall 2009, the following management positions are assured of a scholarship, provided criteria has been met:

- Editor-in-Chief - FULL SCHOLARSHIP
- Assistant Editor - HALF SCHOLARSHIP
- Web Editor - FULL SCHOLARSHIP
- Assistant Art Director - HALF SCHOLARSHIP
- Art Director - FULL SCHOLARSHIP
- Sports Editor - HALF SCHOLARSHIP
- Business/Ad Manager/Distribution - FULL SCHOLARSHIP

SCHOLARSHIP APPLICATION INSTRUCTIONS & CRITERIA:

All scholarships, both full-time and half-time require students to be enrolled for 12 or more credit hours with a GPA of 2.0 or above. **NO EXCEPTIONS. Should a manager fail to fulfill his/her duty as outlined in their job description, the scholarship will be terminated as the semester's end.** Students must fill out the FAFSA each year to remain eligible. Scholarship applications are accepted online ONLY. (Paste this into your browser: https://chattanooga.state.scholarships.ngwebsolutions.com/CMXAdmin/Cmx_Content.aspx?cpId=347).

READ the following sections: Foundation Scholarships; Helpful Information; Handy Items for Your Application; and Students. then log in at the bottom as either a new user or a returning user (if your scholarship has been renewed). In addition, two (2) letters of reference and verification of GPA is required. Students are strongly encouraged to submit all required paperwork as soon as possible to be considered for a scholarship - this is YOUR responsibility!

The **Geraldine Bureau Memorial Scholarship** is available each fall and spring semester. Criteria for consideration:

- Must have completed 12 semester hours
- Need-based
- Must be a current staff member of the "Communicator" and must have successfully served on staff for at least one semester prior to receiving award
- GPA of 3.0 or above.
- Provides \$150 book allowance per semester to a deserving student. Recipient remains eligible for other scholarships.

Managerial Staff Job Descriptions

A. Editor-in-Chief (5 working hours per week):

GENERAL EDITOR IN CHIEF RESPONSIBILITIES:

- Has **overall** responsibility for staff organization and direction, as well as day-to-day operation of the paper, and serves as the team leader.
- Is **technology savvy**, familiar with Macs, PCs, equipment & software required to produce print and Web news editions.
- Meets with adviser as needed.
- Acts as **chief contact** for the newspaper among school staff, faculty, students, administration and community.

EDITOR IN CHIEF DUTIES:

- A successful editor will be prepared to **commit** him or herself to the entire year, **dedicated** to serving the staff, the school and the cause of good journalism.
- With the exception of academic subjects, the editorship **must** come before everything else in school.
- Evening and weekend time **WILL** be required, especially during layout time.
- Proofread and approve all articles, write articles if desired.
- The editor is responsible for meeting with other editors, reporters and the adviser, conducting meetings and maintaining contact with staff members.
- The editor **sets the tone** for the newsroom. He/she must be able to give orders, motivate students and mentor reporters.
- The editor is a true **professional**, committed to unselfish goals and to serving the paper's reader's.
- Expected to be **independent-minded, courageous and serious**.
- Responsible for writing editorials for each issue and at least one article.
- Make-up, layout and copy editing are also primary responsibilities, although other staff members may assist with these duties.
- Must be **familiar with AP Style** using it consistently.
- The editor must be **aware** of what is going on inside ChattState and what affects the school from the outside. This involves being well-read and using good communication skills.
- The editor helps to select other editors and makes sure that the entire staff is doing its job during the course of the year.
- The editor is responsible for **upholding the rights and responsibilities** of the student press.
- The editor must be able to **see the big picture** as a poet, philosopher and pragmatist:

Poet: See the lighter side of life on and off campus.

Philosopher: Recognize and value the role of the newspaper on campus, not just its political role as a watchdog, but to uplift the campus community.

Pragmatist: Knows the nuts and bolts of managing a staff and must be politically astute to understand how the campus works.

- The editor must be attracted to journalism and get "turned on"

by it - he/she can see the power of the press and its ability to make a difference on campus.

- The editor must **care about journalism** as one of the most important roles in democracy: informing, educating and entertaining.
- The editor is **honest**, gives straight answers, fesses up to mistakes and is able to articulate reasons for decisions.
- The editor is **hard-working**, possessing energy, determination and an "I'll try" attitude with **solid basic journalistic skills** in multiple areas and is someone determined to keep improving.
- The editor knows good writing when seen and not seen; and is a critical reader who pushes the writers to be inquisitive and keep asking "why?"
- The editor exercises **good judgment**, listens to advice, is thoughtful, considers consequences and possible outcomes prior to decisions.

EDITOR IN CHIEF DESIRABLE CHARACTERISTICS:

- Possesses excellent people skills
- Possesses a good work ethic
- Is honest, reliable and attends classes as scheduled
- Exhibits good staff management skills
- Shows maturity
- Shows ability to deal with pressure and is resilient
- Possesses good organizational skills
- Possesses strong leadership skills
- Shows good news judgment
- Shows creativity
- Shows ability to multi-task (deal with many issues at once)
- Possesses good time management skills
- Pays attention to details
- Shows assertiveness, inquisitiveness, asks why and questions quality

B. Assistant Editor

(2.5 working hours per week):

- **Assist** the editor-in-chief as needed, including writing articles.
- Review stories; help writers to **develop** their stories.
- Knowledge of grammar and punctuation usage; check for accuracy, completeness, objectivity and tense (**proofreading skills**).
- **Verify** factual information and pay attention to details.
- Shoot videos and photographs if needed.

C. Web Editor/Assistant Editor

(5 working hours per week):

- The Web editor's sole duty is to **develop, launch and maintain the Communicator Web site, Communicatoronline.net by September 15, 2009, using WordPress**.
- Develop a **Web plan** for each edition, assist editor in determining content for Web site.
- Makes sure all stories and images are posted in a **timely manner**.

- Devises ways to **enhance Web content** with links, interactive features, slide shows and other special elements.
- Ensures that breaking news stories are **updated** between editions.
- **Responds to email** related to the newspaper's Web site.
- Assures adherence to all **copyright** law and corrects mistakes on the site.
- **Research** other college newspaper Web sites for the latest looks, best ways to navigate and how news is delivered.
- **Shoot and edit videos** for Web editions and/or work with graphics personnel to ensure videos are on the Web.

D. Art Director (5 working hours per week):

- The Art Director will **adhere to the overall style** developed for the Communicator (see Style Manual on page 13).
- Responsible for the **layout and design** of the paper
- **Design** of graphics or illustrations
- Provide **innovation and improvements** to visuals
- Periodic **ad design**
- Must respect all **copyright** laws
- Any artwork obtained from the Internet must be verified and approved by the Editor-in-Chief as being royalty-free and free to use. Sources must be documented for each issue.
- Photo **editing/color correcting** of photos
- **Provide input** on article composition
- **Ensure** that editorial page is free from advertisements
- **Prepress** preparation
- Good working knowledge of **Adobe Photoshop** and **InDesign**
- Work is not complete for each issue until the paper is **sent to the printer** and the issue has been prepared for **Web placement** on www.chattanoogaastate.edu

E. Assistant Art Director

(2.5 working hours per week):

- The Assistant Art Director will **adhere** to the overall style developed for the Communicator (see Style Manual on page 13).
- **Assist** with layout of the newspaper
- **Assist** with proofreading and copy editing
- **Image research, story research**
- **Create** graphics, illustrations or ads as needed
- Any artwork obtained from the Internet must be verified and approved by the Editor-in-Chief as being royalty-free and free to use. Sources must be **documented** for each issue.
- Photo **editing/color correcting** of photos
- Periodic **ad design**
- **Assist** with prepress preparation
- Good working knowledge of **Adobe Photoshop** and **InDesign**
- Work is not complete for each issue until the paper is **sent to the printer** and the issue has been prepared for **Web placement** on www.chattanoogaastate.edu

Advertising/Business Manager/Distribution Coordinator (5 working hours per week):

B/AM/DC Duties and Responsibilities:

- The B/AM/DC's main job is to **generate advertising income** for student newspaper.
- He/she will prepare a **media kit** for each prospective client that includes:
 - Rate card flyer
 - Publication schedule
 - Business card
 - A copy of the latest newspaper
 - Ad contract
 - Generic cover letter
- Develops and updates account and prospect lists
- Checks and proofreads all display ads, **BEFORE** publication
- Prepares reports and invoices
- Verifies ads and coordinates collecting of payments
- Handles customer inquires or complaints
- Plans special graduation issue each May, sets special rates for ads and contacts prospective clients on an ongoing basis.
- Mails tear sheets to advertisers
- Mails newspapers to area high schools
- Makes sure ad guidelines are followed
- Keeps good records
- Meets with adviser as needed
- Coordinates monthly Coffeehouses to promote the paper by arranging for **FREE** breakfast goods from in-town merchants. Coffeehouses will be held during the first week of every month in Sept., Oct., Nov. and Feb., March and April.

G. Sports Editor (2.5 working hours per week):

- **Attend and report on** campus sports activities and games, coaches, players or other special events
- Take own **photos** of events
- May write about or cover **other sporting events** in town or comment on national sports
- **Column writing** if desired
- Good sportswriting not only informs and entertains, but it **builds a sense of community** on campus
- Good **reporting** is writing, observing, describing and seeing what is really going on and transmitting that information to the readers

TYPES OF STORIES:

- **Advances:** A preview story that gives readers insight and information about upcoming games. Includes background on rivalries, coach quotes and key players and what they expect.
- **Game Stories:** Accounts of a particular game or series of games. Use details but not too much play-by-play. Offer a summary of the game, significant details, key statistics and quotes from players and coaches that offer any analysis of what happened.

- **Profiles:** A portrait of a particular player, coach, trainer or athletics official or those who have overcome obstacles, or those from sporting families.
- **Sports Features:** These stories capture a trend or a slice of life about a sport or a team.
- **Sports News Stories:** Resignations, hirings, firings, melees, suspensions, arrests are news stories.
- **Sports Columns:** Can personalize your sports page and build a loyal fan base. Not to be overused.

OTHER OPPORTUNITIES

ALL Staff have the chance to attend occasional educational, recreational and networking opportunities such as:

- Chattanooga Times Free Press Reader's Panel
- Tennessee Press Association Winter Convention - Nashville
- Staff events (bowling, mini golf, 6-Flags, pizza parties, etc.)
- University Career Exploration Day
- Various training opportunities
- Service Learning

VII. Regular Staff Requirements

- Be a **full-time or part-time** student at Chattanooga State
- Have a cumulative grade point average of 2.0 at the time of application and maintain a **2.0 GPA** each semester
- **Applications** are required
- Attendance at a **training session** required each year
- To facilitate communication, students are **required** to have an **e-mail address and phone number** where they can be reached. (If students do not have Internet access at home, a TigerMail account can be set up through the Student Life department.)

STATUS:

- All new students begin at the "junior" level and earn the byline title of "**senior**" through successful completion of **one full semester** on the staff.

VIII. Regular Staff Position Responsibilities

A. Writers/Reporters/Columnists:

- **Provide** one story/column per issue
- Be on the **lookout** for news...everywhere!
- Keep in **contact** with the editors
- Be **available** for revisions during editing week
- **\$10 paid per ON-TIME, relatively error-free published article**
- One-time CO-221 class **strongly** suggested

B. Photographers:

- Take **assigned** photos as directed
- Use of own or newspaper **equipment** is permitted
- Be on the **lookout** for news...everywhere!
- Keep in **contact** with the editors
- **\$10 paid per ON-TIME published photograph; MUST include identification of subjects, titles when applicable and what the photo is about (AKA the "outline")**

C. Illustrators:

- Provide **cartoons** as requested
- Work with the art directors to provide needed **illustrations**
- **\$10 paid per ON-TIME published illustration**

NEWS OFFICE:

- Open and available during regular school hours to ALL staff members; use is encouraged!
- During editing and layout weeks, manager's needs take precedence and all staff will be expected to use another lab during that period.
- If students are unsure of how to use the computers, see the managers FIRST before working on the computer.

AVAILABLE RESOURCES—COMPUTER LABS:

Student PC computer labs using Windows software are readily available to staff members in OMN-M51 and in the College Reading and Writing Center in IMC-215.

- **OMN-M51** is open Monday-Thursday from 8 a.m. to 8:50 p.m.; Friday from 8 a.m. to 4:30 p.m.; Saturday hours will be posted at the beginning of the fall semester. OMN-M51 is closed on Sundays. Computer assistance is available.
- **The College Reading and Writing Center in IMC 215** is open Monday-Thursday from 7:30 a.m. to 8:30 p.m. Friday from 7:30 a.m. to 4:30 p.m.; and Saturday, 9 a.m. to 2 p.m. Writing assistance is provided upon request. Student staff members are strongly encouraged to take advantage of this resource.
- **Media Technology Classroom in IMC-125** will be moving, to the new Media Tech building, schedule to be announced.

IX. Information for All Staff

A. Appropriate classes for ALL newspaper staff members

- Editor/ Assistant Editor/ Writers: CO-221—Journalism: Media Writing I (S); CO-231—Media Writing II; ENGL-1010, 1020—Composition I, II (E)
- Art Director/ Assistant Art Director/ Illustrators: AA-116—Basic Typography (S); AA-245—Computer Appl. for Graphic Design (F); AA-246—Computer Illustration (F, S); CS-190—Intro to Macintosh (F/S)
- Business/Advertising Manager: MG-101—Prof. Ethics in the Workplace (F, S); MG-103—Business Today (E); MG-154—

Marketing (E); MG-254—Salesmanship (S); MG-114—Principles of Management (E); OF-104, 105—Business Communications I, II (F, S); OF-195—General Office Procedures (F, S)

- Photographers: ART-1400—Beginning Photography (F, S); ART-2410, 2420—Photo & Darkroom I,II (F, S); ART-2430—Color Photography (D)

The classes listed above are strongly encouraged for those students desiring management positions. Preference is given to student management applicants who are currently enrolled in or have taken one or more of these suggested courses for the position listed. **Applicants must have a 2.0 GPA or higher.**

B. Other:

- All *Communicator* staff members and the adviser shall be **expected** to adhere to the **Code of Ethics** of the Society of Professional Journalists, Sigma Delta Chi.
- The *Communicator* staff will **depend** on the *Associated Press Stylebook and Briefing on Media Law* as well as the staff policies and procedures manual.
- Staff members are **expected** to follow the guidelines outlined in the *Communicator* Policies and Procedures manual on internal integrity, personal integrity, accuracy, responsibility, leadership and independence.
- **A 2.0 GPA is mandatory.** Academics are first priority!
- Full staff meetings are held every Tuesday at 2 p.m. Managers are **REQUIRED** to attend (no exceptions). To be eligible to attend staff events, trips, trainings, etc., regular staff members are **EXPECTED** to attend each week. Class schedules should be planned accordingly.

X. Expectations for All Student Staff

A. Internal Integrity:

- The newspaper will strive for **impartial treatment of issues** and dispassionate handling of controversial subjects. It provides a **forum** for the exchange of comment and criticism, especially when such comment is opposed to its editorial positions. Editorials and expressions of personal opinion by reporters and editors will be clearly labeled. Advertising must be clearly differentiated from news.
- The newspaper **will report the news** without regard for its own interests, mindful of the need to disclose potential conflicts. It **may not give favored news treatment** to advertisers or special-interest groups. It should report matters regarding itself or its personnel, institutions or individuals. Concern for community, business or personal interests **must not** cause the newspaper to distort or misinterpret the facts.

- The newspaper will deal **honestly** with readers and newsmakers. It should keep its **promises**.
- The newspaper **will not plagiarize words or images**.

B. Personal Integrity:

- Students are expected to **exhibit high standards of behavior** at all times. All individuals possess certain unique attributes that can be a positive feature in interactions. However, if personal characteristics become distracting or are viewed as undesirable by peers, staff or faculty, it is expected that such behavior will be appropriately modified.
- Students are to **refrain** from gossiping, needless complaining, loud talking, boisterous laughing and other activities that may be disturbing to others. Use caution in discussing personal matters since the office walls are not soundproof.
- A student's private as well as professional life must be conducted according to the **highest professional standards**.
- Disruptive behavior shall be **considered out of place** in the office, on campus and in situations where professionalism is required. Disruptive behavior shall be handled according to policies stated in the Student Handbook.

C. Accuracy:

- The newspaper staff strives to exert maximum effort to print the **truth** in all news situations. It should **guard against** inaccuracies, carelessness, bias or distortion through emphasis, omission or technical manipulation.
- The newspaper will **strive for completeness and objectivity**. It will acknowledge substantive errors and correct them promptly and prominently.

D. Responsibility:

- The good newspaper is fair, accurate, honest, responsible, independent and decent. **Truth is its guiding principle**. It should use mature and considered judgment in the public interest at all times and avoid practices that would conflict with the ability to report and present news in a fair, accurate and unbiased manner.
- The newspaper **serves as constructive critic** of all segments of society (the campus) and should vigorously expose wrongdoing, duplicity or misuse of power, public or private.
- The newspaper selects, edits and displays news on the basis of its **significance** and its **genuine usefulness** to the public (i.e., the campus and the surrounding community). News affecting public morals will be edited with candor and good taste, and **avoid an imbalance** of sensational, preponderantly negative or merely trivial news.
- It should accept when possible a reasonable amount of news which illustrates the **values** of compassion, self-sacrifice, heroism, good citizenship and patriotism.
- It should **clearly define sources of news** and tell the reader when competent sources cannot be identified. News sources should be disclosed unless there is a clear reason not to do so. When it is necessary to protect the confidentiality of a source, the reason should be explained.

- The newspaper will **uphold the right of free speech and freedom of the press** and should respect the individual's right to privacy. The newspaper should fight vigorously for public access to news of government (affecting the campus, students, staff, faculty, or the surrounding community thereof) through open meetings and records.
- The newspaper insists that its **staff members conduct themselves with dignity and decorum**.

E. Leadership:

- A good newspaper **helps to protect all rights and privileges guaranteed by law** and acts with courage in serving the public. It should stimulate and vigorously support public officials, private groups and individuals in crusades and campaigns to increase the good works and eliminate the bad in the community.
- A good newspaper **serves as a constructive critic** of government at all levels, providing **leadership** for necessary reforms or innovations, and **exposing** any misfeasance in office or any **misuse** of public power. It should **oppose** demagogues and other selfish and unwholesome interests regardless of their size or influence.

F. Independence:

- The newspaper and its staff should **stay free of obligations to news sources and newsmakers**. Even the appearance of obligation or conflict of interest should be avoided.
- Newspapers should **accept nothing of value from news sources or others outside the profession**. Gifts and free reduced-rate travel, entertainment, products and lodging should not be accepted. Expenses in connection with the news reporting should be paid by the newspaper. Special favor and special treatment for members of the press should be avoided.
- Journalists are encouraged to be **involved in their communities**, to the extent that such activities do not create conflicts of interest. Involvement in politics, demonstrations and social causes that could cause a conflict of interest, or the appearance of such conflict, should be avoided.
- Work by staff members for the people of institutions they cover should also be **avoided**.
- **Stories should not be written or edited primarily for the purpose of winning awards and prizes**. Self-serving journalism contests and awards that reflect unfavorably on the campus, the newspaper or the profession should be avoided.

XI. General Ad Policies

It is the policy of the *Communicator* to **adhere** to all applicable state and federal regulations governing advertising. Ads can be submitted through the mail, by fax or in person. The *Communicator* is **not responsible** for ads lost in the mail. Display ads and corrections will not be accepted by telephone.

A. Types of Ads Not Accepted

- Tobacco, liquor or gambling, indecent or vulgar ads, offensive

directly or by suggestion, fortunetelling, astrology, numerology and dream interpretation, offers of research, homework or term papers, editing and writing services, misleading ads, any ads that may cause monetary loss to the reader through fraud or injury to health, 900 telephone numbers, matrimonial or dating offers, or models to pose semi-clad or undressed, political ads larger than one-quarter page.

- **We reserve the right to refuse advertising** that is: felt to be in poor taste or judgment; that is ambiguously or deceptively worded or portrayed, making the product or service unclear or open to misrepresentation; that advertises illegal organizations or activities; that maligns identifiable persons, races, religions or professions; that is not accurate or truthful; or that is otherwise determined unacceptable by the administrative staff.

B. Mail Order

- Mail order advertisers **must supply** the *Communicator* with samples of the products and details of the services to be advertised. This requirement also applies to ads that ask the interested reader to call or write for information. A mail order ad with a post office box address must also include the legal name under which business is transacted and the complete street address from which business is actually conducted.

C. Errors in Ads

- Claims alleging real damages because of error in an ad must be **made in writing**, via U.S. postal mail or by fax, not more than seven days after the first publication of the ad. Liability to the *Communicator* shall not exceed the cost of the ad in which the error occurred, and a credit will be given for the first incorrect insertion only. This credit must be used by the second Monday in April of the current fiscal year. The *Communicator* will not accept copy changes made by telephone.

D. Cancellations

- To be eligible for credit, an ad must be cancelled by 4:00 p.m. seven business days before the scheduled insertion. Phone cancellations are not accepted.

E. Identification

- All advertising must carry identification of the sponsor or sponsoring organizations.

F. Placement

- The *Communicator* **cannot guarantee position** of any ad within the newspaper, but will work with the advertiser to ensure the best placement possible given the amount of time and space available at deadline.

G. Style

- The majority of all copy within an ad must read left to right and appear right side up to maximize advertising effectiveness and readability.

XII. Classified & Display Ad Policies

A. Orders:

- Any Chattanooga State student, staff or faculty member (with appropriate current identification), may place a classified ad, **FREE** of charge. Display ads will be charged at the current rate. Display ads are available in black and white at the current rates prepared prior to the beginning of the fall semester each year. Color ads also are available at an additional 25% over the total cost of a black and white ad. (Example: Ad cost = \$25 x 25%. \$25.00 + \$6.25 = \$31.25)

B. Deadlines & Payments:

- All classified and display ads must be paid for in advance and are due with the ad copy on the second Monday of the month. Exceptions may be made to established customers. Checks shall be payable to the *Communicator*. Company purchase orders, VISA and MasterCard are acceptable forms of payment. (Note: Ads are accepted anytime, however dedicated, or prepaid ads, will be given first priority, all others ads accepted on a space available basis.)

C. Tear Sheets:

- Tear sheets will be mailed within two weeks after publication, with a limit of three tear sheets per ad.

XIII. Other Advertising Information

- No more than 25 percent of the newspaper shall be devoted to advertising:
- The editor-in-chief for any particular issue may waive the 25 percent limit.
- Dedicated ad deadline is the 15th of each month prior to publication. Camera-ready copy and payment for ads must be received before this deadline.
- Ad rates will be set prior to the beginning of the fall semester each year and remain in effect until June 30 of the following year.
- The copy, artwork and design of all ads shall meet the same standards of good taste that are applied to other material appearing in the newspaper.

XIV. Printing Operations

The *Communicator* is printed on newsprint requiring quotes from outside vendors who bid on the project each year. Quote requests will be prepared and sent to potential printing companies no later than August 1 each year. The adviser will notify the successful bidder no later than August 17 each year.

Approximate printing dates for the *Communicator* shall be made available to potential advertisers and interested parties via the Chattanooga State Web site link at http://www.chattanoogaastate.edu/Campus_Life/clpaper.asp prior to the beginning of the fall semester as determined by the adviser.

XV. Equipment

The *Communicator's* production equipment shall be used only in the production of the newspaper itself. Prompt notification shall be made to the adviser regarding misuse of equipment or equipment in need of repair or replacement. Students who are currently NOT on staff are **not** allowed to use newspaper equipment.

XVI. Amendments

These papers may be amended by writing to the vice president for student affairs by any member of the campus community. The adviser, upon request of the vice president for student affairs, shall appoint a committee to review and make recommendations regarding proposed amendments.

XVII. Implementation

These operating papers shall take the place of any and all previous operating papers and any former practices.

XVIII. Review

The adviser, editor-in-chief and dean of student life will review these operating papers annually for approval or amendment as needed.

Appendix 1

- The Society of Professional Journalists, Sigma Delta Chi, Code of Ethics, The Society of Professional Journalists, Sigma Delta Chi, believes the **duty of journalists is to serve the truth.**
- We believe the agencies of mass communication are carriers of public discussion and information, acting on their Constitutional mandate and **freedom to learn and report the facts.**
- We believe in public enlightenment as the forerunner of justice, and in our Constitutional role seek the truth as part of the **public's right to know the truth.**
- We believe those **responsibilities carry obligations** that require journalists to perform with intelligence, objectivity, accuracy and fairness.

To these ends, we declare acceptance of the standards of practice set forth:

I. RESPONSIBILITY

The **public's right to know** of events of public importance and interest is the overriding mission of the mass media. The purpose of distributing news and enlightened opinion is to serve the general welfare. Journalists who use their professional status as representatives of the public for selfish or other unworthy motives violate a high trust.

II. FREEDOM OF THE PRESS

Freedom of the press is to be guarded as an **inalienable right** of people in a free society. It carries with it freedom and the responsibility to discuss, question, and challenge actions and utterances of our government and of our public and private institutions.

Journalists uphold the right to speak unpopular opinions and the privilege to agree with the majority.

III. ETHICS

- Journalists must be **free of obligation to any interest** other than the public's right to know the truth.
- Gifts, favors, free travel, special treatment or privileges can compromise the **integrity** of journalists and their employers. **Nothing of value should be accepted.**
- Secondary employment, political involvement, holding public office, and service in community organizations should be avoided if it compromises the integrity of journalists and their employers. Journalists and their employers should **conduct their personal lives in a manner that protects them from conflict of interest, real or apparent.** Their responsibilities to the public are paramount. That is the nature of their profession.
- So-called news communications from private sources should not be published or broadcast without substantiation of their claims to news values.
- Journalists will **seek news that serves the public interest**, despite the obstacles. They will make constant efforts to assure that the public's business is conducted in public and that public records are open to public inspection.
- Journalists acknowledge the newsman's ethic of protecting confidential sources of information.
- **Plagiarism is dishonest and unacceptable.**

IV. ACCURACY AND OBJECTIVITY

Good faith with the public is the foundation of all worthy journalism.

- **Truth** is our ultimate goal.
- **Objectivity** in reporting the news is another goal that serves as the mark of an experienced professional. It is a standard of performance toward which we strive. We honor those who achieve it.
- There is **no excuse for inaccuracies** or lack of thoroughness.
- Newspaper **headlines should be fully warranted** by the contents of the articles they accompany. Photographs and telecasts should give an accurate picture of an event and not highlight an incident out of context.
- Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free of opinion or bias and represent all sides of an issue.
- **Partisanship** in editorial comment that knowingly departs from the truth violates the spirit of American journalism.
- Journalists **recognize their responsibility** for offering informed analysis, comment, and editorial opinion on public events and issues. They accept the obligation to represent such material by individuals whose competence, experience and interpretations should be labeled as such.

V. FAIR PLAY

Journalists at all times will show **respect** for the dignity, privacy, rights, and well-being of people encountered in the course of gathering and presenting the news.

- The news media should not communicate unofficial charges affecting reputation or moral character without giving the accused a chance to reply.
- The news media must **guard against** invading a person's right to privacy.
- The media **should not pander to morbid curiosity** about details of vice and crime.
- It is the **duty** of news media to make prompt and complete correction of their errors.
- **Journalists should be accountable to the public for their reports** and the public should be encouraged to voice its grievances against the media. Open dialogue with our readers, viewers, and listeners should be fostered.

VI. PLEDGE

Adherence to this code is intended to preserve and strengthen the bond of mutual trust and respect between American journalists and the American people.

The Society shall--by programs of education and other means--encourage individual journalists to adhere to these tenets, and shall encourage journalistic publication and broadcasters to recognize their responsibility to frame codes of ethics in concert with their employees to serve as guidelines in furthering these goals.

Code of Ethics adopted 1926; revised 1973, 1984, 1987. The Society of Professional Journalists also has published an ethics guide called Doing Ethics in Journalism, A Handbook with Case Studies by Jay Black, Bob Steele and Ralph Barney (1993). For information on how to get the book, contact the Society at PO Box 77, 16 South Jackson St., Greencastle, IN 46135-0077. The telephone number is (317) 653-3333.

Chattanooga State Community College is a Tennessee Board of Regents institution and an EOE/AA/Title VI/Title IX/Sections 504/ADA employer. Pub. No. 11-81-504003-1-8/09/bap • 24 copies

Communicator Style Manual

Page size: 11.625 x 21.5

Margins & columns .125

Headlines

- Tahoma bold 20/22; 24/26; 28/30; 30/32; 32/34; 34/36; 36/38 40/42; 48/50
- Centered

Text

- Georgia 10/12
- Indents & spacing: Left justify
- Tabs .25

Justification: single word justification – full justify

Character color – black

Text with bullets

- Georgia 10/12
- Indents & spacing: Left justify ; left indent .1389; first line indent -.0125
- Tabs: .1806
- Justification: full justify
- Bullets & numbering 10 pt black

Text with numbers

- Georgia 10/12
- Indents & spacing: Left justify; Left indent .25; first line indent -.2361
- Tabs: .2778
- Justification: full justify
- Bullets & numbering 10 pt black

Byline

- basic character formats Georgia bold 10/12
- basic character formats Tracking -10; Case; small caps
- indents & spacing center align
- Justification: full justify
- Bullets & numbering 10 pt black

Orange color: C-10; M-68; Y-100; K-1

Event box:

- rounded rectangle
- 4 pt rule IN 100% orange
- inside is 20% orange

Event box dates:

- Georgia 10/12
- Indents & spacing: left; left indent .125; first line indent .0625; space after .0625
- Justification: left
- Bullets & numbering 10 pt black

Photo byline

- Photo by: Helvetica Neue italic; 8 pt type / 9.6 leading
- Photographer Name: Helvetica Neue bold italic; 8 pt type / 9.6 leading
- Communicator: Helvetica Neue italic; 8 pt type / 9.6 leading
- Right justified
- Black character

Photo cutline

- Tahoma 9pt type / 10.8 leading
- Single word justification: Full Justify
- Indents & Spacing: alignment - left
- Black character

Page header style

- Goudy Old Style bold 60 point/72 leading
- Centered

Front page callouts

- Goudy old style bold 19 point/18 leading
- Indents & Spacing: alignment - right
- Justification: right

An Award-Winning Newspaper:

1998	Debbie Waggoner Above & Beyond Award, Betty Proctor adviser
1999	ASPA First Place Award, Scottie Miller, editor
1999	ASPA Best Story, “El Nino to Bring Severe Winter Weather?” by Jeramie Ritchie
1999	TCPRA Communications Award, Scottie Miller, editor
2000	ASPA First Place Award, Erich Heinlein, editor
2001	ASPA First Place Award, Erich Heinlein, editor
2002	ASPA First Place Award, Stephanie Rievley, editor
2002	ASPA Best Service to the Community, “Mayoral Forum Draws Hundreds” by Sedara Teutsch
2003	ASPA First Place Award, Stephanie Rievley, editor
2003	ASPA Outstanding Cartoon, “A Student’s Life” by Craig Eller and L.D. Stafford
2002-2003	Adviser of the Year, Betty Proctor
2004	ASPA First Place Award, Melissa Carpenter, editor
2004	ASPA Outstanding Investigative Reporting, “Division Rebuilding After Blow,” by Melissa Carpenter
2005	ASPA First Place Award, Feleesha Sterling, editor
2005	ASPA Outstanding Investigative Reporting, “The Book Alternative,” by Feleesha Sterling
2005	ASPA Second Place Award, Teresa Elwartowski, editor
2004-2005	Adviser of the Year, Betty Proctor
2006	ASPA Second Place Award, Matt Davis, editor
2007	ASPA First Place Award, Matt Davis, editor
2008	ASPA First Place Award, Matt Davis, editor, spring 2008; Kate Burkhalter, editor, fall 2008

Chattanooga State Sponsored Travel

Trips and co-curricular activities are wonderful teaching tools and community builders. The college values these activities and the faculty and staff that make them happen. It is important that faculty and staff understand that they do take a liability risk and that adhering to campus guidelines and policies as well as TBR policies can help ensure the safety and productivity of the trip.

- All student trips must be registered with the Student Life Office 697-4475. (a form may be obtained from the Student Life Office)
- Trips should be registered ten days in advance.
- Transportation should be arranged through the school in advance. Cars and vans can be requested from the physical plant. Drivers must be Chattanooga State employees with a valid drivers’ license and a good driving record (checks can be run by security) or a driver may be contracted in advance through Student Life. Persons who are driving vans must have experience and or training. Drivers must obey all traffic laws and understand the liability they assume.
- Vans should be loaded only to recommended capacity.
- If students elect not to take advantage of transportation provided by the school, a release form must be on file for that student. If a student is riding with another student, each must sign a release form assuming the liability and responsibility.
- All students and faculty members must sign a release form with a description of the activity. Generic forms can be obtained from the Student Life Office but must be customized to include information pertinent to specific trips.
- A list of students participating on each trip and an emergency contact name and number should be filed with the student life office.
- A list of students participating on each trip and an emergency contact name and number must be on file with security before leaving campus.
- Students and faculty who travel on a school sponsored activity must abide by all institutional, state and local laws.
- Students and faculty must abide by the code of conduct outlined in the student handbook, institutional policies and procedures , state, local and federal laws.
- The code of conduct outlined in the Student Handbook must be in effect on all school sponsored trips and activities and the faculty and / or staff persons in charge of the trip must remind students that they must adhere to the code. It is also imperative that the code be enforced by school personnel while traveling as part of a school activity. This protects not only the students but the faculty and staff who are responsible for the trip.
- Safety precautions are the responsibility of personnel planning and directing the trip.

Chattanooga State Community College — Student Life Department
Communicator Staff Agreement

I have read and understand

(Please check)

_____ my responsibilities as a staff member.

_____ my academic requirements to remain on staff.

_____ what is expected of me.

_____ I have signed a TBR Volunteer Form (managers only)

_____ I have signed the Commitment to Professionalism and Excellence form below.

Commitment to Professionalism & Excellence Form

I recognize that Chattanooga State is providing me with the opportunity to earn an education. In doing so, I will abide by behavioral guidelines and expectations set forth by Chattanooga State and the Student Life department.

I understand that failure to do so will jeopardize my standing on the Communicator and could be cause for discipline, loss of scholarship and/or work study, or dismissal from the student newspaper and/or Chattanooga State.

To this I will commit—in the classroom, in the news office and on campus as well as in the community:

I will commit to represent Chattanooga State, my news staff colleagues and myself to the highest degree of professionalism and excellence.

Student Signature _____ Date _____

Term _____

Student agreement to use Communicator computers

Students are encouraged to use the Communicator computers at any time. During layout, computer usage by graphics and editorial personnel takes top priority and computers will be unavailable at that time.

Misuse of computers will NOT be tolerated. This includes the following list in the paragraph below. Sanctions in place to deal with misuse can be found in the Student Handbook.

Misuse of Computers

Unauthorized or inappropriate use of computers is prohibited. Such use includes, but is not limited to, damaging or altering records or programs; furnishing false information; invading the privacy of another user by using files, programs or data without authorization; engaging in disruptive, harassing and annoying behavior; and any unauthorized use of computer hardware, software, accounts, passwords or keywords. The full text of the Chattanooga State Information Technology Responsible Use Policy and the TBR/TEC Net Acceptable Use Policy can be obtained from the Chattanooga State Web site and in the Office of the Vice President for Student Affairs.

Student Agreement

I understand that the Communicator computers serve as a laboratory for students to use during the course of any newspaper work , school-related projects and at other times when a computer may be needed to check messages, do research, etc.

I agree to abide by the Chattanooga State policy governing Misuse of Computers and understand that failure to do abide by this rule may incur sanctions named within the Student Handbook.

Staff Member Name _____

Date _____

A-Number _____

Chattanooga State Community College is a Tennessee Board of Regents institution and an EOE/AA/Title VI/ Title IX/Sections 504/ADA employer.

**STATEMENT OF UNDERSTANDING/AGREEMENT
BETWEEN
CHATTANOOGA STATE TECHNICAL COMMUNITY COLLEGE
AND**

1. The volunteer understands that he/she is not to be considered an employee, agent or independent contractor employed by the College for any purpose. The volunteer acknowledges that he/she will neither accept nor claim entitlement to any salary or benefits of employment, including but not limited to insurance, retirement benefits, worker's compensation, travel expenses, or any other form of compensation of any kind.
2. The volunteer understands that he/she has no actual authority to bind or represent the College with regard to any third parties. Moreover, the volunteer agrees to avoid giving the impression of having apparent authority to bind or represent the College with regard to third parties. Accordingly, the volunteer may not sign or enter into any agreements or contracts on behalf of the College.
3. The volunteer understands that (T.C.A. 9-8-30 (h 8-42-101(a)(3)) extends certain protections to individuals who are participants in volunteer programs which are operated under the authorization of a state agency or department. For actions taken in the course of performing volunteer services, which are neither willful, malicious or criminal, or acts or omissions done for personal gain, an authorized volunteer is immune from suit in the same manner as state employees. Persons injured by the actions of a volunteer are able to file a claim directly against the state.
4. The volunteer acknowledges that the College shall have no liability for personal injury or property damage which may be suffered by the volunteer, unless such injury or damage directly results from the negligent act or omissions of state employees or authorized volunteers. Any and all negligence claims shall be expressly limited to claims approved by the Claims Commission.
5. The volunteer acknowledges that he/she may not operate automotive or other state owned equipment of the College without specific written authorization of the President of the College.
6. The volunteer and the College agree that no person shall be subjected to discrimination on the basis of race, color, religion, sex, age, handicap, or national origin in the execution or performance of this agreement.
7. Chattanooga State, the Tennessee Board of Regents, the State of Tennessee and their respective employees shall have no liability unless specifically provided for in this Agreement.
8. This agreement may be terminated at any time upon written notice of the volunteer or the President of Chattanooga State.

ACKNOWLEDGMENT

I, _____ (name of volunteer), SSN: _____ - _____ - _____, have read and understand the above statement/agreement and agree to abide by its terms and conditions while I am participating in volunteer activities at Chattanooga State. This agreement is effective from _____ (date) through _____ (date).

Signature of Volunteer: _____ Date: _____

Recommendation of Approval of Statement of Understanding/Agreement:

Admin. Supervisor of Volunteer: _____ Date: _____

Recommendation of Statement of Understanding/Agreement:

President: _____ Date: _____

Human Resources Department: _____ Date: _____

Copies to: Office of Human Resources Office of Vice-President of Finance Department