

Guidelines of the Student Media Board

A. GUIDELINES FOR THE ALLOCATION AND USE OF STUDENT MEDIA ACTIVITY FEES

SECTION 1: FUNDS THAT ARE COVERED UNDER THESE RULES

The following Guidelines for the Allocation and use of Student Media Activity Fees will supersede all prior guidelines. These guidelines are applicable to that portion of the student activity fees assigned to the Student Media Board for allocation to University student media.

SECTION 2: AUTHORITY FOR APPROVAL

A. The Student Media Board will review these policies on an annual basis. They will then be submitted to the Vice President for Enrollment Management and Student Affairs and the Dean of the College of Communication and Information.

B. The allocations of Student Media Fees will be determined by the Student Media Board. And forwarded to the Vice President of Enrollment Management and Student Affairs and the Dean of College of Communication and Information.

SECTION 3: LEGAL DEFINITIONS

A. All monies in accounts to which student activity fees are credited will be considered public monies and must be utilized in accordance with these guidelines and the procedures established by the Student Media Board. (O.R.C. 11710, Higher Education Bulletin from Auditor of State Vol. II, No. 3, dated June 15, 1971.)

B. All allocation and use of student activity fees must be in accordance with these guidelines, applicable University policies and procedures, and any legal requirements of the State of Ohio and the federal government.

C. Any change by the courts, legislature, or Attorney General of the State of Ohio affecting these guidelines will require rewriting of the applicable section.

SECTION 4: BASIS FOR GRANTING FUNDS

Allocations by the Student Media Board will be made in accordance with University Policy 7-05.1 and the following guidelines:

A. The Student Media Board will recommend allocating funds and granting access to Student Media facilities only to registered student organizations.

B. Any organization requesting an allocation or Student Media status must file approved Standard Operating Procedures with the board, or must submit such procedures for consideration and approval along with the request.

C. Student Media status will be granted and resources allocated only to media that directly benefit the general student body at the Kent Campus.

D. A sufficient amount of money shall be allocated to ensure the publication of a quality campus newspaper.

E. Allocations will be made in terms of grants, not loans.

F. Each organization must provide information on all sources of outside funding. Accurate estimates and figures must be presented on all such sources. If such figures are not available, estimates made to the best of the organization's knowledge may be accepted.

G. Each organization's ability to generate outside funding for specific programs will be considered.

H. Organizations must have an adviser and student editor or general manager approved by the Student Media Board to be eligible for Student Media status, including funding or access to Student Media facilities.

I. During the selection process for student leaders, it should be made known selected student leaders are non-voting members of the Student Media Board and their attendance at board meetings is strongly advised.

SECTION 5: FUNDING RESTRICTIONS

A. No student activity fees will be allocated to fund events or activities that discriminate on the basis of race, color, religion, gender, sexual orientation, national origin, disability, or identity as a disabled veteran or veteran of the Vietnam era, race, creed, national origin, sex or disability;

B. No student activity fees will be allocated to groups and/or activities that proselytize for any religion, religious group, or religious cult.

C. Allocations will not be made directly to organizations of a charitable nature (e.g., United Way, The American Cancer Society.)

D. No advance payment of public money can be made for either services or products (ref. Art. VIII, Sec. 4, State Constitution O.A.G. 2184, O.A.G. 186 (LC) 1952; O.A.G. 736 of 1957), with the exception of the following:

- 1)** Pre-registration for conferences;
- 2)** Transportation reservations when payment is required;
- 3)** Certain group travel arrangements when expenses cannot be predetermined, e.g., field trips;
- 4)** Credit card use for the above; and
- 5)** Publication subscriptions.

E. No student activity fees will be allocated to an organization for the personal benefit of any individual, such as awards, prizes, flowers, refreshments, etc., except those designated by the Student Media Board.

F. No salaries will be paid except as budgeted and approved by the Student Media Board. There is no guarantee of annual compensation increases. Any significant increase request must be explained by a change to or addition of a job responsibility. The Student Media Board must approve changes in the unit's salary budget. Commissioned employees should be included in the budget. Each editor or general manager must submit at the beginning of each semester a line item budget of all salaried positions.

SECTION 6: CRITERIA FOR FUNDING AND ACCESS TO STUDENT MEDIA FACILITIES

A. The contents or programming of a medium shall be of student origin.

B. The editorial or programming and production and business staffs of media shall consist of students.

C. A media operation shall not be solely produced or intended for the sole use of an academic department.

D. The extent of a medium's appeal and its availability to the student body will be considered in allocation decisions.

E. Media will be separated as to whether they have been funded in the past two years by The Student Media Board.

1) Previously funded media and those previously granted access to Student Media facilities shall be judged on their past records of issues published, programs broadcast and/or constituents served and on having plans and leadership in place for the subsequent semester.

2) Other media shall be expected to demonstrate their potential appeal and availability to the Kent campus to the satisfaction of the committee.

3) Once funded or granted access to Student Media Facilities, a medium may not be denied future funding solely on the basis of content.

F. The extent of a medium's attempts to secure additional means of meeting expenditures shall be taken into account in allocation decisions.

G. Carry-over funds from the previous year shall be reported to the Student Media Board at the end of the fiscal year. Under-spent funds would revert back to the Student Media Board Contingency Fund. The unit will retain funds generated above those required.

H. After its initial year of funding, a medium shall not receive more than 75% of its operating budget from Student Media Board funds. The Student Media Board may waive this requirement in those situations where it deems desirable to do so. The medium must submit a written request for a waiver with its allocation request. The waiver must include an account of the medium's effort to generate revenues.

I. A student spokesperson for the medium should be prepared to present justifications for its allocation requests.

J. Print media will present documents stating actual printing costs from the previous issue and an estimate of the upcoming issue to be provided by the print contractor.

K. No medium should assume the same level of funding or that increased funding will be allocated from year to year.

SECTION 7: FORMAT

A. Any registered student organization may request access to Student Media facilities – including the media production facilities and online (web server) facilities – by scheduling a consultation with the Director of Student Media. The Director of Student Media may grant access for use that does not significantly impact existing Student Media.

If the Director of Student Media denies access or feels further consideration is warranted, an organization may submit an application for review by the Student Media Board. The decision of the Student Media Board is final.

B. Allocations will be made annually during the spring semester for the following summer session and academic year. The Student Media Board should provide a minimum of three weeks' public notice published in the Kent Stater of the allocation process.

C. Organizations requesting an allocation will be provided with Allocation Guidelines and must complete the proper request forms as provided by the Student Media Board.

D. The Student Media Board shall establish an allocations subcommittee to evaluate requests and make initial recommendations to the Board for consideration and action. The subcommittee shall consist of not more than seven Student Media Board members appointed by the Student Media Board chair. Meetings of the Allocations Subcommittee shall be open to the public. The Director of Student Media, will be a non-voting member of the subcommittee.

E. The Chair of the Student Media Board will appoint seven members to the Budget Subcommittee. Members shall include:

- (1) The director of the School of JMC or designee
- (2) The director of the Center for Student Involvement or designee
- (3) One non-JMC faculty member
- (4) One JMC faculty member
- (5) Non-JMC graduate student
- (6) One non-JMC undergraduate
- (7) One JMC undergraduate

F. Each organization requesting an allocation must discuss the process and budgets submitted with the Director of Student Media. The Director of Student Media will make a recommendation to the Student Media Board regarding the budgets of each medium.

G. A minimum of 10% of the total amount of money projected for allocation shall be maintained as a contingency fund in the Student Media Board operating account for allocations during the academic year to fund new media and for emergencies or unplanned expenses that may arise within funded media. An additional 5% shall be deposited in the capital purchase account for capital equipment purchases. Contingency money not used from the previous academic year will roll into the capital purchase account.

H. The Student Media Board shall allow a unit to appeal an allocations decision at the end of the allocation process and note that information in the allocations packet.

SECTION 8: OBLIGATIONS

- A.** Funds shall be used for the expressed purposes allocated. The Director of Student Media may approve budget changes other than those in salaries and less than \$500 provided that the medium does not exceed the amount in the budget. Budget changes of \$500 or more must be approved by the Student Media Board.
- B.** All funds allocated from student activity fees and carry-overs generated from the fee shall be kept in individual university accounts in the name of the organization and must be spent according to these guidelines.
- C.** Each organization receiving funds must review its financial status periodically with the Director of Student Media.
- D.** Should a deficit occur, the medium must submit in writing:
- 1)** A detailed statement of the fiscal situation to the Student Media Board, including an explanation of why and how the deficit occurred;
 - 2)** A detailed plan that must be approved by the Student Media Board, for how the organization intends to eliminate the deficit; and
 - 3)** A monthly report of the medium's financial status to the Student Media Board until the deficit is eliminated.
- E.** Termination of any allocations will be at the discretion of the Student Media Board. The Director of Student Media will be notified of any such termination.
- F.** Should a medium become inactive, any previously allocated funds shall automatically return to the Student Media Board operating account.
- G.** The renovation of facilities and/or purchase, sale, trade-in, and/or rental of capital equipment by student organizations using funds either directly allocated or generated from student activity fees must be approved by the Student Media Board. Written requests for such expenditures must be submitted to and approved by the Student Media Board before any work or purchase orders are executed.
- H.** Only the Director of Student Media will sign contracts for services; no checks for payment of such contracts will be processed until this approval is received.
- I.** Petty cash/change funds necessary for operation of the medium shall be handled in accordance with regulations established by the University. Establishment of such funds must have the approval of and be established by the Director of Student Media.

SECTION 9: ADVERTISING POLICY

A. Student Media leaders reserve the right to reject any advertisement, copy or imagery that it deems unsuitable and will make the final determination regarding any advertisement's suitability for publication or broadcasting. Advertising may be rejected that is potentially libelous; violates any federal, state or local laws; or encourages discrimination against any individual or group on the basis of race, color, religion, gender, sexual orientation, national origin, disability, or identity as a disabled veteran or veteran of the Vietnam era, race, creed, national origin, sex or disability. Student Media leaders may reject advertisements having the appearance of news that do not have the word "advertisement" printed or broadcast prominently with the ad OR political ads that do not conform to Ohio campaign disclosure laws and clearly show endorsement. Student Media leaders reserve the right to reject alcohol advertising that violates state laws or policies of the Ohio Liquor Control Commission; that encourages alcohol abuse or emphasizes quantity or frequency of use; that portrays alcohol as a solution to problems or necessary to social, sexual or academic success or that associates alcohol consumption with tasks that require skill, including operation of motor vehicles or machinery.

- 1.** Only Student Media leaders can determine if an advertisement adheres to the Student Media Advertising Policy.
- 2.** Each medium is required to abide by the stipulations of the Student Media Advertising Policy.

SECTION 10: CAPITAL EQUIPMENT

A. The purchase, sale, trade-in, and/or rental of capital equipment by student organizations using funds either directly allocated or generated from student activity fees, including the capital purchase account, must be approved by the Director of Student Media before any contracts or purchase orders can be executed.

B. Should a student medium cease operations, any capital equipment allocated to that organization would revert to the Student Media Board.

C. Each organization will maintain an up-to-date inventory of all capital equipment, including the cost and date purchased. This information must be filed with the Director of Student Media.

D. Capital purchases may be made as a pool purchase to be shared with other student media.

B. Guidelines for the Appointment of Student Media Leaders

SECTION 1: SUBCOMMITTEE MEMBERSHIP

A. The chair of the Student Media Board will appoint six members to the Student Leader Selection Subcommittee. Members shall include:

- (1)** One faculty member of the School of Journalism and Mass Communication who is a member of the journalism sequence
- (2)** One faculty member not of the School of Journalism and Mass Communication
- (3)** One graduate student from the School of Journalism and Mass Communication
- (4)** One undergraduate student from the School of Journalism and Mass Communication
- (5)** One non-JMC undergraduate student
- (6)** One media professional

SECTION 2: ELIGIBILITY FOR STUDENT LEADER CANDIDATES

A. To be eligible for a Student Media leadership position, a candidate must meet the qualifications outlined in the Administrative Policy Regarding the Student Media Board.

- 1.** Applicants must have at least a verified cumulative 2.25 Grade Point Average at the time of application and maintain a cumulative 2.25 GPA and be in good standing with the University during his or her term as a leader. If the selected leader's GPA falls below the minimum during their term in office, the leader may be subject to dismissal following a review by the Student Media Board and a consultation with the adviser and the Center for Student Involvement. The Center for Student Involvement has an appeal procedure for students who do not meet minimum requirements.
- 2.** To be a compensated student leader, the student must be enrolled in a minimum of eight credit hours as an undergraduate student and a minimum of six as a graduate student during their term.
- 3.** Candidates do not need to be majors enrolled in the School of Journalism and Mass Communication.
- 4.** Candidates applying for leadership positions in the JMC-co-curricular units must have related experience to be considered an applicant.

SECTION 3: PROCEDURE

- A.** The Director of Student Media, will provide a minimum of three weeks' public notice published in the Kent Stater of the availability of applications for student leadership and provide interested students with an application.
- B.** Student leadership candidates must complete and return the application by the deadline stated on the application.
- C.** The Director of Student Media will inform candidates of their interview times and post the information in Franklin Hall.
- D.** The Student Leader Selection Subcommittee will conduct all interviews in an open forum.
- E.** The Student Leader Selection Subcommittee will move into executive session to question the adviser and current student leader regarding the candidate. Once the adviser and current student leader are dismissed, the board will continue to discuss the candidate but vote in an open meeting to select the successful candidate. The subcommittee will recommend the selected candidates to the full Student Media Board for approval.
- F.** The successful candidate will serve a term of one semester but be eligible to run for another semester term if they meet the eligibility standards stated in this document.
- G.** The successful candidate will be informed of his or her non-voting membership on the Student Media Board and strongly encouraged to attend board meetings. Should the selected student leader be unable to complete his or her term, the Student Media Student Leader Selection Committee will repeat this procedure.

C. STUDENT MEDIA BOARD GRIEVANCE PROCEDURES

Section 1: Procedures

- A.** The Director of Student Media will call a special board meeting at the request of the Student Media leader and/or adviser and in consultation with the chair of the Student Media Board for grievances filed under its purview.
- B.** The board will meet in executive session to hear grievances from Student Media leaders and advisers including but not limited to:
 - 1. Unresolved conflict between any affiliated medium's adviser and its student leaders;
 - 2. Allegations of negligence or malfeasance on the part of managers it has selected or the advisers of that medium;
 - 3. Allegations of violations of the affiliated medium's policies and procedures.

C. The board will meet in an open meeting to hear an appeal of an allocation of the Student Media Allocation Subcommittee. The Student Media unit must make a formal appeal in writing to the Director of Student Media, no more than seven days following the allocation approval.

D. All decisions on grievances filed before the Student Media Board will be considered final.

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