

## **STUDENT MEDIA CORE LEADERS RESPONSIBILITIES**

### **DIRECTOR OF OPERATIONS**

- Coordinate and oversee collaboration of content among all student media.
- Meet regularly with Student Media Advisors
- Attend all executive media staff meetings and Student Media Advisory Council meetings.
- Regularly check in on Tuesday Vista writer meetings and Thursday TV tapings.
- Provide opportunities, support and accountability for collaboration among the three USD student media outlets.
- Coordinate training and retreat activities.
- Oversee marketing. Work with media leads to develop and implement a collaborative USD student media marketing plan.
- Provide guidance and support for USD student media event planning and coordination.
- Coordinate conference attendance for student media conferences. Gather names, pertinent information, and receipts and give information to Director of Finance and staff.
- Coordinate access to office keys
- Coordinate access to USD servers.
- Oversee equipment training, inventory, use and audit.
- Check-in with Web Editor.

### **USD RADIO STATION DIRECTOR**

- Interview, select and supervise all candidates for the USD Radio executive team positions.
- Work with the Faculty Advisor to provide oversight of all articles edited by the news editor
- Plan, coordinate and document general board meetings held weekly during the “dead hours.”
- Meet with the Student Media Advisor weekly during “dead hours” regarding all aspects of radio content.
- Respond to any concerns regarding content or DJ behavior on air.
- Meet with the Operations Advisor one a monthly to review operational tasks. ·
- Attend all Student Media Advisory Council meetings.
- Meet with the Director of Finance to establish the budget proposal and ongoing budget purchases.
- Meet monthly with the Student Media Operations Manager for coordination of training, marketing, conference attendance, collaborative media efforts and other operational tasks.
- Collaborate with the other Student Media Leads to create an integrated student media product.

### **USDtv STATION MANAGER**

- Interview and select all candidates for the executive team.
- Oversee anchor auditions and select anchors.
- Oversee news, sports, entertainment and special segment units.
- Establish and enforce expectations and weekly deadlines.

- Oversee scripts and work with advisor for final edits.
- Meet with the Student Media Advisor weekly during “dead hours” T/TH
- Meet with Operations Advisor monthly.
- Attend all Student Media Advisory Council meetings.
- Meet with the Director of Finance to establish the budget proposal and ongoing budget purchases.
- Collaborate with the other Student Media Leads to create an integrated student media product.
- Meet monthly with the Student Media Operations Manager for coordination of training, marketing, conference attendance, collaborative media efforts and other operational tasks.

### **THE USD VISTA EDITOR-IN-CHIEF**

- Interview and select all candidates for each USD Vista editorial staff position.
- Review all newspaper content (articles and advertisements) for compliance with the Charter. (No other commitments Tuesday nights after 5pm.)
- Edit all articles for every issue.
- Facilitate the weekly writers’ meeting.
- Interact regularly with the Faculty Advisor regarding content, editing and staff writers.
- Meet with the Operations Advisor monthly to review recent issues and concerns as well as plan for the future.
- Attend all Student Media Advisory Council meetings.
- Meet with the Director of Finance to establish the budget proposal and ongoing budget purchases.
- Communicate with the printing company on a weekly basis to clarify plans for that week.
- Collaborate with the other Student Media Leads to create an integrated student media product.
- Meet monthly with the Student Media Operations Manager for coordination of training, marketing, conference attendance, collaborative media efforts and other operational tasks.
- Select, train and supervise the THE USD VISTA Distribution Manager.

### **DIRECTOR OF FINANCE**

- Meet weekly with Operations Advisor.
- Interview, hire, and supervise Advertising Manager and communicate regularly with him/her.
- Work with media leads to prepare fall and spring budgets.
- Update all media kits.
- Make purchases as needed.
- Coordinate conference registration, travel and lodging and reimburse meal and other conference expenses
- Reconcile revenue and expenses
- Manage advertising billing (tear sheets, invoices)
- Collect and record and deposit payments
- Participate in all Student Media Council Meetings
- Work with Director of Operations and media leads to implement a collaborative student media marketing plan.

## **WEB EDITOR**

- Oversee operation of the website. Know how the website is built, make changes/add pages and menus
- Set up and maintain all student media emails associated with the website: set up and manage domain, set up alias accounts for users manage domain names and mailing lists
- Work with the Faculty Student Media Advisor to serve as a gate keeper for content: exclusively manage all posting of web content, make sure posted web content is in the correct format, and feature appropriate articles on the website homepage
- Web Editor should be meeting with each lead and developing tasks and ideas for the website.
- USD Radio Stream: Understand how USD radio streams; change and update stream as needed
- Meet with heads of all USD Media once a week to establish any problems or changes in website
- Help progress and improve website functions
- Report to USD Media heads about the web traffic: know how to track and see website statistics
- Oversee postings on website: sort through comments and filter out spam, format photos, videos, articles and other content with appropriate attribution, edit and format image and thumbnail sizes.
- Participate in all Student Media Advisory Council meetings.