**East Tennessean**

**Job Descriptions**

**Executive Editor**
Ensure that all tasks associated with the *East Tennessean* student newspaper, from planning to distribution, are completed; produce newspaper for campus on dates specified on advertising rate card; manage and administer all editorial activities of the *East Tennessean* staff; oversee content and appearance of paper; in conjunction with the editorial board, determine content and layout of the newspaper; coordinate editorial and photo coverage and artwork; see that stories are assigned, budgeted and packaged for each issue and special issues; write stories, columns and editorials when needed; layout editorial/opinion page or other section; perform “final” proof of each issue; coordinate information for online edition of the newspaper; oversee development of special editions; conduct at least weekly meetings with staff and editorial board; maintain a minimum (but announced) schedule of office hours; recruit, hire and supervise staff members; initiate disciplinary action according to established procedures when the executive editor becomes dissatisfied with the performance of a staff member; explain, enforce and meet deadlines; be familiar with the Student Publications Committee Policies and Procedures and the Code of Ethics of Student Publications and explain to staff members; carry out policies of the *East Tennessean* and Student Publications Committee; be prepared to answer for and diplomatically handle complaints and concerns for student body, staff and faculty, as well as serve as a representative between staff and outside activities; serve as a voting member of the Student Publications Committee; and never lose sight of the fact the newspaper is published for its readers, not simply for the pleasure of those who produce it.

**Section Editor (News, Features, Sports, Opinion)**
Responsible to executive editor; supervise and coordinate all section activities; supervise section reporters; make story, photo and artwork assignments and see that they are carried out; coordinate section photography assignments with photographers and photo editor and artwork with artist in plenty of time to meet deadline; prepare a semi-weekly budget of stories and art; keep executive editor informed of all adjustments; copy edit all section stories; coordinate all typography and layout for section; lay out section; proof “final” section for each issue; write stories as needed; explain, enforce and meet deadlines; submit information (stories and photos) from section for online edition; maintain a minimum (but announced) schedule of office hours; and perform any duties called for to ensure the paper accomplishes its mission.

**Copy Editor**
Responsible to executive editor; edit all copy closely for typographical errors, misspelling, grammatical errors and AP style; consult with reporters whenever possible about changes and reasoning; write headlines and cutlines when needed; check all cutlines and headlines for accuracy and style; perform any duties called for to ensure the paper accomplishes its mission; and perform any duties called for to ensure the paper accomplishes its mission.

**Photo Editor**
Responsible to executive editor; supervise photographers; assign and ensure completion of photo assignments for the newspaper; assign and ensure completion of developing in a timely manner; train darkroom/photo personnel; maintain organization of darkroom and darkroom supplies; maintain photo files; place digital images/photos on CD-Rom; perform duties of photographer when needed; generate photo ideas, enterprise photos and cutlines as requested; maintain a checklist for the paper’s cameras and equipment; explain, enforce and meet deadlines; oversee
supplies and report to adviser as more are needed, preferably well in advance of total depletion; secure accurate identification of subjects in photos; and perform any duties called for to ensure the paper accomplishes its mission.

**Photographer**
Responsible to photo editor (or executive editor if position is not filled); Check photo assignments daily; complete assignments as designed by the photo editor, executive editor or section editors; carry out photo assignments for the newspaper in a timely manner; generate photo ideas, enterprise photos and cutlines as requested; make arrangements for substitute when cannot make assignments; process film when needed; print photos at size and of number requested by editor; oversee supplies and report to photo editor or adviser as more are needed, preferably well in advance of total depletion; secure accurate identification of subjects in photos; and perform any duties called for to ensure the paper accomplishes its mission.

**Artist/Illustrator**
Responsible to executive editor; furnish artwork for the newspaper in a timely manner; check with executive editor for art assignments every other day and every production day; and perform any duties called for to ensure the paper accomplishes its mission.

**SGA Reporter**
Cover Student Government Association beat; attend regular and special meetings of the SGA; provide ongoing story ideas and stories on a regular basis; research and write articles; meet deadlines; check mailbox and communicate with news editor on a regular basis; attend staff meetings; and perform any duties called for to ensure the paper accomplishes its mission.

**Staff writer**
Responsible to section editor; cover assigned beats and story assignments; research and write articles; check mailbox and communicate with section editor on a regular basis; meet deadlines; attend staff meetings; and perform any duties called for to ensure the paper accomplishes its mission.

**Web Master**
Responsible to executive editor; design and establish Web site for the *East Tennessean* newspaper; maintain Web site by posting stories and photos from print edition to Web site on the day the print edition is published or before; design and post online ads if necessary; maintain online archive of stories and photos; coordinate online edition with executive editor and online editor; work with ETSU Information Technology or Web site hosting service to solve any technical problems; meet deadlines; attend staff meetings; and perform any duties called for to ensure the paper accomplishes its mission.

**Online Editor**
Responsible to executive editor; edit online edition of the *East Tennessean* for typographical errors, misspellings, grammatical errors and AP style; generate ideas for and produce original online content; coordinate content with executive editor and Web master; meet deadlines; attend staff meetings; and perform any duties called for to ensure the paper accomplishes its mission.

**Advertising Manager**
Responsible to adviser and office manager; hire, supervise and coordinate ad personnel and advertising for *East Tennessean*; keep record of local and national advertising; promote new
advertising and stimulate current advertising by telephone and by personal appointment; oversee layout and typography of ads; perform final proof of each edition’s ads for accuracy; maintain up-to-date and accurate records; proof all advertisements placed to ensure accuracy in placement and production; regularly check messages (phone, office manager) and follow up as needed; know ETSU and East Tennessean policies and procedures as they relate to advertising and instruct all advertisers; coordinate position of ads with executive editor; and perform any duties called for to ensure the paper accomplishes its mission.

Advertising Representative
Responsible to advertising manager, sell display advertising and properly service all advertising accounts; make personal visits to clients; meet deadlines and work to ensure effective display ad design and accurate ad content; maintain regular office hours to assist the department in display ads; sell advertising; promote new advertising and stimulate current advertising by telephone and by personal appointments; design ads when and if needed; carry out all responsibilities necessary to properly complete all ads; and perform any duties called for to ensure the paper accomplishes its mission.

Circulation Manager
Responsible to office manager and executive editor; distribute papers in all academic buildings on campus by 6 p.m. on publication date, or earlier, depending on delivery from printer; collect all unused papers and return them to office for files; track high circulation points and low points then consult with office manager and adviser to adjust delivery; replenish racks as needed; communicate with off-campus sites to ensure delivery service is adequate; and perform any duties called for to ensure the paper accomplishes its mission.

NOTE: All staff members should be familiar with the Student Publications Committee’s Policies and Procedures and the Code of Ethics of ETSU Student Publications.