

1. TRAVEL	2
2. EQUIPMENT PURCHASES	4
3. STUDENT PUBLICATIONS PHOTO STAFF	5
4. HIRING NON-STUDENTS IN STUDENT MEDIA POSITIONS	6
5. EVALUATIONS	7
6. COMPENSATION	9
7. DONATIONS	11
8. MEDIA WING SWIPE-CARD SECURITY SYSTEM	12
9. CONSISTENCY OF LOGOS AND WORDS IDENTIFYING EMCVT AND DIVISIONS	13
10. CONTRACTS	14
11. COPYRIGHT OWNERSHIP	15
12. COLLEGIATE TIMES ADVERTISING LAYOUT CHANGES AFTER DEADLINE	16
13. PERSONNEL AND DISMISSAL POLICIES FOR STUDENT LEADERS	18
14. EMERGENCY COMMUNICATIONS PLAN	22
15. COLLEGIATE TIMES HOUSE ADS	23

1. Travel

1.1. Purpose

Travel financed by EMCVT, Inc. is intended for the conduct of business and also for attendance at workshops and conferences as a means of enhancing the professional development of student media personnel.

1.2. Policy

Travel outside a fifteen mile radius of Blacksburg to be financed by EMCVT, Inc. must be specifically approved by the Management Advisory Team of EMCVT, Inc. Travel may be approved in either of two ways:

1.3. Approval as part of the annual budget process for each medium.

- 1.3.1. Scheduled business trips, as a part of the medium's operations, such as sports events covered by reporters or photographers, must be included in the budget. The total amount for all such trips is based on the number of events, personnel attending, costs for each person of items such as means of travel (such as private car, airline, etc.) meals, lodging, fees, and necessary incidental expenses.
- 1.3.2. Conference travel (i.e. trips to conventions and elective trips to other campuses to meet with colleagues) must be included in the budget under Conference Travel. Each such trip must be listed individually and itemized, including the destination, purpose of trip and estimated expenses as specified in 1.3.1.1 above.
- 1.3.3. The news travel budget as approved either under Newsroom Expense or Editorial Travel may be used entirely at the Editor's discretion. Individual trips to be paid from the news travel budget do not need to be individually authorized by the MAT nor listed in the budget. This does not apply to sports travel.

1.4. Approval on an individual basis

- 1.4.1. Travel not included in the budget must be approved in advance by the Financial Affairs Committee.
- 1.4.2. A presentation must be made at a Financial Affairs Committee meeting by the Business Manager of the division. The presentation must include individual and itemized lists, including the destination, names of those attending, purpose of trip and estimated expenses.

1.5. Process for making travel arrangements

- 1.5.1. Only Business Managers or other specifically authorized managers may make travel arrangements.
- 1.5.2. The Business Manager should provide the traveler with a clear list of authorized expenses for the trip. EMCVT has a travel authorization form for this purpose. The traveler will be responsible for any unauthorized costs.
- 1.5.3. Travel arrangements should be made no less than 30 days prior to travel. The Business Manager may make exceptions for trips that could not have been known 30 days in advance, such as championship games.
- 1.5.4. The least expensive feasible travel method must be used. To the extent possible within University regulations and availability, motor pool vehicles must be used instead of personal vehicles. Should the traveler choose a more expensive travel method when a less expensive method is available, the traveler must pay the difference between it and the least expensive method, as documented by 30 day prior checks on prices.
- 1.5.5. Whenever possible, expenses should be pre-arranged and pre-paid. Examples of expenses that usually can be pre-paid include: registrations, airport shuttles, and contests.

- 1.5.6. Hotel reservations usually require both a credit card hold with the reservation AND a card presented on site at check-in. Business Managers should check carefully with the hotel and usually will need to provide a special credit card authorization in advance to have the bill charged to EMCVT and not the traveler. EMCVT provides payment authorization only for lodging and taxes. Travelers are responsible for hotel “incidentals.”
- 1.5.7. Cost of lodging shall not exceed \$120 per day per person without prior approval of the Financial Affairs Committee. Maximum occupancy is required whenever feasible. Receipts are required. Amounts higher than the above rates must be approved by the Financial Affairs Committee.
- 1.5.8. When expenses cannot be pre-arranged and pre-paid, the traveler may submit a request for reimbursement with all receipts as outlined below.

1.6. Reimbursement for travel expenses

- 1.6.1. EMCVT, Inc. will only reimburse for business expenses: transportation, lodging, food, parking and phone calls specifically related to the business of the trip. Personal or entertainment activities during the trip will not be reimbursed.
- 1.6.2. No reimbursement will be issued without a receipt. This includes tolls, cabs, food, and any other expense. Travelers may need to specially request receipts for items such as cabs.
- 1.6.3. For personal vehicle use, actual mileage will be reimbursed at the Commonwealth of Virginia’s current rate. Expenses for gasoline are not reimbursed when personal vehicle mileage is reimbursed.
- 1.6.4. When motor pool vehicles are used, travelers should use the gas card provided with the vehicle.
- 1.6.5. Requests for reimbursement must be submitted to the Business Manager within 10 working days of the end of the trip.

1.7. Advances for travel expenses

- 1.7.1. As a general rule, EMCVT does not issue advances for travel expenses that cannot be pre-paid. If the reimbursement system presents a hardship that would prevent a student from participating in the trip, the Business Manager may make an exception.
- 1.7.2. If the Business Manager makes an exception and requests a cash advance from EMCVT, the traveler must present all receipts and return any cash not used specifically for the business of the trip within two working days after the end of the trip. The Business Manager must then submit a reconciliation of cash provided and expenses to EMCVT within five working days after the end of the trip. Any expenses not documented by a receipt must be re-paid by the traveler and may be withheld from pay if necessary.

2. Equipment Purchases

2.1. Purpose

In order to insure an orderly and judicious allocation EMCVT, Inc. resources for major equipment purchases, the Management Advisory Team of EMCVT, Inc. has established the policy to provide guidance and direction for emergency as well as planned capital expenses.

2.2. Emergency procedures

As specified in the EMCVT bylaws, the MAT may approve emergency equipment purchases necessary to ensure the continuing operation of a division up to \$10,000 with the approval of two members of the Board of Directors who do not also serve on the MAT.

2.3. Purchases approved as part of the budget

Under normal circumstances, EMCVT divisions may make equipment purchases as approved in the budget at any time.

3. Student Publications Photo Staff

3.1. Purpose

The Student Publications Photo Staff exists to provide photography and photography related services for all eligible customers; as long as SPPS fulfills the contractual obligations to the Collegiate Times and Bugle prior to servicing the other contractors. In order to create the most effective working relationship between the Student Publications Photo Staff and its primary clients, the Collegiate Times and the Bugle, an annual contract signed among the three divisions must specify expectations of all parties.

3.2. SPPS Contract

SPPS, the Collegiate Times, and the Bugle leaders must review, negotiate, revise, and sign the SPPS contract each year after the new leadership has been elected and before final budgets are due.

3.3. SPPS Budget

- 3.3.1. The Business Manager will develop the budget for equipment, services, travel, supplies, and division head and business manager payments.
- 3.3.2. As part of the budget process, the Collegiate Times and Bugle will be billed proportionately for all expenses except division head and business manager payment. The SPPS, Collegiate Times, and Bugle Business Managers will work closely together to plan the expenses and the payments included in the budget.
- 3.3.3. The Collegiate Times and Bugle will include staff payments for SPPS staff working for their divisions—for example, Bugle Photo Editor will be paid no differently than any other Bugle staff member.
- 3.3.4. EMCVT divisions other than the Collegiate Times and the Bugle may be billed for use of Photo Staff services, and will have access to services as time and resources permit.

4. Hiring Non-Students in Student Media Positions

4.1. Eligibility

EMCVT, Inc. requires that currently enrolled students must be given priority consideration for all positions within student media, particularly those which receive any form of payment. A person who is not currently enrolled may hold positions only under the following conditions:

4.1.1. If no currently enrolled student is qualified or available to hold the position, a non-student may hold it.

4.1.2. One-semester limit

4.1.2.1. The person must have been a non-student for no longer than one semester (i.e., must have been enrolled fall semester to take a position summer semester).

4.1.2.2. A non-student who has held a position for one semester cannot be hired as a non-student for a second semester.

4.1.3. Temporary status: The person must be only temporarily a non-student staff member (i.e., a recent graduate or someone who does not intend to enroll again may complete the academic year during which he or she was last enrolled, but may not take a position the following year).

4.2. Professional Services

This policy does not prohibit hiring for positions and temporary work typically done by non-students (i.e., photographers and artists hired to do special work for publications).

5. Evaluations

5.1. Purpose

Evaluations serve two primary purposes: First, evaluations are a formal method of feedback, which is a vital part of the learning process that is EMCVT's mission. Second, evaluations foster accountability and therefore contribute to the effective management of EMCVT's resources.

5.2. Policy

All paid members of EMCVT's divisions will participate in an evaluation process each semester. EMCVT's professional staff members will participate in an annual evaluation process.

5.3. Evaluations of MAT Leaders

- 5.3.1. The MAT Personnel Committee is responsible for conducting evaluations of MAT leaders and the WUVT Chief Engineer .
- 5.3.2. Evaluations are conducted near the middle of each semester so there is adequate time for a student to act on the evaluation results before the semester ends. The MAT Personnel Committee will set a timeline for all stages of the evaluations.
- 5.3.3. An evaluation may be initiated at any time at the request of the organization's staff or a MAT member.
- 5.3.4. The evaluation process consists, at minimum, of the following steps:
 - 5.3.4.1. The MAT Personnel Committee collects evaluations from the divisions' staff members with an online survey. Staff members will be notified of the opportunity to evaluate at least twice.
 - 5.3.4.2. The person being evaluated will complete a self-evaluation.
 - 5.3.4.3. The data from the survey is tallied and submitted to the division's faculty adviser for review. The MAT Personnel Committee will notify the EMCVT GM of any significant performance problems evident in evaluation trends. Isolated complaints do not necessarily constitute significant performance problems.
 - 5.3.4.4. Each MAT leader has an individual evaluation meeting with the faculty adviser and/or the appropriate professional staff adviser. The EMCVT GM must participate in the evaluation meeting if the evaluations are significantly unfavorable. The evaluation meeting should address areas of strength and areas of weakness in performance. Areas of weakness in performance should be addressed with self-reflection and plans for improvement. Should the evaluation reveal significant performance problems that affect the operations of the division, this meeting will be used to outline a specific course of action for improvement and such a course of action will be reported to the MAT Personnel Committee.
 - 5.3.4.5. The MAT Personnel Committee will report summaries of the evaluations and specific courses of action for improvement of significant problems at the specified MAT meeting.

5.4. Evaluations of paid staff members

Effective: October 18, 1989. Revised: March 23, 1990; March 4, 1992; April 7, 1993; June 1, 1993; March 29, 1995; April 19, 1995; February 14, 2002, July 24, 2004, December 12, 2004; May 30, 2008.

Section 6.5 explains the special status of the WUVT Chief Engineer.

- 5.4.1. MAT leaders and their delegates are responsible for conducting evaluations of all other paid staff members. Managers who work under MAT leaders should conduct the evaluations of their staff members, under the direction of the division head.

5.5. Evaluations of professional staff members

- 5.5.1. As specified in the company bylaws, the Board of Directors, through its Personnel Committee, is responsible for conducting evaluations of the General Manager.
- 5.5.2. The General Manager conducts the evaluation process for professional staff members and reports the results to the Personnel Committee of the Board.

6. Compensation

6.1. Purpose

EMCVT, Inc. acknowledges the multiple ways in which student organizations reward the efforts of their membership. The policy and procedures set forth in this document demonstrate a commitment to the understanding that pay should be considered part of an overall scheme of rewards. It is not the purpose of this document to render any other form of reward as less important than monetary compensation.

6.2. Policy

The Management Advisory Team of EMCVT, Inc. reaffirms its philosophy that an honorarium is a "token of appreciation for work accomplished in a professional manner. It is not meant to be commensurate with the student's worth or time spent fulfilling his/her obligations" (quoted from 1982 Student Media Board report on honoraria).

6.3. General provisions

- 6.3.1. The adequate performance of the job as described in the organization's Standard Operating Procedures shall be required for continued employment and payment of stipends. All student media members who receive any form of payment will be evaluated according to the Evaluation Policy.
- 6.3.2. Students receiving honoraria stipends are not eligible for hourly wages or other types of staff payments.
- 6.3.3. The organization must be meeting its budget or honoraria may be withheld by the MAT.
- 6.3.4. Editors, general managers, business managers, and the advertising director who are required to be present during the summer should receive honoraria.
- 6.3.5. Organizations may have cash awards approved in the budget, such as "reporter of the year." Such awards are not considered staff payments and may be given at the division head's discretion to either volunteer or paid staff members.

6.4. MAT leaders

- 6.4.1. Organizations will budget to pay honoraria stipends to editors, general managers, business managers, the director of photography, and the advertising director.
- 6.4.2. Honoraria stipends will be paid in equal installments according to the payroll schedule established by EMCVT. Advance payments may not be made.

6.5. WUVT Chief Engineer

- 6.5.1. FCC regulations require that a chief engineer for the radio station must be contracted. Therefore the chief engineer of WUVT will receive a payment of \$300 per semester, and a conditional salary supplement up to \$740 dependent on recommendations by the WUVT General Manager.
- 6.5.2. As a required and contracted position, the WUVT chief engineer is evaluated according to the same procedures as MAT leaders.

6.6. Pay for other student positions

- 6.6.1. Organizations may budget to pay student staff members when revenues are adequate to support such payments.
- 6.6.2. To be eligible to be included as a paid position in the budget, the position must be included in the organization's SOPs.

Effective: October 18, 1989. Revised: March 23, 1990; March 4, 1992; April 7, 1993; June 1, 1993; March 29, 1995; April 19, 1995; February 14, 2002, July 24, 2004, December 12, 2004; May 30, 2008, April 29, 2010

6.7. Commissions

6.7.1. Bugle book sales:

- 6.7.1.1. Business Manager: 2% of book sales (current sales, future year sales, back orders, and namestamps) up to budget goals for revenues. Once book sale revenues have gone over budget, 3% on book sales (not retroactive.)
- 6.7.1.2. Marketing Coordinator: 1.5% of book sales
- 6.7.1.3. Individual book sales flat commissions: First 50 books sold: \$.50 each; 51-100: \$.75 each; over 100: \$1.00 each

6.7.2. Bugle ad sales

- 6.7.2.1. Advertising representative: 10%
- 6.7.2.2. Business Manager: 3.75% (without Ad rep, 7.5%)
- 6.7.2.3. Marketing Coordinator: 3.75% (without Ad rep, 7.5%)
- 6.7.2.4. If the EIC, BM, or Marketing Coordinator sells the ad, they will receive the 10% commission acting as Ad rep, but will not receive the managers' override commission.

6.7.3. College Media Solutions

- 6.7.3.1. Advertising and Underwriting sales by Account Executives are paid on a sliding scale of 4%-12% as determined by the CMS SOPs.
- 6.7.3.2. Spec ads: creative services designers who create spec ads that are sold to a client receive 10% of the first five runs of the ad.
- 6.7.3.3. Managers' override commissions
 - 6.7.3.3.1. CMS Advertising Director: 1.25% of all sales
 - 6.7.3.3.2. Assistant Advertising Directors: 1.25% of sales made by their team
- 6.7.3.4. Advertising or underwriting sales normally conducted by CMS but are instead contracted by a division staff member will be paid as follows: Broadcast, Bugle and Silhouette, 10%; Collegiate Times, 6%.

6.7.4. SPPS

- 6.7.4.1. Photographer: 10% of sale
- 6.7.4.2. Photography Sales Rep: 15% of sale
- 6.7.4.3. Business Manager: 3% of sales
- 6.7.4.4. Director: 2% of sales

7. Donations

7.1. Purpose

EMCVT, Inc. on occasion has been approached by outside groups for cash donations. As a non-profit organization whose revenues are used for the educational mission of the corporation, EMCVT typically does not give cash donations to outside organizations.

7.2. Policy

Requests for cash donations may be considered by the MAT on a case by case basis for exceptional circumstances.

8. Media Wing Swipe-Card Security System

8.1. Purpose

In the spring of 1994, the media wing swipe-card security system was activated. To ensure the efficient operation of the security system, the following policy outlines the responsibilities of all staff who use the cards for after-hours access.

8.2. Policy and Procedures

- 8.2.1. Each individual issued a security card for the media wing is individually responsible for this card. For each card issued, the cardholder will be required to remit to EMCVT a \$6 deposit. If a card is lost/stolen/damaged the individual card holder will lose the \$6 deposit, which is used to replace cards.
- 8.2.2. If an individual has lost his/her card more than three times per year, his/her eligibility for a security card will be revoked.
- 8.2.3. Security cards will be issued at the beginning of each fall semester. If the status of a card holder changes during the academic year due to officer elections, changes in staff membership, etc. the General Manager of EMCVT should be notified of the change.
- 8.2.4. At the end of the spring semester, each organization will verify the status of each card holder and collect cards from graduating or inactive card holders.

9. Consistency of Logos and Words Identifying EMCVT and its Divisions

9.1. Purpose

EMCVT and its divisions rely on name recognition by our audiences. Thus, EMCVT and its divisions set forth this policy regarding the process by which a division may modify or recreate its identifying words, symbols, logos.

9.2. Policy and Procedures

An EMCVT division may on occasion modify or recreate its identifying words, symbols and logos only by approval of the Management Advisory Team and then by the EMCVT Board of Directors.

10. Contracts

10.1. Purpose

EMCVT, Inc. divisions have significant responsibility for the continuing financial and operating health of each division and the company as a whole. Divisions therefore have a fiscal obligation to insure that arrangements for services are contractually bound.

10.2. Policy and Procedures

All divisions of EMCVT, Inc. will use standard accepted business contractual arrangements as governed by the policies of each division, in accordance with the policies of EMCVT, Inc., where

- 10.2.1. sales are in excess of 5% of a budget line; or
- 10.2.2. of significant importance to budget operations; or
- 10.2.3. where no pre-payment is made; or
- 10.2.4. where the scope of work or services cannot be completed within one year.

11. Copyright Ownership

11.1. Purpose

EMCVT, Inc. exists to provide media publications and broadcasts and to give students educational experience. To do so requires the legal right to publish material submitted by paid and volunteer students and to earn revenues to support publishing and educational operations. EMCVT recognizes the need for students to have the right to use material they produce for job search, portfolio and exhibition needs.

11.2. Policy

11.2.1. All content produced by EMCVT staff members is copyrighted by EMCVT as specified in the EMCVT bylaws. As a condition of being a member of an EMCVT staff, applying to join a staff, or submitting work to be published by an EMCVT division, staff members must agree that EMCVT has exclusive and unlimited copyright ownership of any content they submit. Staff members are granted the right of the limited use of the copyrighted work for the purposes of use in the staff member's portfolio or resume, applications or job searches, contest entries or as part of an artistic or journalistic exhibit or display.

11.2.2. Freelance writers, artists or others ("freelance creators") who submit original work for publication in Silhouette Literary and Arts Magazine, the Woove or any similar EMCVT publications in which content is solicited from creators other than EMCVT staff members, are not considered EMCVT staff members and grant EMCVT only limited rights to publish the submitted work in a single issue of such print publication, indefinitely on an associated website and indefinitely in promotional materials for that publication. Rights for uses other than that single issue of the publication, associated website and publication's promotional materials are retained by the freelance creator.

11.3. Signed License Agreements a Condition for Publication or Broadcast

11.3.1. EMCVT division heads are responsible for obtaining a signed license agreement from each staff member before the staff member's work is published or broadcast.

11.3.2. Each staff member should be provided with a copy of the division's SOP's at the time they join the staff.

11.3.3. Freelance creators who submit to Silhouette, the Woove or similar EMCVT publications will sign a "Freelancer Creator's License Agreement" granting EMCVT the limited rights to publish the original work in a single print publication, indefinitely on an associated website and indefinitely in promotional materials for that publication.

11.4. Record Keeping Responsibility

11.4.1. Division heads are responsible for keeping original signed license agreements on file and accessible indefinitely.

11.4.2. Division heads are authorized and required to enter into these license agreements on behalf of the corporation, as long as no modifications are made to the terms of the documents.

11.5. License Agreement

The EMCVT official licensing agreements are appended.

12. Collegiate Times advertising layout changes after deadline

12.1. Purpose

- 12.1.1. EMCVT media divisions are dependent on advertising and underwriting revenue to provide media products to the community and educational and career opportunities to students. This policy is intended to place all responsibility and accountability for the correct placement of ads on the business department; to remove from the workflow an unnecessary place where errors may be introduced into ads by editorial layout; and to avoid the subsequent loss of revenue.
- 12.1.2. The editor in chief has ultimate authority over whether advertising will be accepted for content reasons. Once the message is accepted, the business department holds authority over its placement and scheduling. The editorial and business staff are expected to work closely together to understand the needs and concerns of both departments at all times. This policy suggests regular deadline meetings about the layout to insure that the editorial planning process leads to smooth operations between ads layout and editorial layout.
- 12.1.3. This policy addresses the authority and procedures to move, remove or correct paid advertising after it has been placed and proofed by the business department.
- 12.1.4. In addition, this policy provides guidelines for editorial staff on procedures to follow when an ad has technical problems on deadline, such as postscript or font errors; or if unacceptable advertising content is discovered after placement.

12.2. Need

- 12.2.1. Numerous instances of ads moved and lost by editorial staff without the involvement of ads production or the authority and proofing of any staff in the business department have been costly. The direct costs to the Collegiate Times for ads lost in unplanned changes by editorial staff exceeded \$5,000 in 2003-04 and totaled even more in previous recent years. The indirect and long term costs of frustrating advertisers cannot be overestimated.
- 12.2.2. EMCVT strives to create a media model that is similar to those found in the professional world. In no professional media organizations does editorial staff have the authority to move or otherwise change paid advertising without the involvement of the business staff. Most of EMCVT's student media colleagues have similar policies and procedures.

12.3. Policy

- 12.3.1. No paid advertising may be moved by editorial staff once it has been laid out by the ads staff. Changes to the ad layout after deadline must be made by the ads production manager or other delegated business department staff member and recorded in a "post-deadline advertising problems log".
- 12.3.2. Changes to ad positions of house ads, CT or EMCVT, are discouraged as regular practice but may be made at the discretion of the editor in chief to accommodate news needs. Changes to house ads must be logged.
- 12.3.3. To insure that editorial staff have the open space that they need to accommodate the planned story budget, ads layout staff and representatives from editorial layout and news should meet at a regular time around ads layout deadline time. Editorial should present their requests and plans for story budget and layout ideas to the ads production staff. Ads production staff will attempt to honor all reasonable requests for space and create layouts that meet the stated needs of editorial for that issue while maintaining a normal 60-40 ad-news ratio and honoring guaranteed positions and as many requests as possible.
- 12.3.4. Occasionally, despite advance planning, editorial staff may still have the need to have a paid ad position moved. In such a case, the ads production manager or delegate must be called in to make

the changes, even if they are occurring on deadline. The ads production manager will take into account any guaranteed positions, ads or coupons that conflict with one another, and any other guidelines provided by contracts or business department procedures, when making the move. The final runsheet will again be checked against the layout to insure no ads have been misplaced. The changes will be recorded in the post-deadline advertising problems log and will be reviewed by the business manager.

- 12.3.5. In the rare event of unusual and enormous news situations, breaking or otherwise, the editor in chief will consult with the business manager and/or the EMCVT general manager to get authority to add as many open pages as are needed to the issue, whether on deadline or before deadline. Under most such circumstances, scheduled advertising should continue to run. Under such unusual circumstances, some examples of which might include September 11th, a shooting death on campus, a large riot or other circumstance requiring far-reaching immediate news coverage, as much additional space as is requested will be provided to the news staff, regardless of normal ad-news ratio standards.
- 12.3.6. Violations of this policy will result in referral for disciplinary action to the appropriate supervisory authority.

12.4. Procedures — technical problems

- 12.4.1. The business department has instituted proofing and preflight check procedures to eliminate mistakes, guard against last minute technical glitches in ads, and improve accountability by staff for errors.
- 12.4.2. Despite these efforts, editorial staff may occasionally find technical problems that prevent an ad from functioning properly in the postscripting, distilling or ripping process. Or they may notice a proofing error in an ad that was not caught by the business department.
- 12.4.3. If a font or other technical glitch is preventing page processing and is traced to an ad, the ads production manager will be consulted. If the ads production manager cannot be reached, the managing editor for design or delegate will take all possible steps, including rasterizing the ad or changing the font to another with a similar appearance, to make the ad work. If all possible corrective actions are exhausted and the ad will still not work, the ad will be pulled. The situation will be logged into the post-deadline advertising problems log for review by the business department.
- 12.4.4. If the editorial staff discovers a proofing error, they will call in the ads production manager to correct the error. Examples of proofing errors may include the incorrect ad file linked to the layout, poor resolution images, wrong dates on the ad, or other typos. The situation will be logged into the post-deadline advertising problems log for review by the business department.

12.5. Procedures — post-deadline advertising content problems

- 12.5.1. The business department should be carefully reviewing submitted ads for illegal content and rejecting illegal ads before they are placed. While the editor in chief normally delegates decisions on ad acceptance to the business manager, acceptance of advertising based on content is ultimately under the authority of the editor in chief. The business manager is expected to refer controversial advertising decisions to the editor in chief prior to the ads deadline.
- 12.5.2. In the event that, on deadline, the editorial staff discovers an ad that does not conform to applicable laws, including but not limited to Virginia ABC rules regarding alcohol advertising, fair housing regulations, or libel or other legal concerns; the editor in chief will remove the ad and notify the business manager.
- 12.5.3. Normally, controversial ads should be presented to the editor in chief for an acceptance decision prior to the ads deadline. In the event that this does not happen and the editor in chief finds the content of a placed ad unacceptable, the editor may remove the ad and must notify the business manager immediately of that decision.

13. Personnel and Dismissal Policies for Student Leaders

13.1. Purpose

- 13.1.1. It is the policy of the Educational Media Company at Virginia Tech, Inc. to expect the satisfactory work performance of all of its appointed student leaders and to insure that they follow all the rules and regulations of EMCVT, Inc..
- 13.1.2. Because each semester consists of only 14-15 weeks of classes, EMCVT will balance the need to be fair to student leaders, giving them opportunities to correct poor work performance; with the necessity for the job to be performed adequately within that compressed timeline.
- 13.1.3. Serious forms of misconduct will be defined in this policy as actions that will result in immediate MAT review at a personnel hearing.

13.2. Standards of Conduct

Each student leader is expected to be familiar with and to fulfill the performance criteria outlined in their job descriptions. In addition, each student leader is expected to be familiar with and to comply with the bylaws, policies, rules, procedures, and standards of conduct established by the Educational Media Company at Virginia Tech, Inc. Any employee who does not fulfill these responsibilities set out by this performance criteria, bylaws, policies, rules, procedures, and standards of conduct will be subject to disciplinary action which includes corrective action steps and/or dismissal.

13.3. Conduct that is subject to disciplinary action

13.3.1. Work Performance

Failure of an employee to maintain satisfactory work performance can result in either probation or dismissal. Unsatisfactory work performance shall be defined as the failure to perform the job description or poor performance of the job description that adversely affects the division or other staff members.

13.3.2. Misconduct

All employees are expected to maintain standards of conduct that are acceptable in the work environment. Disciplinary action, including dismissal, may be imposed for unacceptable conduct.

Examples of unacceptable conduct include, but are not limited to:

- 13.3.2.1. Falsification of time sheets, payroll, personnel records, or other financial or business-related records;
- 13.3.2.2. Bringing intoxicants or drugs onto the premises of the media hall, using intoxicants or drugs, having intoxicants or drugs in one's possession, or being under the influence of intoxicants or drugs on the premises at any time;
- 13.3.2.3. Abuse or waste of tools, equipment, fixtures, property, supplies or goods of the institution;
- 13.3.2.4. Failure to cooperate with the advisor(s) or co-leader that causes disruptive conduct or the impairment of function of the work unit;
- 13.3.2.5. Disorderly conduct, harassment of other employees (including sexual harassment) or use of abusive language on the hall;
- 13.3.2.6. Fighting, encouraging a fight or threatening, attempting or causing inquiry to another person on the hall;

- 13.3.2.7. Neglect of duty or failure to meet a reasonable and objective measure of efficiency and productivity;
- 13.3.2.8. Theft, dishonesty or unauthorized use of property, including records and confidential information;
- 13.3.2.9. Creating a condition hazardous to another person on the hall;
- 13.3.2.10. Destroying or defacing company-owned property or the property of a student or another employee while on the premise of the media hall
- 13.3.2.11. Refusal of an employee to follow instructions or perform designated work that may be required of an employee or refusal or failure to adhere to the EMCVT Inc. Code of Professional Conduct, established policies, rules and regulations of EMCVT, Inc. or of Virginia Polytechnic Institute and State University.

13.4. Conduct that is not subject to disciplinary action

13.4.1. As guaranteed in the EMCVT Articles of Incorporation and Bylaws, student division heads have full control over and responsibility for editorial content. Editorial content that is not illegal shall not be grounds for removal.

- 13.4.1.1. “The corporation guarantees the student division head of each medium appointed by the Board of Directors full responsibility in determining the content of each publication or broadcast.” (EMCVT Articles of Incorporation V.b.)
- 13.4.1.2. “All editorial and programming decisions will be made by the student division heads in each publication or broadcast station. All advertising policies related to content will be made by the division heads and top business officers in each division. MAT will ensure compliance with federal, state and local law in regard to the production and dissemination of the company’s media.” (EMVCT Bylaws Article VII Section 2.)”

13.5. Rules of Procedures

- 13.5.1. The criteria for the MAT to base a recommendation for dismissal of a leader must be based on a leader’s failure to perform the responsibilities outlined in their job description and/or proof that an action of misconduct has occurred that has lead to a significant disruption of the organization’s activities, purpose or mission, and/or violation of EMCVT bylaws, policies, and/or standards of conduct.
- 13.5.2. The MAT can only *recommend* disciplinary actions to the Board of Directors.
- 13.5.3. The EMCVT Board of Directors has the *ultimate* authority over student leader appointments and dismissals; therefore no leader can be formally dismissed until the Board has voted to do so.

13.6. Pre-MAT meeting procedures for Misconduct

- 13.6.1. Serious forms of misconduct (as defined in 2.B.ii.2 Misconduct) will be brought before a meeting of the MAT by the EMCVT General Manager within one week of being informed of the incident. If no regular MAT meeting is scheduled within one week, a special meeting will be called (proceed to MAT Hearing Procedures, C.iv.)
- 13.6.2. Any act that can be deemed as misconduct as described in section 2Bii of this document will automatically be grounds for proposing *immediate* dismissal, to be voted on by the MAT, with the consideration that there is enough persuasive evidence that leads the MAT to believe that the leader is guilty of performing misconduct.

13.7. Pre-MAT meeting procedures for Unsatisfactory Work Performance

- 13.7.1. When staff members, other leaders or MAT members or advisers notice that a student leader's job performance is unsatisfactory and/or adversely affecting the division or other staff members, three steps will be taken right away:
 - 13.7.1.1. Personnel in the appropriate chain of command will be notified. Staff members notify the co-leader; co-leader notifies the EMCVT GM and division faculty adviser. This should happen within one day.
 - 13.7.1.2. Documentation of the unsatisfactory job performance (specifics including dates and times) will be begun.
 - 13.7.1.3. At least one of the following core group: the co-leader, EMCVT GM and division faculty adviser; plus any relevant affected staff members, communicate with the student leader about the problem, the impact on the organization and on other staff members and about how the problem can be resolved. This communication will occur during the two week documentation period and preferably within 2 work days but no more than 5 work days from the time of initial notification. This communication will be the first, "verbal" step of the three step personnel process, although the communication may also include written components. The date and substance of the verbal communication will be documented by the core group and added to the documentation compiled on the job performance problem.
- 13.7.2. Unsatisfactory performance of the duties of the job description of a student leader must be documented for two weeks. Documentation may be compiled by one or more of: staff members, co-leader, MAT members, faculty adviser and/or EMCVT personnel. If, after the first verbal step, the student leader's job performance improves and is no longer adversely affecting the organization or other staff members, the documentation will be filed in the EMCVT personnel files.
- 13.7.3. If the problems continue after the first verbal step, personnel will continue documenting them. Two weeks of written documentation are presented to the co-leader, who will share it with the EMCVT GM and faculty adviser.
- 13.7.4. The EMCVT GM will schedule a resolution meeting preferably within two work days, but no longer than within 5 work days. The parties to be present for the resolution meeting may vary with the specifics of the problem to include affected staff members, but should include at minimum the core group: the co-leader, EMCVT GM and division faculty adviser.
- 13.7.5. Specific corrective actions and a two week timeline for achieving them will be determined during the resolution meeting and delivered in writing to the student leader by one of the core group members immediately following the meeting. This step will be the second, "written" step of the three step personnel process. At this meeting, a follow-up meeting to be held in two weeks will be scheduled.
- 13.7.6. During the two week corrective action period, the co-leader, EMCVT GM, faculty adviser and/or affected staff members will continue to document performance achievements or failures.
- 13.7.7. At the follow up meeting, the core group will determine if the requirements for corrective action have been met and if the student leader is satisfactorily performing the job duties. If those goals have not been met,
 - 13.7.7.1. The matter will be referred to the MAT for a MAT personnel hearing to be held at a regular or special meeting within 7 work days.
 - 13.7.7.2. The EMCVT GM will notify the student leader and the MAT in writing of the meeting time and place and the agenda within 2 work days. The EMCVT GM will also set a tentative Board meeting to take place as soon as 1 work day and no longer than 5 work days after the MAT meeting.

- 13.7.7.3. One member of the core group will be assigned to write a memo to be delivered to the MAT and cc'd to the Board and the student leader subject of the personnel hearing within 2 work days outlining how the leader's job performance fails to meet the requirements of the job description and the impact on the organization and/or other staff members. The student leader will have the option of also writing a memo for delivery to the MAT prior to the hearing.

13.8. Procedures for the MAT Personnel Hearing

- 13.8.1. The first part of the MAT discussion shall be a hearing of facts.
 - 13.8.1.1. Unsatisfactory Work Performance: *Documentation of the unsatisfactory work performance and all attempts to correct the work performance must be presented to the MAT by one member of the core group.
 - 13.8.1.2. Misconduct: Proof of misconduct, whether testimony or written, must be presented to the MAT by either the faculty adviser or EMCVT GM.
- 13.8.2. Next, the student leader and other MAT members will all be given an opportunity to address the MAT.
- 13.8.3. Vote of Dismissal
 - 13.8.3.1. A super-majority of 70% of the MAT members present is required to recommend dismissal to the Board of Directors.
 - 13.8.3.2. Should the MAT vote to recommend dismissal to the Board, the student leader will be placed on suspension with pay pending the Board meeting. Such suspension without pay is not to exceed two weeks.
 - 13.8.3.3. Upon a vote of dismissal, the EMCVT General Manager will inform the student leader, in writing, of the following:
 - 13.8.3.3.1. The effective date of suspension;
 - 13.8.3.3.2. The specified period of suspension with pay and date of scheduled Board Meeting, not to exceed 1 month;
 - 13.8.3.3.3. The specific incident, conduct, course of conduct, unsatisfactory work performance or other basis for the dismissal;
 - 13.8.3.3.4. Any previous efforts made previously to the employee to make them aware of the need to change or improve their work performance or conduct;
 - 13.8.3.3.5. Reference to any violation of any rules, regulations, and/or policies
 - 13.8.3.4. Upon a vote of dismissal, the EMCVT GM will notify the Board of Directors, removing the tentative status of the previously scheduled meeting.

13.9. Performance of duties during suspension

During a suspension, the organization's co-leader will perform or delegate the duties of the suspended leader and receive appropriate pay for the additional duties until the position is filled by EMCVT. Upon Board action to remove a student leader, the MAT will take steps to fill the vacancy in accordance with EMCVT Bylaws.

14. Emergency Communications Plan

14.1. Purpose

- 14.1.1. To take every step possible to insure that EMCVT members can find each other and determine whether they are safe in the event of an emergency.
- 14.1.2. To provide a framework for fulfilling student media's mission of continuing media operations and providing information to the community when needed.

14.2. Have thorough contact information for all personnel on record:

Phone: cell, landline

Electronic: Email, IM handle

Local address

Emergency contact person

Pertinent medical info.: ie, allergies to bee stings, foods, or other; diabetic; etc.

14.3. Keep such information in a variety of formats and locations:

Electronic file on server & client machine

Hard copy

On-site

Off-site

14.4. Staff training:

- 14.4.1. All staff should know that media organizations continue working when at all possible during an emergency to provide information to the rest of the community.
- 14.4.2. However, staff should also know that if they cannot work for emotional or physical reasons, they do not have to.

14.5. WUVT:

- 14.5.1. WUVT has special responsibilities in the event of an emergency that will include EAS operations.
- 14.5.2. WUVT should remain in Squires unless it is unsafe or they are ordered to leave the building.

14.6. Alternate work locations:

- 14.6.1. If Squires (Location A) is unavailable for news operations, personnel should report to 618 N. Main St. (Location B) where facilities can approximate news facilities.
- 14.6.2. If both locations A & B are unavailable, EMCVT will make arrangements out of Blacksburg for news facilities. These may be in Radford or in Salem.
- 14.6.3. The top newroom personnel and EMCVT management will consider various factors in deciding whether to move back to Squires should it become available. Staff should remain at the alternate location until instructed to move back to Squires.

14.7. Communicate:

- 14.7.1. For the CT, call the printer, discuss the situation and make sure everyone is on the same page.
- 14.7.2. Call the ISP if more bandwidth or redundant servers might be needed to handle traffic.

15. Collegiate Times House Ads

15.1. Purpose

House advertising that promotes any EMCVT division may benefit the company through publicity and/or revenue generation. This policy specifies the use of house ads in the Collegiate Times so that the competing needs of space, cost, and publicity are appropriately balanced.

15.2. Policy and Procedures

15.2.1. EMCVT divisions may place only one ad per day in the Collegiate Times.

15.2.2. All house ads are subject to deletion by editorial or advertising staff if the space is needed for editorial content or paid advertising.

15.2.3. Ads should be deleted in a priority determined by:

15.2.3.1. Timeliness

15.2.3.2. Relevance

15.2.3.3. Frequency

15.2.4. Divisions should submit ads as both one-eighth page and one-sixteenth page to provide alternatives if space requires.