

STEPHEN F. AUSTIN
STATE UNIVERSITY

Office of the General Counsel

POLICY SUMMARY FORM

Policy Name: Student Media

Policy Number: 10.8

Is this policy new, being reviewed/revised, or deleted? Review/Revise

Date of last revision, if applicable: 1/28/2020

Unit(s) Responsible for Policy Implementation: Department of Student Publications and Department of Mass Communication

Purpose of Policy (what does it do): Acknowledge existence and importance of student media on campus; outline the individual campus news outlets and how each functions at the university

Reason for the addition, revision, or deletion (check all that apply):

- Scheduled Review Change in law Response to audit finding
 Internal Review Other, please explain:

Please complete the appropriate section:

Specific rationale for new policy:

Specific rationale for each substantive revision: Updates on publication format, yearbook distribution, and text clarification regarding revenue.

Specific rationale for deletion of policy:

Additional Comments:

Reviewers:

Amy Roquemore, director of student publications and divisional media
John Hendricks, chair of the department of mass communication
Brandon Frye, Vice President of Student Affairs
Damon Derrick, General Counsel

Student Media

Original Implementation: October 26, 1999

Last Revision: January 28, 2020/30, 2023

Stephen F. Austin State University has long recognized the importance of providing for the establishment of student media on campus. These media are the chief means of communicating campus news, providing student entertainment, and expressing student opinion. They also provide experience for students who are working toward ~~a career~~*careers* in the mass media *and related fields*.

Student Publications

The Pine Log, which is the student newspaper, and ~~the~~*Stone Fort*, which is the student yearbook, were the first student media to be established *on campus*. They have existed virtually from the founding of ~~Stephen F. Austin State University~~*the institution*. *The Pine Log* publishes *primarily online*, offering campus news, *photos*, letters to the editor, *opinion pieces*, and ~~local advertising, and editorials~~. *The Stone Fort* preserves, in written and photographic form, the news, events, trends, traditions, and campus life of each academic year for posterity. Both *The Pine Log* and *Stone Fort* operate as editorially independent publications with all decisions regarding design and content resting solely with student staff members.

The ~~Office~~*Department* of Student Publications, housed in the *Office of Student Life* within the Division of ~~University~~*Student Affairs*, is the unit which governs the operation of both ~~the~~*Stone Fort and The Pine Log and Stone Fort*. These publications are intended to ~~be primarily self-supporting~~*produce revenue supporting their operations*. Income is derived from the sale of yearbooks, and, in the case of *The Pine Log*, advertising. The director of student publications and divisional media is the administrative leader of ~~both publications~~*the department* and reports to the ~~vice president for university affairs~~*executive director of student life*. The director shall be responsible for all managerial aspects of student publications. This shall include fiscal management, office staff management and student staff management. The director of student publications and divisional media shall also provide editorial counsel to the student staffs of *The Pine Log* and *Stone Fort* regarding customary news and advertising practices as well as applicable legal issues.

The Student Publications Committee, appointed by the vice president ~~for of university~~*student affairs*, shall serve as an advisory body to student publications. The committee shall recommend editorial policy and provide advice in the appointment of *The Pine Log* and *Stone Fort* editors-in-chief. In addition, the committee shall:

- a. ~~foster and preserve the American tradition of free expression~~*promote, support, and defend the First Amendment and free-press rights of student journalists*

- b. act as an appeals body on ~~editorial, advertising, and business contracts~~ *editorial and advertising matters* related to student publications
- c. require compliance with applicable laws in such areas as libel, obscenity, privacy, and false and misleading advertising

The Student Publications Committee shall consist of nine members:

1. The chair of the Department of Mass Communication (committee chair)
2. The director of student publications and divisional media
3. One Mass Communication faculty representative
4. One representative from University Marketing Communications
5. Two faculty members at large
6. Three students at large (not already holding paid positions on ~~the Stone Fort or The Pine Log or Stone Fort~~)

Broadcast Media

Stephen F. Austin State University has also provided for the operation of a radio station, KSAU-FM, and a cable television station, SFA-TV2. These facilities shall serve the primary role of laboratories to support the academic program in radio/television and shall be operated by the Department of Mass Communication, housed in the College of Liberal and Applied Arts, Division of Academic Affairs. Two departmental faculty members shall be designated as faculty advisors of radio and television respectively.

Broadcast Media

~~Stephen F. Austin State University has also provided for the operation of a radio station, KSAU-FM, and a cable-connected television facility. These facilities shall serve the primary role of laboratories to support the academic program in radio/television and shall be operated by the Department of Mass Communication, housed in the College of Liberal and Applied Arts, Division of Academic Affairs. Two departmental faculty members shall be designated as faculty advisors of radio and television respectively. These two faculty members shall have one course teaching load reductions to accommodate their responsibilities as advisors of the radio and television operations.~~

Both of these facilities are completely supported by institutional funds and receive no money from student service fees. Programming and production staffs shall consist primarily of students enrolled in various mass communication production courses including the required capstone courses. Faculty who teach the production courses shall supervise the student staffs and serve as the first level of appeal for any issues which might arise.

Programming content for the radio station shall be in compliance with all licensing requirements of the Federal Communications Commission. In addition, the Department of Mass

Communication shall enforce programming guidelines which:

- a. comply with any relevant and established university policies
- b. to the extent possible reflect current mainstream professional broadcast practice
- c. serve a local audience with programming not already readily available
- d. serve local informational and cultural needs

The Department of Mass Communication shall enforce television programming guidelines for the local cable channel which:

- a. comply with any relevant and established university policies
- b. to the extent possible reflect current mainstream professional broadcast practice
- c. serve local informational, educational, and cultural needs

Cross Reference: U.S. Const. amend. I

Responsible for Implementation: Provost and *Executive* Vice President for Academic Affairs, Vice President ~~for of~~ University-Student Affairs

Contact for Revision: Chair, Department of Mass Communication and Director of Student Publications and Divisional Media

Forms: None

Board Committee Assignment: Academic and Student Affairs Committee

Revision History: January 28, 2020
January 31, 2017
January 28, 2014
January 25, 2011