

2015-2016 Handbook for Student Media Organizations

Introduction

The purpose of student media at the College of Charleston is to inform and entertain the student body, faculty, staff, alumni, Trustees, and friends of the College. Participation in student media provides students with practical skills and opportunities that will enrich their college experience. Aligned with the tenets addressed in the College of Charleston Mission Statement, student media allows students to enhance both their personal and intellectual development.

Representation of Student Media

In the performance of their assigned duties, student staff of the CisternYard Media are representatives of student media and are expected to perform accordingly. Thus, general expectations of staffers are as follows:

- Staffers should always identify themselves to prospective contacts and sources affiliated with the CisternYard Media and specific organization.
- Staffers are expected to represent student media in a professional manner, including following the Society of Professional Journalists (SPJ) Code of Ethics and Federal Communications Commission (FCC) guidelines.
- Staffers are expected to uphold high standards of ethical conduct as well as conduct themselves within the College of Charleston Code of Conduct.
- Staffers represent student media in online components including but not limited to: Facebook, Twitter, Vine, Instagram, and other forms of social media. Student should maintain a professional demeanor online and are subject to the same guidelines as in print or broadcast.
- The representation of Student Media includes all paid staff and volunteers. Staffers are responsible for educating volunteers on all guidelines and expectations.

CisternYard Media (student media) (CYM)

Four student media organizations are currently registered as members of student media, known as the CisternYard Media (CYM), at the College of Charleston. The network also includes two departments: Sales and Public Relations. Each group offers unique ways for students to become involved, meet people from diverse backgrounds, and gain practical media training. The four student media organizations include:

CisternYard News

CisternYard News is the official online campus news source for the campus, students, faculty, staff and community. CYN publishes news, sports and entertainment content regularly online at Cisternyard.com. CYN also produces “The Yard,” a feature magazine which is printed two times each semester.

Miscellany

Miscellany is the College's student produced literary and art journal. Students are invited to submit their original artwork, poetry, photography and prose for consideration for inclusion in the publication. A committee comprised of individuals selected by the editor-in-chief will meet during the beginning of spring semester to select works for publication in Miscellany. The journal arrives on campus in the spring. The editor-in-chief will also work with other student organizations and campus departments to promote the arts on-campus, including the Young Contemporaries during the journal's reveal. The finished product is distributed to the campus community in April.

CisternYard Video

CisternYard Video is the College's official, on-campus video production team whose work can be seen online at CisternYard.com. CYV is in charge with covering news, sports, entertainment, and a variety of activities across the College of Charleston community. The programming is presented in segment style to allow in-depth and timely coverage.

CisternYard Radio

CisternYard Radio is the College of Charleston's Internet radio station and the City of Charleston's first college radio station. This station is also the area's only music service dedicated to showcasing independent, new artists with an emphasis on local talent. CisternYard Radio also provides opportunities for weekly shows ranging from news and sports to entertainment. Listen to the 24/7 broadcast, and on-demand interviews, online at CisternYard.com.

The following departments assist the student media organizations in operations and development. These departments offer opportunities to work with local, state, and national personnel in the constant development of the network.

Sales

The CisternYard Media sales department is primarily responsible for the advertising efforts of the CisternYard News and the network's flagship website, cisternyard.com. The department also assists in the continued development of advertising opportunities for all student media organizations. The department allows for students to gain valuable experience in the marketing and sales fields.

Public Relations

The public relations department is responsible for the supervision of the public relations and marketing efforts for the CisternYard Media. This includes coordination of recruitment efforts, media relations on and off-campus specific to the network, event planning for the CYM board and other branches, and development of marketing efforts for the network. This position may also assist in marketing efforts for each individual student media organization. The public relations staff will serve as the liaison between the CisternYard Media and student organizations and other campus personnel on events and issues that pertain to the entire network. The Public Relations department is also responsible for the design and development of the network's flagship website www.cisternyard.com. The department will assist in remote broadcasts, blogging, and live events while also assisting in breaking news and additional content, including multimedia.

Production Standards

Each student media operation is expected to adhere to standard operating procedures in producing their publications/broadcasts. This section of the handbook provides the basic publication/broadcast standards of each group. All CYM employees are expected to conduct themselves in a professional manner as they are representing the network as well as their organization at all times. All information will be checked for accuracy before being used at any time.

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

CisternYard News

The CisternYard News is expected to serve as the voice of the student body and remain responsive to the campus community while adequately reporting the news, events and activities of the campus. All members of the CofC community are invited to participate in reporting, writing, and production. CisternYard News must maintain financial stability and work with the Sales department to generate revenue. All advertisements are expected to be for services and products that are targeted to CisternYard News audience and adhere to all College of Charleston standards.

The CisternYard News must produce stories weekly online and 2 print magazines each semester. The staff must also be cognizant of crucial updates to the website daily. All staff members are expected to report the news accurately and professionally following the guidelines of the Associated Press Stylebook and the Society of Professional Journalism's Code of Ethics. The staff must follow an established style guide to ensure the consistency of the paper.

Miscellany

The Miscellany journal is expected to accept submissions beginning October 1st of each fall semester. The editor-in-chief will assemble a committee to review submissions for inclusion in the journal in January of each spring semester. The judging committee must be familiar with and/or have knowledge of poetry, prose, and visual art. The editor-in-chief will be charged with guiding the committee in unbiased selection.

The selection and design process must be completed before spring break each academic year. The completed draft should be submitted to the printer by the second week of March. Miscellany should contain a balanced number of pieces representing each of the mediums included in the publication. A minimum of 800 copies are expected to be printed and distributed throughout campus and the local community. The staff will plan a reveal event for no later than the third Wednesday in April.

CisternYard Video

CisternYard Video provides the College of Charleston community with both entertainment programming and news and sports coverage. CisternYard Video is expected to comply with all television broadcast regulations enforced by the Federal Communications Commission (FCC).

Leadership staff is charged with providing appropriate training in proper use of equipment and production standards, including software and computer use. Current staff will produce a consistent standards manual for scripts, graphics, video and recording to ensure that packages, both recorded and live, are consistent. CisternYard Video staff will establish a production schedule at the beginning of each semester. Episodes should be available on cisternyard.com within 24 hours of completion.

CisternYard Radio

College of Charleston Radio provides the College of Charleston community with independent music and programming. CisternYard Radio can be heard via the internet at www.cisternyard.com. CisternYard Radio is expected to comply with all broadcast regulations enforced by the Federal Communications Commission (FCC).

All disc jockeys are expected to undergo thorough training and sign a broadcast agreement before they are allowed to operate the equipment. The staff will establish a consistent format for all shows and programming. Each disc jockey is required to fulfill the responsibilities outlined in their individual contract. The station broadcasts 24 hours each day, at least 12 of those hours include a disc jockey staffing the studio with the remaining hours managed by an automated system.

Note on Editorial Oversight

CisternYard Media, or CYM, is staffed with students who are free to select and create the materials to be published. While college administration may give editorial input based on quality, relevance, or formatting issues, the College of Charleston provides editorial freedom for CYM to the student members of the organization. The views expressed in work created by CYM may not reflect the views of the College of Charleston.

Use of Student Media Offices

Each student media operation is provided with office space in the Calhoun Annex. Every staff member is expected to keep these offices clean and organized. These offices are to be used for official CisternYard Media business. Anyone found abusing the privileges will be subject to disciplinary action. Students and their guests are expected to adhere to the following guidelines:

1. The CisternYard Media will operate at a professional level. All offices are to be kept organized and clean. Failure to do so will result in disciplinary actions for individuals or the office as a whole.
2. Food and liquid containers should be placed in the garbage cans located in each office or in the bins located in the hallways.
3. All paid staff that have an access code to an office must never share it with other students--even if those students work with the organization. If it is determined that an access code has been given to non-authorized personnel, the code will be changed and the cost absorbed by that organization.

4. Upon leaving an office, staff members are responsible for closing all windows, turning off all lights, and locking the doors. Be sure the doors close behind you. Public Safety will monitor the building and repeat reports of doors remaining open will result in warnings to all staff members.
5. With the exception of the DJ computer in the Radio office, students are prohibited from altering or tampering with any equipment in the Calhoun Annex. This includes downloading information on a computer that is not relevant to student media; changing the configuration of any computer, including access to the CofC network; adjusting the thermostat; attempting to repair equipment, etc. Any issues with equipment should be reported to the Assistant Director for Marketing and Media or the Graduate Assistant as soon as possible.
6. The dry erase boards and bulletin boards in the hallway and common area are for the Assistant Director for Marketing and Media, Graduate Assistant, and staff members to communicate with each other. Obscene messages will not be tolerated. If obscenity or slander becomes a consistent problem, all boards in the hallway and common area will be removed.
7. Computers, printers, and the copier located in the common area are to be used for student media related business only. Students should not use any equipment for school work, personal reasons, or for another campus organization. Any use for non-student media reasons will result in suspension of usage privileges and possible disciplinary actions.
8. Removing any furniture from an office is strictly prohibited without prior approval from the Assistant Director for Marketing and Media. No furniture should be moved from one office to the other without prior approval.
9. Theft of equipment, furniture, or office supplies will not be tolerated. Students who steal from the student media center will be immediately dismissed from their position and face charges before the CisternYard Media Board and the College of Charleston Honor Board. Theft includes removing any equipment from the Annex without prior approval.

CYM Equipment Policy

All student media equipment must be checked-out if removed from the Calhoun Annex. Removal of equipment from the Annex without approval or proper procedures could result in a disciplinary action and a Public Safety report being filed. Equipment is to be used for official CisternYard Media business only, not for personal use or class projects/assignments.

All CYM staff (including both paid and volunteer) must adhere to the following policies:

1. All general managers and editors-in-chief will manage the checkout list for their respective organizations (see Appendix C). If an EIC or GM is not available, the employee may check out the equipment with the Graduate Assistant or Assistant Director for Marketing and Media with prior approval from the EIC or GM.
2. All cameras, batteries, microphones, lights, cables, and other equipment must be accounted for at all times.
3. Only official members (those who are listed on the most updated roster and attend meetings regularly) of the CYM will be allowed to check-out equipment.
4. Each piece of equipment checked-out will be limited to 3 (three) hours. Any additional time must be approved in advance by the appropriate general manager or editor-in-chief and communicated to the Graduate Assistant and Assistant Director for Marketing and Media.

5. All laptops and iPads must be checked out with the Assistant Director for Marketing and Media.
6. ANY overnight checkouts must be approved in advance by a general manager or editor-in-chief and the Assistant Director for Marketing and Media.
7. Every individual that checks out equipment must fill out a sign-out log when checking out equipment. Individuals must have completed a Equipment Check-Out form as part of their training prior to this.
8. General managers or editors-in-chief will be responsible for following-up on all equipment checked out after required limit.
9. Missing equipment must be reported to the Assistant Director for Marketing and Media IMMEDIATELY and a report will be filed with Public Safety as soon as possible.
10. By completing the equipment checkout sheet (See Appendix C) and accepting possession of equipment, the individual assumes responsibility for each item issued and will be charged for repair or replacement (at original cost) of any items damaged, lost or stolen while in their possession. An invoice for equipment repairs or replacement will be issued to the individual. Payments for repair or replacement of damaged, lost or stolen equipment must be received by the Assistant Director for Marketing and Media within five business days from the invoice date. If payment is not received within five business days, the charge will be posted to the student's campus account. Non-payment may result in a student's inability to register for classes or graduate.

If you need to check out equipment that belongs to another student media organization, you must first check with the Editor-in-Chief or General Manager of that organization to ensure the equipment is not needed by the staff. For example, priority for video cameras is given to CisternYard Video. If you need to borrow one of the major cameras, you must check with the General Manager of CisternYard Video before checking out the equipment.

Random audits of equipment will be conducted throughout the semester to ensure all equipment is accounted for at all times. Equipment missing or not checked out correctly will be filed with a Public Safety report and considered stolen property.

DISCIPLINARY ACTION FOR FAILURE TO FOLLOW PROCEDURE

First Offense – Warning: A verbal warning will be filed using the disciplinary procedure outlined in this handbook.

Second Offense – Written Reprimand and Deduction in Pay: A written reprimand will be filed using the disciplinary procedure and possible deduction in pay.

Third Offense – Written Reprimand, Loss of Privilege, Deduction in Pay and Possible Termination: A third offense will result in a second written reprimand and loss of check-out privileges with a deduction of pay. A third offense may also result in termination.

Printing

The Xerox copier and printer in the media suite is available to all members of student media organizations. Students are only permitted to copy and print materials related to their work in student media. The copier, fax, and printer shall not be used for school work or for another student organization.

All small, desktop printers should only be used for printing color proofs. All printer issues need to be reported to the Assistant Director for Marketing and Media immediately.

In the event that a group needs to make more than 100 copies, they are required to use the copy center on the fifth floor of the AT&T Building. A copy of a Copy Request Form and IDT must be obtained from the Assistant Director for Marketing and Media at least 24 hours before being sent to the Copy Center. The employee will be required to take the form and IDT to the copy center to complete the job.

VIOLATION OF PRINTING PRIVILEGE

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

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

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

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

Communication

All paid and unpaid student media staff members are expected to provide the Assistant Director for Marketing and Media and Graduate Assistant with an updated e-mail address and cellular phone number. It is preferred that the e-mail address supplied is a College of Charleston supported account, but the address must be one that you check regularly.

College of Charleston e-mail is used for official College business and should be checked frequently. Faculty, staff, and administration of the College will use CofC e-mail to communicate with the staff so it is imperative the e-mail is checked regularly. Failure to communicate efficiently is cause for failure to fulfill job responsibilities.

Communication with the Assistant Director for Marketing and Media and Graduate Assistant should be through official College of Charleston email.

Each staff member is expected to check e-mails (including your CisternYard Media e-mail) and voicemail for important correspondence and if applicable respond in a timely manner.

Consistent communication among staff is crucial to a successful experience. Staff members should communicate in-person as much as possible to keep from causing communication misunderstandings. E-mail should be used for official business and communicating when not in the office. Text messaging should be limited to quick responses and only used in the case of immediate response.

The following information should be provided to the Assistant Director for Marketing and Media at the beginning of the semester and updated when needed:

Local Address

CofC E-mail Address

Alternate E-mail Address
Cell phone number
Home phone number (if no cell) Emergency Contact information

Peer-to-Peer File Sharing Information

ANNUAL NOTICE TO STUDENTS:

All members of the College of Charleston community are required to follow the College Policy on Peer-to-Peer File Sharing. This Policy covers all electronic means to transmit, disseminate, or store copyrighted materials including e-mail, web pages, and peer-to-peer file sharing software. The Policy also applies to all computers and applications utilizing the College network. Please be sure that you have rights for any material you are making available or sharing on the College network.

The unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject you to disciplinary action as well as civil and criminal liabilities. With regard to students, a detailed description of the College's policies concerning disciplinary actions for the unauthorized downloading and unauthorized distribution of copyrighted material is set forth in the Student Handbook. Students risk losing their computer access privileges due to multiple violations of the policy. With regard to faculty, a detailed description of the College's policies concerning disciplinary actions for the violating federal law is set forth in the Faculty and Administrative Manual (Section VII, B).

A summary of the current civil and criminal penalties for violation of federal copyright laws is as follows: 2014-2015 CYM Handbook 8

1. The infringer may be required to pay the actual dollar amount of damages in an amount equal to the profits gained from the infringement or, alternatively, pay what are termed "statutory damages." Statutory damages can range from \$750 to \$30,000 for each work infringed, unless the court finds that the infringement was willful. In such cases, the maximum penalty is increased to \$150,000.
2. The court may also award attorneys' fees and court costs, issue an injunction to stop the infringing acts, and impound the illegal works.
3. The infringer can be sent to jail for up to 10 years.

Under the law, it is not necessary to establish that the infringer made a profit from the infringement in order to establish liability for the infringement. Therefore, liability can be imposed for common illegal peer to peer file sharing, for example the improper downloading of music and video files, even if the infringer has not gained a profit from the illegal activity. For Users who distribute any quantity of copyrighted materials, or advertise their services to Users even though they receive no financial benefit, they may also be subject to criminal investigations and incarceration.

The link for the full text of Chapter 5 of the Copyright Law of the United States of America, "Copyright Infringement and Penalties" can be found at <http://www.copyright.gov/title17/92chap5.html>.

Travel Arrangements

Travel arrangements will be made for conferences/events approved by the CisternYard Media Board. No trips will be funded by the CisternYard Media Board if the members on the trip are receiving academic credit for their attendance.

If a group is planning to travel using student media funds, they are required to make arrangements at least four weeks in advance through the Assistant Director for Marketing and Media. Failure to do so will result in travel cancellation. Those trips requiring air travel should be planned at least six weeks in advance to ensure that the least expensive airfare is obtained. If the group is traveling outside of South Carolina, a faculty or staff member must accompany the group.

Any student that has committed to travel arrangements is required to attend all aspects of the travel agenda. All participants are financially accountable travel arrangements not used. A participant must fully reimburse the CisternYard Media for failure to attend any pre-arranged travel. Funds not received within a week after travel date will be charged to the student's account.

While traveling on behalf of CisternYard Media and The College of Charleston students are expected to behave professionally and attend and participate in all scheduled activities and programs. The Code of Conduct applies when traveling on behalf of the CisternYard Media. Failure to do so will result in an immediate dismissal from the travel itinerary and prompt return to Charleston at the student's expense. Any behavioral issues that violate College policies will result in possible removal from position and/or disciplinary action from Honor Board.

Each student must complete a travel waiver (Appendix D) prior to travel. Completed forms must be submitted to the Assistant Director for Marketing and Media no less than 72 hours prior to planned travel so they can be submitted to the Office of Student Life (SSC 405) no less than 24 hours in advance of the planned trip (forms for travel occurring over a weekend must be submitted by 5 p.m. on the Friday prior to departure).

Alcohol and Drug Policy

The College of Charleston administration recognizes the second floor of the Calhoun Annex as official College 2014-2015 CYM Handbook 9

office space. Therefore, students and any visitors are expected to behave in a professional manner and refrain from the use of alcohol, tobacco, and illegal drugs while in the Calhoun Annex. Students who are found engaging in any of the aforementioned activities will be immediately dismissed from their position and face charges before the College of Charleston Honor Board.

In the event that evidence of alcohol use is discovered in the Calhoun Annex, all student media staff members will receive a written warning from the Assistant Director for Marketing and Media. The second time evidence is discovered, the Calhoun Annex will be closed to all students after normal business hours. In this situation, students could only access their offices from 8:30 a.m. to 5:00 p.m., Monday-Friday.

Confidentiality

Please note that as an employee of the College of Charleston, all information related to student staff and/or faculty members contained in files and/or records or otherwise accessible by virtue of your employment by the College is presumed to be confidential. The unauthorized release or removal of such information, whether to parties internal to the College or external, is strictly prohibited and may lead to termination of employment on the first offense. If in doubt about a request for information, it is the employee's responsibility to discuss the request with their supervisor before a decision to release the information is made. This includes all information obtained using the Freedom of Information Act.

How to Submit a Freedom of Information Act Request

1. Identify the department and resource to be requested.
2. Identify specific files and information for request.
3. Submit the FOIA letter to the appropriate personnel. Letters should be submitted on CisternYard Media letterhead for all CofC requests. If the request is outside of the College, use College of Charleston official letterhead. See Appendix E for sample letter.
4. Keep a copy for records and submit a copy to the Assistant Director for Marketing and Media.

Different organizations use different process for filing and responding to FOIA requests. All FOIA Requests at the College of Charleston should be sent to Mike Robertson, Senior Director for Media Relations. He will send the request to the appropriate personnel.

For more information on the Freedom of Information Act, visit <http://www.state.gov/m/a/ips/>.

Hiring Practices

- Two CisternYard Media paid staff members in each interview (one of which is the exec of that department).
- Go over expectations of position in interview.
- Every qualified candidate is interviewed.
- If more than three apply, at least three are interviewed.
- If less than three apply, all are interviewed.
- Applications must be posted on OrgSync, through CisternOnline (Career Center), through the Student Activities Listserv, and on the CisternYard.com website.
- Positions must be posted for a minimum of two weeks.
- Every candidate must be asked the same basic questions.
- Clear job responsibilities (on a daily/weekly basis) are outlined in the position description.
- Upon hire, all employees must sign a statement, to be held in their file by the Assistant Director, that reads: "I have read and completely understand the Student Media handbook and my position description, including job responsibilities and duties. I understand it is my professional responsibility to provide at least two weeks' notice upon my decision to resign and to also take part in an exit interview with either my executive leader or the Assistant Director."

Budgeting Policy and Procedures

The CisternYard Media Board approves each media organization's annual budget every spring. Every organization is expected to manage its budget as approved. Purchases that are not included in the budget must be submitted to the Assistant Director for Marketing and Media in writing. Extraneous purchases will be approved only in emergency situations. If a group disagrees with the assistant director's decision, they can bring their case before the CisternYard Media Board.

General Budget Procedures

Once the CisternYard Media Board has appointed the editors-in-chief and general managers for the following academic year, the outgoing editors-in-chief and general managers will meet with their incoming counterparts to discuss transitions and the budget. The budget procedures are as follows:

1. The outgoing editors-in-chief and general managers will meet within one week of appointment with their incoming counterparts to discuss how finances were distributed and spent during the academic year.
2. After meeting with the outgoing counterpart, the incoming editors-in-chief and general managers must determine the needs of their respective organizations and draft a budget to present to the CisternYard Media Board. During the drafting process, students are encouraged to ask their outgoing counterparts or the Assistant Director for Marketing and Media questions regarding budgets and spending.
3. Budgets are due to the Assistant Director for Marketing and Media no later than ten (10) business days prior to the budget hearings.
4. Once all budgets have been submitted to the Assistant Director for Marketing and Media, he/she will send them to all members of the CisternYard Media Board at least one week prior to the Board's meeting.
5. The Assistant Director for Marketing and Media will assign each incoming editor-in-chief and general manager a ten-minute time slot to appear before the CisternYard Media Board.
6. During the budget hearing, the Board members will ask the editor-in-chief/general manager questions about his/her proposed budget.
7. Once all budgets have been formally presented to the CisternYard Media Board, the group will discuss each budget and make recommendations and/or changes to each budget, as necessary.
8. The CisternYard Media Board will vote to approve each organization's budget as amended.
9. The incoming editors-in-chief and general managers will be notified in writing of the CisternYard Media Board's decision within one week of the budget hearings.

All budgets are submitted to the Executive Vice President of Student Affairs for his/her final approval. He/she has the right to alter budgets as he/she sees fit. In the event that changes to the budget are made at this stage in the process, the Assistant Director for Marketing and Media will immediately notify the editor-in-chief/general manager upon approval.

Student Media Contingency Procedure

Should any organization need to make an emergency purchase and lack the funds to cover the cost, the group has the right to petition for contingency funds. The student media contingency procedure is as follows:

1. The editor-in-chief/general manager must submit a letter to the Assistant Director for Marketing and Media stating why contingency funds are needed, including all costs associated with the purchase. If money is needed to purchase equipment that costs more than \$2,500, the student must provide three price quotes for the equipment.
2. The Assistant Director for Marketing and Media will send the information to the CisternYard Media Board. The request for funds will be placed on the agenda for the Board's next meeting.
3. The editor-in-chief/general manager will present the request to the CisternYard Media Board to justify the expense.
4. Once the editor-in-chief/general manager has presented his/her case, he/she will be dismissed from the meeting. The CisternYard Media Board will discuss the request and take a vote.
5. The Assistant Director for Marketing and Media will notify the editor-in-chief/general manager of the Board's decision in writing.
6. The decision granted by the CisternYard Media Board is final and cannot be appealed.

Procedure for Requesting a Non-Budgeted Purchase

Each student media operation is expected to manage its budget as approved by the Executive Vice President of Student Affairs and the CisternYard Media Board. In the event that an organization has a surplus of funds and desires to make a non-budgeted purchase, it must adhere to the following procedure:

1. The editor-in-chief/general manager must submit a request for the purchase to the Assistant Director for Marketing and Media in writing with all costs associated with the purchase. If the purchase is more than \$2,500, three quotes must be provided.
2. The Assistant Director for Marketing and Media will arrange an appointment to meet with the editor-in-chief/general manager to discuss the purchase. The student should come prepared with quotes from different companies and a written justification/rationale for the proposed expense.
3. The Assistant Director for Marketing and Media will consider the situation and circumstances and make a decision. He/she will notify the editor-in-chief/general manager of his/her decision within 24 hours of the meeting.
4. Once the editor-in-chief/general manager has received the Assistant Director's decision, he/she has 24 hours to appeal the decision. The appeal must be submitted in the form of a letter to the CisternYard Media Board and submitted to the Assistant Director for Marketing and Media.
5. The Assistant Director for Marketing and Media will send the letter to all CisternYard Media Board members and place the issue on the agenda of the Board's next meeting.
6. The editor-in-chief/general manager will present his/her request before the CisternYard Media Board. The Board will ask questions regarding the purchase.
7. The editor-in-chief/general manager will be dismissed from the meeting and the Board will take a vote.

8. The Assistant Director for Marketing and Media will notify the editor-in-chief/general manager of the Board's decision within 24 hours following the meeting.
9. Any decision granted by the CisternYard Media board is final and cannot be appealed.

Reimbursement for Purchases

It is preferred that all purchases made on behalf of student media be requested to be purchased with the State of South Carolina Purchasing Card. However, students may be reimbursed for purchases they make for their respective organization. Cash reimbursements are issued by the Procurement Office. All paper work for student media-related reimbursements must be completed through the Assistant Director for Marketing and Media. The reimbursement procedure and policy is as follows:

1. The editor-in-chief/general manager must be aware of any requests for reimbursements. Students will notify their editor-in-chief/general manager prior to making the purchase. The editor-in-chief/general manager must communicate their approval in writing to the Assistant Director for Marketing and Media.
2. When requesting a reimbursement, students must present an itemized receipt. Receipts must be submitted to the Assistant Director for Marketing and Media within two weeks of the purchase.
3. There is a \$50.00 receipt limit for reimbursements, including tax. Presenting separate receipts from the same vendor, purchased the same day, that total over \$50 per event WILL NOT be reimbursed separately.
4. The Assistant Director for Marketing and Media will complete the appropriate paperwork and issue it to the student who is requesting the reimbursement. The student is required to make a copy of the form and receipt to be submitted to the Assistant Director for Marketing and Media.
5. The student is responsible for submitting the request and picking up his/her cash reimbursement from the Procurement Office, located in the basement of the Lightsey Center.

Requests for Budgeted Purchases

While students can make purchases for \$50 and under, purchases that exceed \$50 must be authorized by the Assistant Director for Marketing and Media. When an organization is prepared to make a large purchase, the editor-in-chief/general manager must consult with the Assistant Director for Marketing and Media. The Assistant Director for Marketing and Media will determine which avenue to take in processing the purchase and direct the editor-in-chief/general manager accordingly. ALL MAJOR PURCHASES MUST BE APPROVED BY THE ASSISTANT DIRECTOR FOR MARKETING AND MEDIA IN ADVANCE.

College of Charleston Fundraising and Vendor Policies

Student organizations, including student media organizations, are encouraged to raise funds to support programs and services sponsored by the group and supplement monies received through the CisternYard Media Board budget process. See Appendix F for a complete listing of fundraising and vendor policies.

Technical and Maintenance Problems

Any computer-related/technological malfunctions should be reported to the Assistant Director for Marketing and Media as soon as they are discovered. He/she will contact the Information Technology help desk to come resolve the problem. Students are not permitted to contact the help desk and request maintenance on equipment in offices on campus.

Problems with the building such as leaks, broken windows and power outages should be reported to the Assistant Director for Marketing and Media immediately. If the problem is discovered on a weekend, a student should call the Physical Plant emergency line (953-5550). If there is not an emergency, the student should email the Assistant Director for Marketing and Media so that he/she can address the problem on the next business day.

Posting Information on Campus

All student organizations are permitted to disseminate information to the College community by posting information at various locations on campus. Students are expected to abide by the posting guidelines and remove all fliers and banners as soon as the advertised event has passed.

Snipe Signage Policy:

In August of 2006, the City of Charleston enacted the Snipe Signage Initiative. The definition of snipe signage includes, "Leaflets, handbills, posters, flyers, announcements or other advertising and informational materials that are tacked, nailed, glued, pasted or otherwise attached to trees, poles, stakes, fences, buildings or other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises where the sign is located" (Snipe Sign Violations - Warning Notice, August 2006 – See Appendix G). Snipe signage posted by departments, student organizations or individuals from the College of Charleston community will be removed and a ticket will be issued for the violation, requiring the responsible party to appear in Livability Court. Violations may result in a 30-day jail sentence and/or a fine up to \$1,087.00 per item posted.

Student organizations are responsible for familiarizing their members with this policy. A copy of the Snipe Signage Violations Warning Notice is included in the Appendix of the Compass and is also available online at www.studentlife.cofc.edu.

Campus organizations are allowed to post information at the following locations:

Outside brick surface of:

- Education Center
- Science Center
- Silcox Gym
- Fraternity and Sorority Life Annex Additional locations for posting include:
- Fences on Calhoun, St. Phillip and George Streets (zip ties or fishing line only - NO taping)
- Balconies of Science Center, Maybank Hall and Robert Scott Small

- Bulletin boards marked Campus Events outside of Maybank Hall, the Honors College house and Physicians Auditorium
- Whiteboards/chalkboards in classrooms (small written notice in upper corner of board)
- Residence Halls (as approved by Residence Life)
- Stern Center Lobby (flyers to be submitted for posting to Information Desk)

Please note that all kiosks and bulletin boards are cleared of all materials every Friday by C of C Physical Plant. 2014-2015 CYM Handbook 15

It is recommended that groups wait until after 3:30 p.m. on Fridays to post materials.

Student organizations are requested to use non-adhesive materials to post flyers and banners at any of the locations listed above. Examples include zip ties, string and monofilament (fishing line).

Prohibitions

- The use of paints, stains, acids, tapes, chalk or any other substance that might damage or deface the building is prohibited.
- Flyers/promotional materials may NOT be attached to benches or seating in outdoor areas throughout campus.
- No person shall affix anything to the walls, doors, ceilings or any painted or non-painted areas inside buildings. Only bulletin boards are to be used for the posting of materials.
- Promotional materials/flyers will be removed by C of C Physical Plant each Friday.
- Campus organizations are responsible for the removal of outdated postings.
- Organizations may lose posting privileges if outdated postings are not removed.
- Items may NOT be placed on windows or glass in the Stern Student Center Food Court.
- The use of sidewalk chalk is NOT allowed.
- Violations of the Posting Policy will result in disciplinary action by the Office of Student Life. Posting Guidelines for Residence Halls
- All publicity must be approved and stamped by Residence Life and Housing. This pertains only to publicity displayed in residence halls. Residence Life approval does not grant permission for other locations on campus.
- Copies can be brought to desk attendant of each Residence Hall for approval and posting.
- There is no limit to the number of copies you can submit for posting, but all copies must be stamped prior to posting.
- The Residence Life staff will hang all approved advertisements.
- The Residence Life staff requires at least 48 hours to approve and post materials.
- No publicity will be approved that promotes/advertises alcohol, does not follow the policies included in the Guide to Residential Living, or could be considered offensive to others.
- All publicity that is not approved, stamped, and displayed in areas specified for posting will be taken down and discarded.
- These policies apply to the wall space outside of residence halls and historic houses.
- Residence Life and Housing is located at 40 Coming Street. The office is open Monday - Friday, 8:30 a.m. - 5:00 p.m. Questions regarding Residence Life posting policies may be directed to (843) 953-5523.

Planning a Campus-Wide Program or Event

Each student media organization is welcome to plan a program or event that would appeal to the entire campus community. However, the event or program must relate to the mission and purpose of the organization. The program/event must be approved by the Assistant Director for Marketing and Media at least six weeks prior to the program/event.

Planning

When planning any event/program, allowing plenty of time to fully implement ideas is essential to successful programming. New issues and planning for unforeseen concerns always arise no matter the size of an event. Allowing four weeks for event planning gives organizations the time needed to implement established ideas as well as new and unforeseen elements. The Event Planning Checklist (<http://studentlife.cofc.edu/forms-and-policies/index.php>) provided by the Office of Student Life can be a helpful tool for any event.

Event Planning Form

For all events with any level of risk, an Event Planning and Notification Form must be submitted at least ONE MONTH prior to the event to the Assistant Director for Marketing and Media. This form can be found in OrgSync and at studentlife.cofc.edu/forms.

Contracts

At no time can any student enter into a contract with an outside entity on behalf of the College of Charleston. Contracts must be submitted to the Assistant Director for Marketing and Media PRIOR to submitting an event planning form. The following information must be provided:

- Contact information
- Name of business
- Detailed explanation of all services
- Financial information for all services - Business License
- Certificate of Insurance
- Signature of appropriate personnel

Once the contract is submitted to the Assistant Director for Marketing and Media, he/she will submit it to the appropriate personnel for approval and signature. Approval may take at least seven (7) working days, so it is essential to submit the contract early.

General Planning for On-Campus Events

Venue Availability

One of the most important details to confirm early in the programming process is the location of your program. A variety of facilities and venues are available on campus for recognized student organizations to reserve for programs and events. A calendar showing the availability of facilities on campus can be found through the Office of Student Life's Campus Scheduling page (<http://www.cofc.edu/~campusscheduling/>). The Office of Institutional Events also provides an additional list of facilities and contact information for reserving those spaces at <http://president.cofc.edu/administration/inst-events/venue-rentals/index.php>.

Space Reservations

Student organizations may be charged a usage fee and/or damage deposit for use of on-campus venues. Organizations that fail to return facilities and/or venues to their pre-event condition (including the removal of decorations, proper disposal of trash, etc.) will forfeit their damage deposit. Additional charges may be assessed if cleaning or repair costs exceed the amount of the damage deposit. Excessive damage and/or failure to adhere to facility usage policies will result in the loss of the organization's ability to reserve campus facilities and venues in the future. Please check with the facilities manager early in the planning process to learn of any additional policies, procedures, or deposits.

Funding and Expenses

Having funds available to produce an event/ program is key to the success of the event planning process. It is also important to set a budget for each event so you do not exceed available funds. Staff members should consult with the Assistant Director for Marketing and Media prior to committing any available funds to an event.

Advertising

The promotion of an event/program should start at least two weeks prior to the date of the event. Allowing two weeks for advertising will ensure that as many people as possible are aware of the event through as many outlets as possible. Advertising/marketing should not begin until all event details are confirmed and the event has been approved.

Risk Management

Many events inadvertently include some level of risk management, and it is the philosophy of the Office of Student Life to provide all recognized organizations with the tools and skills to reduce the level of any type of risk that might affect student organization events. It is the responsibility of every student organization to make sure their attendants have a safe and enjoyable experience.

Amplified Sound Policy

In an effort to continue to develop Student Life at the College of Charleston and promote an increased sense of community on campus, the Division of Student Affairs has created the following policy for the use of amplified sound on-campus in connection with programs and events held on weekdays during business hours during the upcoming academic year:

1. Events requiring the use of amplified sound that are scheduled Monday – Friday between the hours of 8 a.m. and 9 p.m. will be held in the Stern Center Gardens.
2. Space reservations for the Stern Center Garden will be accepted on a first-come, first-serve basis through the Office of Student Life and must be approved in advance by the Director of Student Life.
3. The Office of Student Life and the Division of Student Affairs will provide information related to any special previously approved events requiring amplified sound in a timely manner to the Provost's Office so that advance notice of events can be distributed to faculty members and academic departments.
4. The use of amplified sound will not be permitted during the hours of 8 a.m. – 9 p.m. on weekdays in areas immediately adjacent to offices or classrooms facilities (i.e. Maybank Hall, the Cistern, etc.). As always, student organizations will be allowed to host informational tables and programs that do not require amplified sound at these locations.
5. Requests for exceptions to this policy must be submitted in writing to the Director of Student Life no less than one month prior to the proposed date of the event. A committee comprised of representatives from the student body, faculty and staff of the College of Charleston will convene to review the request and will notify the requestor in writing of the committee's decision. An Event Planning Form must be completed and all prior approvals for the proposed event (space reservation, Public Safety staffing, etc.) must be received before the proposed event is submitted to the committee for review.

Feel free to contact the Office of Student Life at (843) 953-2291 if you have any questions regarding this policy or campus programming.

Catering and Food Services

ARAMARK Food Services is the hospitality provider for the College. It operates all existing food-service operations on campus, as well as special catering needs. ARAMARK has a wide array of reception, meal and party foods, as well as beverage options. Student media organizations must contact the Assistant Director for Marketing and Media to make arrangements for an IDT to pay for these services. PLEASE NOTE: ARAMARK has first right of refusal for catering for any on-campus event. Requests for catering from Aramark for on-campus events must accompany the Event Planning form and an IDT must be provided by the Assistant Director for Marketing and Media. NOTE: All catering requests for meetings must be submitted at least one week in advance.

Audiovisual Assistance

Stern Student Center: When requesting a space reservation in the Stern Student Center, please include in your request any audiovisual equipment that will be needed for your event. The Office of Student Life will setup all equipment requested on the Facility Reservation Request Form in the reserved space prior to your event. The Office of Student Life does not charge recognized organizations for audiovisual equipment requested for events occurring in the Stern Student

Center. Please work with Mandi Bryson, Associate Director for Student Life Operations or Joe Snecinski, Facilities Coordinator for Student Life, on any connection needs for your computer.

Audio/Visual Events Support Department: When reserving facilities other than the Stern Student Center, the Audio/Visual Events Support Department can assist student organizations with audiovisual equipment needs. The Audio/Visual Events Support Department must be contacted at least one week in advance and the student organization is responsible for personnel and equipment rental fees. The student organization must contact the Assistant Director for Marketing and Media to make arrangements for an IDT to pay for these services. No audiovisual equipment can be taken off the College premises.

If a program requires more extensive equipment than what the College offers, it may have to be rented from a private business in the area. The Office of Student Life has names and phone numbers of audiovisual companies that have proved themselves capable and dependable. However, most off-campus rentals will cost significantly more than what the college provides.

Waivers

Organizations planning an event that includes a physical activity (i.e. inflatable novelties or kick ball tournament) will need to provide a Student Liability Release and Waiver form for each attendant (found online at www.studentlife.cofc.edu/forms). This form ensures that those who participate are aware and understand and risks involved with the event. Waiver forms can be obtained through the Office of Student Life. Completed waiver forms should be submitted to the Office of Student Life (SSC room 405).

Certificate of Insurance

Events that include the contracting of off-campus vendors to supply novelty entertainment (i.e. inflatable entertainment, mechanical bulls, or climbing walls) need to have on site a certificate of insurance, which the contracted vendor needs to supply. The College of Charleston and the State of South Carolina cannot insure off-campus contracted entities. The Certificate of Insurance must be submitted with the Event Planning form.

General Planning for Off-Campus Events

If an on-campus venue is not available for a student organization event, recognized organizations are allowed to hold events off campus. Organizations need to be aware that although the event is held at an off-campus location, organization members will still be held to the same policies and procedures as on campus and can face both on and off-campus sanctions for violations. Payments for all off-campus vendors and locations need to be arranged with the Assistant Director for Marketing and Media prior to any verbal or written agreement made with off campus entities.

Event Planning Form

For all events with any level of risk, an Event Planning Form must be submitted at least six weeks prior to the event to the Assistant Director for Marketing and Media. This form can be found at studentlife.cofc.edu/forms.

Contracts

At no time can any student enter into a contract with an outside entity on behalf of the College of Charleston. Contracts must be submitted to the Assistant Director for Marketing and Media at least one month PRIOR to submitting an event planning form. The following information must be provided:

- Contact information
- Name of business
- Detailed explanation of all services
- Financial information for all services - Business License
- Certificate of Insurance
- Signature of appropriate personnel

Once the contract is submitted to the Assistant Director for Marketing and Media, he/she will submit it to the appropriate personnel for approval. Approval may take at least seven (7) working days so it is essential to submit the contract early.

Waivers

Organizations planning to transport students to an off-campus location will need to provide a “Student Liability Release and Waiver” form for each attendant (found online at www.studentlife.cofc.edu/forms). This form ensures that those who participate are aware and understand and risks involved with the event. Waiver Forms can be obtained through the Office of Student Life. Completed waiver forms should be submitted to the Assistant Director for Marketing and Media.

Any out-of-town events should include a Domestic Travel Waiver form found online at www.studentlife.cofc.edu/forms.

Catering

Organizations are allowed to use off-campus catering/ hospitality services. It is encouraged that organizations select companies that operate in accordance with state and federal food safety laws. The Office of Student Life has names and phone numbers of catering/ hospitality companies that have proved themselves capable and dependable. Please note that ARAMARK still has first right of refusal for off campus events sponsored by College of Charleston Organization, unless the venue has a required caterer.

Audiovisual Production

When using off-campus venues check to see if audiovisual services are provided with the rental agreement. Venues that provide the audiovisual services an organization needs can help reduce costs. If the venue does not, the Office of Student Life has names and phone numbers of audiovisual companies that have proved themselves capable and dependable. Please note, most off-campus rentals can cost significantly more than what the college provides.

ADDITIONAL POLICIES FOR EVENTS WITH ALCOHOL

Our policies are designed to ensure that group functions are conducted in compliance with South Carolina state alcoholic beverage laws and College of Charleston regulations. The policies are also intended to discourage irresponsible use of alcoholic beverages and emphasize responsible drinking behavior, thereby minimizing the liabilities of the College of Charleston and of the sponsoring group.

This policy is written for all recognized student organizations and offices working with student organizations at the College of Charleston. When planning an event, make sure this policy is read in its entirety. The related policies pertaining to student organization -sponsored events can be found in The Compass and, see also “PROCEDURES FOR THE USE OF ALCOHOL ON CAMPUS OR DURING COLLEGE SPONSORED EVENTS” below. This policy is for beer and wine only. No distilled spirits are permitted at any College of Charleston function sponsored by students on the College of Charleston campus. This policy is written for all recognized student organizations and offices working with student organizations at the College of Charleston. When planning an event, make sure this policy is read in its entirety.

On-Campus Events with Alcohol

Any registered/sanctioned student organization and offices working with student organizations sponsoring an on- campus event with alcohol must adhere to the following:

1. Under NO circumstances are alcoholic beverages to be sold by the sponsoring organization.
2. This policy is for beer and wine only. No distilled spirits are permitted at any College of Charleston function sponsored or co-sponsored by student organizations on the College of Charleston campus.
3. At least one organization representative must have attended the Risk Management a session at the Student Leadership Summit (scheduled for Saturday, September 6, 2014). A student organization may not have social functions involving alcohol unless some members have attended training.
4. Responsibility for the proper conduct of all individuals attending functions rests primarily with the organization sponsoring the event. The organization must identify at least one (1) event manager who must remain sober while carrying out their duties during the event.
5. Compliance with the “PROCEDURES FOR THE USE OF ALCOHOL ON CAMPUS OR DURING COLLEGE SPONSORED EVENTS (See below)” is required.
6. The event must be registered with the Director of Student Life at least two weeks (14 business days) in advance. The signature of the organization’s advisor is also required.
7. Greeklettered organizations must register their events with the Director of Fraternity and Sorority Life at least two weeks in advance.
8. A method of identifying participants under the age of 21 must be in place during the event.
9. The event may be a BYOB or the student organization may contract with a third-party vendor to serve and/or sell alcoholic beverages at approved functions and locations. The third party vendor will be restricted to the amount of alcohol to be purchased, the service method, the number of drinks per individual, and the time frame of service. These determinations will be made on a case-by-case basis. If BYOB, the limitation is one six-pack of beer or one liter of wine per participant.

10. Arrangements for the presence of security officers (Public Safety, City of Charleston, or a private security company) must be made at least three weeks in advance. Security officers must be present at all times. The organization is responsible for all related costs. The signature of a Public Safety official is required even if the organization is using an off-campus security company.
11. No personnel, including security, is to be paid in cash for working the event. Policies have been established for payment of all personnel. Payment arrangements should be made through the Assistant Director for Marketing and Media. **NO VENDOR OR ENTITY WILL BE PAID PRIOR TO THE EVENT** except in the case of a security deposit.
12. No student organization-sponsored event that includes alcohol shall exceed four (4) hours.
13. Campus areas designated for consuming alcoholic beverages at a student-sponsored event are: 58 George St (Barnet Courtyard), Cistern, Stern Center Garden, Stern Center Ballroom and P Parking Lot (located behind fraternity housing off Wentworth Street).
14. Non-alcoholic beverages and unsalted food for fifty (50%) percent of anticipated guest attendance must be available at every function.

Off-Campus Events with Alcohol

Any registered/sanctioned student organization and offices working with student organizations sponsoring an off- campus event with alcohol must adhere to the following:

1. Under NO circumstances are alcoholic beverages to be sold by the sponsoring organization.
2. At least one organization representative must have attended the Risk Management a session at the Student Leadership Summit. A student organization may not have social functions involving alcohol unless some members have attended training.
3. Responsibility for the proper conduct of all individuals attending functions rests primarily with the organization sponsoring the event. The organization must identify at least one (1) event manager who must remain sober while carrying out their duties during the event.
4. Compliance with the “PROCEDURES FOR THE USE OF ALCOHOL ON CAMPUS OR DURING COLLEGE SPONSORED EVENTS (See below)” is required.
5. The event must be registered with the Director of Student Life at least two weeks (14 business days) in advance. The signature of the organization’s advisor is also required.
6. A method of identifying participants under the age of 21 must be in place during the event.
7. The event may be a BYOB or the student organization may contract with a third-party vendor to serve and/or sell alcoholic beverages at approved functions and locations. The third party vendor will be restricted to the amount of alcohol to be purchased, the service method, the number of drinks per individual, and the time frame of service. These determinations will be made on a case-by-case basis. If BYOB, the limitation is one six-pack of beer or one liter of wine per participant.
8. Arrangements for the presence of security officers (Public Safety, City of Charleston, or a private security company) must be made at least three weeks in advance. Security officers must be present at all times. The organization is responsible for all related costs. The signature of a Public Safety official is required even if the organization is using an off-campus security company.

9. No personnel, including security, is to be paid in cash for working the event. Policies have been established for payment of all personnel. Payment arrangements should be made through the Assistant Director for Marketing and Media. **NO VENDOR OR ENTITY WILL BE PAID PRIOR TO THE EVENT** except in the case of a security deposit.
10. No student organization-sponsored event that includes alcohol shall exceed four (4) hours.
11. Non-alcoholic beverages and unsalted food for fifty (50%) percent of anticipated guest attendance must be available at every function.

Guidelines for all Events with Alcohol

The following attendance, guest, and advertising guidelines and procedures shall be in effect and followed at all functions where alcoholic beverages will be consumed on and off the College of Charleston campus.

Attendance

Every member, including alumni, in good standing of the sponsoring organization will be permitted to attend that sponsor's event. The number of participants allowed access to a function will be controlled by pre-established limits for the specific facility or locale.

Guest Procedures

1. Those attendees (21 and over) consuming alcohol must have their College identification card and driver's license checked to confirm their age. They must have their coolers, etc., inspected as the one six pack per person or one liter bottle wine limit is in effect if BYOB; and must have their hands stamped or marked or wristband applied designating that they are 21 or older.
2. No shuttling of alcohol will be permitted. Each person may bring only one six pack of beer or one liter bottle of wine into the site. Individuals shall not be permitted to leave and return to the function site with more alcohol.
3. No intoxicated person(s) will be admitted to the function.

Advertising Events with Alcohol

Advertising of College or student-sponsored events where alcoholic beverages will be consumed must be consistent with the educational philosophy of the College of Charleston and adhere to the following:

1. Advertisement for any event where alcoholic beverages are being served must note the availability of non-alcoholic beverages and food as prominently as the alcoholic beverages.
2. The message conveyed in the event promotion must not encourage the use of alcohol.
3. Publicity must not convey that consumption of alcohol is the purpose or reason for the event.
4. Promotions must not refer to the amount/quantity of alcohol to be present.
5. Advertisements for events must not portray drinking as a solution to personal or academic problems or as necessary to social, sexual, or academic success.

6. Alcoholic beverages must not be provided as awards, door prizes, or giveaways to individuals or campus organizations.

Violation of the Alcohol Policy

Any person who is a member of the College of Charleston community violating any procedures shall be subject to accountability under the alcohol policy penalty provisions found below. Non-College of Charleston guests violating these procedures shall be removed from the premises and arrested. They will also be prosecuted as deemed necessary by the Public Safety officials. No under-aged student should be wearing a wristband or hand stamp or be provided alcoholic beverages. Any failure to comply with this will be considered a violation of the alcohol policy, Honor System, and state law.

The first person detected being in violation of campus, local, or state alcohol or drug ordinances will be ticketed and removed from the event. The second person in violation will be ticketed, removed from the event and cause the event to be shut down.

Sanctions

Violations of these policies on or off-campus will be subject to the following responses.

1. a) First Violation Sanctions may include, but not limited to:
 - i. Group is on social/event suspension for minimum of one month. The exact time period is to be determined by the Director of Student Life or Director of Greek Life.
 - ii. Group executive board must schedule and attend a meeting with the Campus Substance Abuse Prevention Coordinator to develop a risk reduction plan.
 - iii. Social/event suspension remains in place until meeting and plan are completed.
 - iv. Failure to comply with sanctions for the first offense may result in sanctioning as imposed under a second violation.
2. b) Second Violation Sanctions may include, but not limited to:
 - i. Loss of campus privileges including access to the organization account for a minimum of three months, excluding summer months.
 - ii. Entire organization must attend a 6-hour alcohol risk reduction seminar (deadline to be set by the disciplinary administrator).
 - iii. Must pay a \$500.00 fine to the Office of Student Life or Fraternity and Sorority Life or plan an alcohol-free social event for the entire student body on a weekend.
 - iv. Letter of notification to be sent to the national organization, sponsoring agency, or academic department.
 - v. Failure to comply with sanctions for the second offense may result in sanctioning as imposed under a third violation.
3. c) Third Violation
 - i. The sanction for a third violation is suspension of recognition by the College for a time period consistent with the level of infraction up to a permanent suspension from the College of Charleston campus. This will be determined by the Director of Student Life or Director of Fraternity and Sorority Life in conjunction with the Dean of Students and/or Executive Vice President for Student Affairs.

Student Employment

The basis for student employment is to assist in meeting the needs of the College, provide students with financial support in pursuit of their academic goals, and provide opportunities for academic or administrative job experience. The job duties and responsibilities of student employees vary greatly, and may or may not be related to their field of study. Specific information related to on-campus employment is available on the Career Center website at www.cofc.edu/~career/gbook_a-z.html.

Leadership Team Eligibility and Requirements

All College of Charleston students are invited to serve on the CisternYard Media leadership team within the four student media organizations and two departments. Unlike most student organizations on campus, student media leaders must apply and interview for their positions. They are governed by the tenets outlined in the CisternYard Media Constitution, as well as the CisternYard Media Board.

Executive Staff (Editors-in-Chief/General Managers) Selection Process

Applications for most executive staff positions become available in February of each year (the exception is the editor-in-chief of CisternYard News, which transitions mid-year, with the application process beginning in October). The application requires a letter of intent that addresses why a student is interested in the position, two letters of recommendation, resume, and work samples. The selection process for these executive positions is as follows:

1. The interested student submits his/her application packet to the Assistant Director for Marketing and Media. Incomplete applications will not be forwarded to the Board for consideration.
2. The Assistant Director for Marketing and Media sends copies of all applications to each member of the CisternYard Media Board for review.
3. Each applicant receives a 15-minute interview time from the Assistant Director for Marketing and Media. The CisternYard Media Board conducts the interviews and evaluates each applicant's qualifications.
4. Once the board has interviewed all applicants, they discuss each applicant and vote.
5. The Assistant Director for Marketing and Media informs all applicants of the board's decisions within one week of the completion of interviews.

Selection Process for Student Media Organizations Leadership Team

Once appointments have been confirmed, incoming editors and managers coordinate the selection of additional staff for their respective organizations. The positions are advertised at the beginning of April in the spring semester. The incoming executive staff will lead the interview and selection process; however, they may consult with their outgoing counterparts or the Assistant Director for Marketing and Media. It is in the best interest of each of the organizations to have all leadership staff positions filled by the conclusion of the spring semester. However, the search process may be extended as needed.

Expectations of all Leadership Team Members

These expectations are included in the contracts that each paid staff member must sign before performing the duties associated with his/her position. The following list serves to highlight the major expectations of each executive staff member. Additional expectations may be communicated by respective editor-in-chief or general manager.

1. Except for the Editor in Chief of News, all leadership team members must serve the duration of the academic year for which they are appointed. Students who plan to either graduate in December or study abroad will not be considered for paid staff positions.
2. Leadership team members must maintain a minimum 2.0 cumulative GPA. Should a staff member's GPA drop below 2.0, his/her case will be reviewed by the respective editor-in-chief/general manager and Assistant Director for Marketing and Media. He/she will then be dismissed from his/her position.
3. Each leadership team member is required to remain enrolled in 12 or more undergraduate credit hours or 9 graduate credit hours each semester during his/her tenure. Should a student's course load drop below the required amount, the situation will be reviewed by the respective editor-in-chief/general manager and Assistant Director for Marketing and Media. NOTE: Seniors in their final semester may drop below 12 hours.
4. Leadership team members are responsible for all content produced by their organization. Any questionable content should be brought to the attention of the Assistant Director for Marketing and Media before publication or broadcast. Slander, libel, or gross misrepresentation of facts will result in disciplinary action by both the CisternYard Media Board and the College of Charleston Honor Board.
5. All leadership team members are required to maintain regular office hours and should be a minimum of 75% of all hours worked. These hours must be posted outside each member's respective office within one week after the first day of classes. Failure to maintain office hours will result in a decrease and/or suspension of wages and potential dismissal.
6. Leadership team members are expected to promptly respond to any correspondence received from both the College of Charleston and City of Charleston communities. This responsibility requires that paid staff members check their College of Charleston email accounts at least once every day. Consistent failure to respond to questions or concerns from either of these groups will result in a disciplinary action.
7. Leadership team members are required to attend the CisternYard Media Student Staff Orientation and training (within one week prior to start of classes), each branch is required to send at least two students to the required Student Organization Summit in September, as well as attend all Leadership Team Staff meetings and other leadership events. This will require all leadership team members to report to campus no earlier than one week prior to the start of Fall semester.
8. Leadership team members will not consume alcohol or any illegal drugs while in the Calhoun Annex. They are responsible for communicating this policy to the members of their respective organizations and visitors. Anyone who is determined to be engaging in these activities will be dismissed from his/her position and will face charges before the College of Charleston Honor Board.
9. Leadership team members are expected to promptly respond to any correspondence received from both the College of Charleston and City of Charleston communities. This responsibility requires that paid staff members check their College of Charleston email accounts at least once every day. Consistent failure to respond to questions or concerns from either of these groups will result in a disciplinary action.

10. Leadership team members are required to attend the CisternYard Media Student Staff Orientation and training (within one week prior to start of classes), each branch is required to send at least two students to the required Student Organization Summit in September, as well as attend all Leadership Team Staff meetings and other leadership events. This will require all leadership team members to report to campus no earlier than one week prior to the start of Fall semester.
11. Leadership team members will not consume alcohol or any illegal drugs while in the Calhoun Annex. They are responsible for communicating this policy to the members of their respective organizations and visitors. Anyone who is determined to be engaging in these activities will be dismissed from his/her position and will face charges before the College of Charleston Honor Board.

Expectations of Executive Staff Members (Editors-in-Chief/General Managers)

In addition to the expectations of the Leadership Team, all Executive Team members will also:

1. Executivestaffmembersmustmanagetheirorganization'sbudgetassubmittedandapproved.A purchase that is not listed in the budget must be reviewed and approved by the Assistant Director for Marketing and Media.
2. Executive staff members are responsible for all content that their organization publishes or broadcasts. Any questionable or potentially controversial content should be brought to the attention of the Assistant Director for Marketing and Media before publication/broadcast. Slander, libel, or gross misrepresentation of the facts will result in disciplinary action by both the CisternYard Media Board and the College of Charleston Honor Board.
3. Executive staff members are expected to work closely with the Assistant Director for Marketing and Media and Graduate Assistant. This requires attending a weekly meeting with the Graduate Assistant, Assistant Director for Marketing and Media and Executive Team to discuss the status of each organization.
4. Executive staff members will attend all meetings of the CisternYard Media Board. Failure to attend meetings will result in a reduction in pay.
5. Executive staff members are required to post and maintain regular office hours, which must be 75% of his/her entire CYM schedule.
6. Incoming executive staff members are required to attend LeaderShape CofC, sponsored by the Higdon Student Leadership Center, each May. In the event that the executive staff member has attended LeaderShape CofC, the executive staff member is responsible to select a member of their incoming leadership team to attend in their place (if not attending for another session).

Leadership Team Members

The following is a list of Leadership Team members for the CisternYard Media. All position descriptions can be found on the Student Media website at cisternyard.com and cisternyardmedia.cofc.edu or from the Editor-in-Chief /General Manager of a specific organization.

CisternYard News: Editor-in-Chief, Managing Editor, News Editor, Feature Editor, Sports Editor, Writers (2), Photographers (2), Design Editor, Feature Writers, Sports Writers (3), Entertainment (2), and a Contributing Editor

CisternYard Radio: General Manager, Public Relations & Event Manager, Programming Director, Technical Director

CisternYard Video: General Manager, Executive Producers (2), Technical Director, Video Journalist (4) Miscellany: Editor-in-Chief, Assistant Editor

Public Relations: Manager, Assistant Managers (2)

Sales: Manager, Assistant Managers (2)

Compensation for Executive Staff and Leadership Team Members

All executive staff and leadership team members are paid based on an hourly rate spread over a twenty-eight (28) week period. Pay rates are commensurate with the level of responsibility the staff member assumes. The Assistant Director for Marketing and Media has the authority to withhold a staff member's paycheck if he/she has failed to uphold the terms outlined in his/her contract.

Timesheet Protocol

1. Timesheets will be submitted through My Charleston by 5 p.m. on the 15th and last day of each month. Instructions on how to enter your timesheet are available in Appendix H of this manual.
2. Late timesheets will not be processed and will result in the delay and/or inability to process an employee's paycheck.
3. All paid staff members are responsible for maintaining an accurate log of the hours that they actually worked. Falsification of hours on a timesheet will result in termination of employment and disciplinary action by the College of Charleston Honor Board.

Potential Timesheet Deductions for Leadership Team

1. Failure to meet broadcast/publication deadlines will result in a deduction of one (1) hour. One (1) hour will be deducted for each day after a deadline is missed. Executive Team members are responsible for reporting missed deadlines to the Assistant Director for Marketing and Media.

2. Failure to maintain office hours will result in one (1) hour deducted for every office hour missed. Any absences must be approved by the Editor-in-Chief or General Manager of the organization before being sent to the Assistant Director for Marketing and Media.
3. Failure to attend monthly Leadership Team meetings and required meetings will result in a one (1) hour deduction for each meeting missed.
4. The following deductions apply only to Editors-in-Chief and General Managers:
 1. Failure to attend weekly Executive Team meetings will result in one (1) hour deduction.
 2. Failure to attend a CisternYard Media Board Meeting will result in a two (2) hour deduction.

Disciplinary Procedures for CisternYard Media Staff Members

All staff members are expected to uphold the terms outline in each position description, contract, and organization’s mission. Members who repeatedly fail to uphold their assigned duties are subject to disciplinary actions, including opportunities for immediate and sustained improvement through an action plan.

Each staff member will receive three warnings before facing possible removal from their position. Each Executive Team member is responsible for the disciplinary process of its Leadership Team members. The Assistant Director for Marketing and Media, Graduate Assistant, and the CisternYard Media Board will be responsible for the disciplinary process for all Executive Team members. Staff members need to remember these proceedings are not to be taken lightly.

DISCIPLINARY PROCEDURE FOR LEADERSHIP TEAM MEMBERS

An Executive Team member may remove a member of their staff at any time; however, removal must be made “with cause” (based upon performance-related concerns).

First Offense – Verbal Warning

When a Leadership Team member is not fulfilling their responsibilities, the Executive Team member may issue a Verbal Warning, which should be filed using the Written Record of Verbal Warning form. This form should include documentation of which responsibilities or duties are not fulfilled or which policies and procedures have not been followed and outline specific steps and timeline for immediate and sustained improvement. The Executive Team member and Leadership Team member should both sign the form with a copy given to each party and the original given to the Assistant Director for Marketing and Media for the personnel file.

Second Offense – Written Warning

If the Leadership Team member does not fulfill the documentation of the Verbal Warning, a Written Warning may be issued. The Written Warning must be documented using the Notice of Unsatisfactory Performance form, which should include the steps and timeline from the Verbal Warning and additional steps and timeline for immediate and sustained improvement. The Executive Team member and Leadership Team member should both sign the form with a copy given to each party and the original given to the Assistant Director for Marketing and Media for the personnel file.

Third Offense – Termination Procedure

If the Leadership Team member does not fulfill the terms outlined in the Written Warning, the Executive Team member will begin the termination process. The Termination must be documented using the Termination form, including all steps that have been taken during the disciplinary process (i.e.: information included in the Verbal and Written Warnings). This form must be signed by the Executive Team member and will be placed in the staff member's personnel file. The Assistant Director for Marketing and Media will then contact the Career Center to complete any required termination paperwork.

DISCIPLINARY PROCEDURE FOR EXECUTIVE TEAM MEMBERS

An Executive Team member may be removed by the CisternYard Media Board with a vote of no-confidence. However, the failure to fulfill responsibilities of the job must be documented with specific examples and timeline. Prior to beginning the disciplinary process, the staff must meet with the Assistant Director for Marketing and Media or Graduate Assistant to try and resolve any issues or concerns.

First Offense – Verbal Warning

When an Executive Team member is not fulfilling their responsibilities, the Assistant Director for Marketing and Media may issue a Verbal Warning, which should be filed using the Written Record of Verbal Warning form. This form should include documentation of which responsibilities or duties are not fulfilled or which policies and procedures have not been followed and outline specific steps and timeline for immediate and sustained improvement. The Executive Team member and Assistant Director for Marketing and Media should both sign the form with a copy given to the Executive Team member and the original filed in his/her personnel file.

Second Offense – Written Warning

If the Executive Team member does not fulfill the documentation of the Verbal Warning, a Written Warning may be issued. The Written Warning must be documented using the Notice of Unsatisfactory Performance form, which should include the steps and timeline from the Verbal Warning and additional steps and timeline for immediate and sustained improvement. The Executive Team member and Assistant Director for Marketing and Media should both sign the form with a copy given to the Executive Team member and the original filed in his/her personnel file.

Third Offense – Dismissal by Vote of No-Confidence

If the Executive Team member does not fulfill the documentation of the Written Warning, the Assistant Director for Marketing and Media may begin the dismissal process by a vote of no-confidence by the CisternYard Media Board. The Dismissal procedure must be documented using the Dismissal form, including all steps that have been taken in the Verbal and Written Warnings. The information is forwarded to the CisternYard Media Board for a vote of no-confidence. In order for an Executive Team member to be dismissed there must be a 2/3 vote in favor of dismissal. If the board elects not to dismiss the individual, the Board is charged with providing a growth and development plan for immediate and sustained improvement including a timeline.

This form must be signed by the Assistant Director for Marketing and Media and chair of the CisternYard Media Board regardless of the vote. If the individual is dismissed, the Assistant Director for Marketing and Media will submit the proper termination paperwork to the Career Center.

Resources for Student Media Staff Members

Stern Student Center - 953-2291

The Stern Student Center offers student organizations numerous resources which include mailboxes for each organization; banner paints and paper for creating banners; and conference rooms that can be reserved for various programs and events.

Copy Center - 953-5924

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

Public Safety

Non-emergency 953-5609

EMERGENCY NUMBER 953-5611

Students who need to access the Calhoun Annex after regular business hours must call public safety for admittance. Students should be prepared to show a valid student ID when Public Safety arrives. Should a student become a victim of crime while in the Calhoun Annex, he/she should contact Public Safety immediately. Only members of the CYM staff will be granted access afterhours. Any abuse of this privilege will result in the loss of access to the Calhoun Annex after normal business hours and weekends.

Payroll 953-5774

The Office of Budgeting and Payroll, located on the first floor of Randolph Hall, processes all students' time sheets. Unless a student has opted to have his/her paycheck deposited directly into a bank account, paychecks are available at the front desk of the Payroll Office on the 15th and the last day of the month. Should the either of these dates fall on a weekend or holiday, checks will be available on the last working day prior to the pay date. Any questions or concerns regarding paychecks should be directed to the Payroll Office.

Career Center 953-5692

The Career Center, located in room 216 of the Lightsey Center, processes all student employees' contracts and tax forms. If a student has questions regarding the length of his/her employment, pay rate, or student employment polices at the College of Charleston should contact the Career Center.

Department of Communication 953-7017

The Department of Communication is devoted to helping the student media organizations succeed. Students who are looking to recruit new member or to find experts in their particular area of media are encouraged to contact the Department of Communication for assistance.

Marketing and Communications 953-6462

The Office of Marketing and Communications serves as a resource for information as well as for professional development. All requests for information should be made to Mike Robertson, Senior Director of Media Relations (953-5667). The marketing department also welcomes all requests for assistance.