Standard Operating Procedures for the *Paydirt* Editor-in-Chief

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Introduction: The powers and responsibilities of the Editor-in-Chief of *Paydirt* (abbreviated EiC) are set forth in Section 5.3.4 of the NMTSGA ~~2019-2020~~**2021-2022** Constitution: "There shall be a Paydirt Editor in Chief appointed by the President and confirmed by the Senate by two-thirds (⅔) majority vote, who shall be responsible for running the student newspaper of NMT. The Editor in Chief shall be responsible for obtaining content and hiring and maintaining a staff to assist in the duties of the office."

Primary Functions of the EiC:
1. To keep a schedule for releasing print editions. To send said editions to be printed. **To maintain stable printing connections. To understand printing costs and procedures.**
2. To hire and manage a team of journalists, layout editors, and photographers.
3. To hold weekly meetings with team members to discuss articles, layouts, and photos.
4. To choose a useful way to communicate with team members outside of meetings.
5. To edit the articles of journalists.
6. To write articles, design layout, or take pictures as needed.
7. To maintain the *Paydirt* Google Drive.
8. To oversee the design of the official *Paydirt* website.
9. To maintain the *Paydirt* office and *Paydirt's* equipment. To hold office hours.
10. To manage the official *Paydirt* email. Manage advertisements within print editions. **To maintain and update an official Ad Pricing sheet.**
11. To create new and innovative additions to *Paydirt* to keep the newspaper interesting and fresh for readers.
12. To attend SGA meetings to give bi-weekly reports and report on SGA proceedings.

Descriptions of Functions:
1. **To keep a schedule for releasing print editions. To send said editions to be printed. To maintain stable printing connections. To understand printing costs and procedures.**
   ~~It is tradition to keep t~~The college newspaper **should be kept** on a bi-weekly schedule, releasing a print edition of *Paydirt* every two weeks. ~~Editions are sent in PDF form to the Printing & Publications Coordinator, currently stationed in Brown Hall 111.~~ **Editions are currently sent to individuals at the Office of Student Affairs at the following addresses: michael.voegerl@nmt.edu, Tristine.Hayward@nmt.edu, and valerie.maez@nmt.edu. These addresses should be updated as printing circumstances change.** Articles and photos should be completed by the Thursday before the release of the issue, and the PDF of the publication should be sent by 3pm on the

following Friday. Issues are released on Mondays, or the earliest day in the week if Monday is not possible.

- **Example:** An issue is due on the 24th of February. The due date for articles and photos would be the 20th, and the PDF would be sent in on the 21st.

The layout editor (described below) is in charge of designing the initial layout of the issue the day before articles and photos are due. In the above example, this would be the 19th. This draft is then put into the Paydirt Drive (described below) for other members to look at. The Editor-in-Chief is then responsible for looking over the issue, taking in the concerns of their staff, and making changes as necessary. These should be small in nature as it is the layout editor's responsibility to complete the majority of the issue's layout. Usually, 200 copies are printed and placed in various buildings around campus. These currently include Fidel, Speare, Workman, Weir, Skeen Library, Jones Annex, and Lopez. **Current costs through the Office of Student Affairs are $0.52 per 11x17 page. The EiC should have a working knowledge of these costs, and should update them as needed.**

2. **To hire and manage a team of journalists, layout editors, and photographers.**
The *Paydirt* team currently consists of the EiC, two Journalists, a Layout Editor, and a Photographer. It is the duty of the EiC to find and hire for these positions if they are vacant. Journalists are responsible for writing articles, the Layout Editor is in charge of designing the newspaper layout and updating the website, and the Photographer is in charge of attending events and taking photos for various articles that require such photos.

3. **To hold weekly meetings with team members to discuss articles, layouts, and photos. These meetings are decided upon by the Editor-in-Chief after taking into account the schedules and preferences of every team member.** ~~These meetings~~ **They** should be held as early in the week as possible so as to provide as much time as possible for members to understand and complete their various tasks. Sample articles could cover SGA news, campus research, student clubs, etc. Layout ideas could include image placement, color choice, reading flow, etc. Photo ideas could include campus events, student clubs, hiking locations for filler photos, etc. Every team member should understand their responsibilities at the end of every meeting. **Every team member should treat each other with respect and with an openness for new ideas. It is the responsibility of the EiC to ensure these meetings are no longer than 1 hour in length. If the meeting continues past this mark, sufficient explanation must be given.**

4. **To choose a useful way to communicate with team members outside of meetings.**
Team members often have to communicate with each other to coordinate taking photos or to let the EiC know that their article is ready to be edited. As such, it is prudent to have a way to communicate outside of meetings. Currently Discord is used to fill this role. **Every member must be invited to and aware of the Discord. After a member is no longer on the *Paydirt* team, they must be removed from the Discord.** A leaving EIC

should transfer ownership of the *Paydirt* Discord server to the new EiC at the end of their contract **or as soon as they can, in the case a new EiC has not been chosen.**

5. **To edit the articles of journalists.**

   In order to maintain a consistent voice within *Paydirt*, the EiC should edit the articles presented by Journalists. These should contain suggestions and corrections, but not outright remove the individual voice of the author. The EiC should be on the lookout for grammatical errors, weird sentence structures, and confusing wordings. Most importantly, the EiC should look for bias within articles. Bias degrades the credibility of a newspaper, and as such should be removed.

6. **To write articles, design layout, or take pictures as needed.**

   The EiC serves as a sort of jack-of-all-trades. If an issue needs more articles, they should write enough to fill the gap. If the layout editor needs assistance, the EiC should have apt knowledge of any software used, currently Adobe InDesign and Photoshop. Additionally, if they have to take photos, they should be ready to do so.

7. **To maintain the *Paydirt* Google Drive.**

   The *Paydirt* Google Drive is where articles and photos are currently stored before being uploaded to Adobe InDesign to be placed into the issue layout. It should be organized and easy to sort through for team members.

8. **To oversee the design of the official *Paydirt* website.**
   ~~Currently, Squarespace is used to host the *Paydirt* website. It should be updated bi-weekly with the most recent edition's articles by the Layout Editor. The licence for the website must be renewed every year, and is accounted for in the *Paydirt* budget. At this point in time, the website requires very little to be maintained, but per Item 10, that could change in the future.~~ **The *Paydirt* website has been transferred to a New Mexico Tech hosting site. This new website should be updated bi-weekly with the most recent edition's articles by the Layout Editor.**

9. **To maintain the Paydirt office and Paydirt's equipment. To hold office hours.**

   The *Paydirt* office is currently located in the Fidel Building, hallway 174B, room 168. The office should be kept clean and organized so as to hold calm and inviting interviews within the office, if needed. In addition, a clean and organized office facilitates efficient work, and allows for future *Paydirt* members to easily access old documents and print issues. The EiC should hold office hours as required in this room. The EiC must also manage *Paydirt's* equipment, including camera parts, recorders, computers, software, and all other current and future equipment belonging to *Paydirt*. This equipment must be kept in good condition and in *Paydirt's* possession. Any licenses, specifically software related, must be renewed, either yearly or monthly, as needed, and these dates should be kept track of. A leaving EIC should transfer work with the new EiC to notify them of all renewal dates and proceedings.

10. **To manage the official *Paydirt* email. To manage advertisements within editions. <u>To maintain and update an official Ad Pricing sheet.</u>**

    The official *Paydirt* email, paydirt@npe.nmt.edu, is crucial to the success of the newspaper. Advertisers send their requests and advertisements, readers submit their comments and concerns, the Google Drive is tied to the account, and it is the main email address used to communicate with the rest of the SGA. The EiC must keep the email organized. They must also respond to emails in a timely manner. **<u>The EiC must also create and update an official *Paydirt* Ad Pricing sheet. This sheet must contain the pricing information for people and organizations interested in advertising within *Paydirt's* pages. When these are changed, all current advertisers should be notified of the new prices. Previous prices must be honored if the advertiser already planned for an upcoming ad at that price with the EiC. After the ad is printed, the advertiser must then abide by the new prices as normal.</u>**

11. **To create new and innovative additions to *Paydirt* to keep the newspaper interesting and fresh for readers.**

    Paydirt is always changing, evolving. In order to keep the newspaper eye-grabbing and interesting, new things should be tried on a constant basis. For example, *DIRT* is a satirical issue that has been released by *Paydirt* in the past. It prints far less issues and less often, but offers a break from the usual seriousness of college. Another example that ties in with this is the use of polls to understand the desires of readers. The polls that have been conducted in the past have offered up prizes to readers and have given back useful feedback, including praise over *DIRT.* This is to say that experimentation is valuable, if done correctly. The EiC should facilitate the growth of the paper.

12. **To attend SGA meetings to give bi-weekly reports and report on SGA proceedings.**

    The EiC should attend every SGA meeting to not only give a report over what they and their team have accomplished, but to write down what the rest of the SGA is discussing. This allows *Paydirt*'s readers, who are mostly students, to understand, at least at a fundamental level, what is happening within the SGA.

Adopted by the NMTSGA Senate on the _____ day of _____, _____.