

Student Media

Original Implementation: October 26, 1999

Last Revision: January 28, 2020

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 in the mass media.

Student Publications

The Pine Log, which is the student newspaper, and the *Stone Fort*, which is the yearbook, were the first student media to be established. They have existed virtually from the founding of Stephen F. Austin State University. *The Pine Log* publishes campus news, letters to the editor, local advertising, and editorials.

The Office of Student Publications, housed in the Division of University Affairs, is the unit which governs the operation of both the *Stone Fort* and *The Pine Log*. These publications are intended to be primarily self-supporting. 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 and reports to the vice president for university affairs. 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 university 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 addition, the committee shall:

- a. foster and preserve the American tradition of free expression
- b. act as an appeals body on editorial, advertising, and business contracts 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*)

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 Vice President for Academic Affairs, Vice

President for University 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