

## The Appalachian Editor-in-Chief application process for 2016-2017



### Application instructions

Your complete application will include a cover letter, your current resume (with adequate contact information), answers to the questions below, at least five samples of relevant work (writing, photos, design, multimedia), and names and contact information for at least two professional references. Incomplete applications or applications received after the deadline will not be accepted. Application materials must be submitted via email as a single PDF portfolio to Allison Bennett Dyche, Assistant Director for Student Engagement, at [dycheab@appstate.edu](mailto:dycheab@appstate.edu). For more information, call 828-262-6252.

### Qualifications

The editor-in-chief will be a student enrolled full-time at Appalachian State University. Qualified candidates will have a minimum of 60 semester hours earned before their term would begin, and will have a 2.5 grade point average or better at time of application. The editor-in-chief must maintain a 2.25 grade point average while in office. Prior collegiate or professional journalism experience is desired. Candidates without experience must request from the Student Media Board a waiver of the experience requirement.

### Supplemental application questions

1. What is the purpose of a student news source? What do readers expect from The Appalachian?
2. How do you see The Appalachian collaborating with other departments and organizations at Appalachian State University?
3. Describe your leadership style. In what ways is your leadership style well-suited for this position?
4. What do you hope to gain from serving as editor-in-chief? Which skills or abilities do you wish to learn or further develop?
5. Submit a one-year plan that includes answers to the following questions:
  - Identify a main negative of The Appalachian. How will you address and fix it?
  - Identify the main positive of The Appalachian. How will you retain and improve upon it?
  - What operational goals would you like to accomplish during your term as editor-in-chief?
  - How will you move The Appalachian forward technologically?

### Timeline

**Dec. 14:** Applications available.

**Jan. 22:** Completed applications emailed in PDF format (preferably as a PDF portfolio) to [dycheab@appstate.edu](mailto:dycheab@appstate.edu). Applications must be submitted by 5 p.m.

**Jan. 31:** Student Media Board conducts interviews with qualified applicants.

# The Appalachian

## Editor-in-Chief

### Job Description

The Editor-in-Chief of The Appalachian is appointed by the Student Media Board, and is supervised by the Assistant Director for Student Media. The Editor-in-Chief is responsible for the entire content of The Appalachian (print and online) and supervision of the editorial staff of the newspaper. This individual must act as the official public relations officer and spokesperson while representing The Appalachian at various meetings and conferences. Candidates for the position must have a 2.5 grade point average at time of application and maintain a 2.25 grade point average during the term of appointment; have at least one year of editorial experience with a student newspaper or suitable alternative publication; and have news writing and editing, and layout and design skills.

### Managerial Duties (all duties done in consultation with the Assistant Director for Student Media):

- Hire the editors for editorial content, production and online operations, and consult with these individuals in the hiring of the rest of the editorial board.
- Manage the editorial board and conduct evaluations of staff (at least every semester).
- In consultation with the business manager, set deadlines to meet production schedules.
- Recruit, using a variety of methods, staff for the newspaper (including no fewer than 10 freshmen). Market the publication via social media, promotions, etc. to increase readership. Represent the publication at official college and community events.
- Ensure communication, personnel and technical problems are addressed and resolved in a timely manner.
- Handle all complaints, inquiries, and official correspondence for The Appalachian. Check and respond to emails, phone calls, messages, etc. in a timely manner.
- Uphold and educate others on established standards of journalistic ethics.
- In consultation with the business manager, oversee the completion of payroll paperwork.
- In consultation with the business manager, develop a budget for The Appalachian.

### Day-to-Day Duties:

- Schedule, set the agenda and preside at all staff meetings, editorial board meetings, and any other meetings related to content, operation and planning. Conduct at least two editorial board meetings per week (Sunday evening and Wednesday evening) at a time which does not hinder the production schedule to discuss the editorial content.
- Write the staff editorial after content and opinion have been discussed by the editorial board, or assign a member of the editorial board to write staff opinions.
- Participate in the design of the paper two mornings per week and make the final decision concerning photographs and page layout. Be present on production days/nights to assist and give final approval on the newspaper.
- In consultation with the editors, maintain a daily story budget during the academic year. Observe all established deadlines to ensure the newspaper is published according to schedule, and content is posted online.
- Attend a mandatory weekly meeting with the Assistant Director for Student Media.
- Attend a mandatory weekly meeting with the Assistant Director for Student Media, business manager, managing editor and visual managing editor.
- Make equipment and supply purchase recommendations to the Assistant Director for Student Media.

### Training/Time Requirements:

- The Editor-in-Chief must attend the Management Seminar for College News Editors (MSCNE), held each July in Athens, Ga. at the University of Georgia.
- The Editor-in-Chief is expected and strongly encouraged to register for the Advanced Leadership Class, taught during fall semester for student leaders.
- The Editor-in-Chief may also be asked to attend and speak at the National College Media Convention, held each fall and spring, and the North Carolina College Media Association conference, held each winter. The editor-in-chief will also be expected to participate in leadership and professional development programs throughout the year as assigned.
- Fifteen (15) posted office hours per week (outside of newspaper production times) must be met. Office hours must be approved by the Assistant Director for Student Media, and the majority must be between the hours of 8 a.m. and 5 p.m. Monday-Friday. Office hours should be posted in the newsroom and made known to the entire newspaper staff.
- The Editor-in-Chief is required to assist the Assistant Director for Student Media in conducting writing, editing, photography, and other workshops. These workshops are in addition to the pre-fall staff development workshop.

# The Appalachian

## Editor-in-Chief

### Application

Complete and return to: Allison Bennett Dyche  
Assistant Director for Student Engagement  
CSIL, 2<sup>nd</sup> floor, 244A, Plemmons Student Union

Name \_\_\_\_\_ Class level: \_\_\_\_\_

ASU box \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Home address \_\_\_\_\_  
\_\_\_\_\_

Date entered ASU \_\_\_\_\_ Semester hours attempted to date \_\_\_\_\_

GPA (grade point average) \_\_\_\_\_ Semester hours earned to date \_\_\_\_\_

Major \_\_\_\_\_ Minor \_\_\_\_\_

Describe your most  
recent employment

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List and indicate the final grade earned in all communication, English and other courses you believe helped prepare you for this position.

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Signature \_\_\_\_\_ Date \_\_\_\_\_

*For office use only*

*Date Submitted:*

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*Date Assistant  
Director Reviewed  
Application with  
Applicant:*

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*Recommendation:*

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# Editor-in-Chief The Appalachian



## ***The Appalachian* Mission Statement**

*The Appalachian* is a student-produced newspaper for the students, faculty and staff at Appalachian State University, Boone, N.C. It is published by the Office of Student Media in the Lee H. McCaskey Center for Student Involvement and Leadership (CSIL), within the Division of Student Development. The newspaper is published each Tuesday and Thursday during the fall and spring semesters, content is published online daily, and special sections and issues as needed throughout the year and during the summer. Exceptions to the publication schedule are when school is not in session, or following long weekends and holidays.

The content of *The Appalachian* is to reflect life at Appalachian State University and the staff should strive to spotlight students, faculty and staff, their pursuits, concerns and interests, as well as those issues that might affect them. The style of writing should be journalism-based and should conform to established journalism practices. The guide for all writing is the Associated Press Stylebook and Libel Manual. The editor-in-chief is responsible for all content of the newspaper and website.

*The Appalachian* exists to inform readers about the university. The student staff retains the right to choose content within and to determine priority of stories for readers. Decisions involving all written and multimedia content of *The Appalachian* shall be made by the editor-in-chief.

*The Appalachian* will strive to present factual material in its articles in an objective, unbiased and fair manner. Writers will be encouraged to research the views, policies and actions being written about so those involved may express their opinions in any article. *The Appalachian* will strive to use fairness, impartiality, accuracy, truthfulness and responsibility in presenting ideas to its readers.

*The Appalachian* will make a clear distinction between factual and opinionated content and, when opinion pieces appear they will be labeled as such.

*The Appalachian* will avoid sensationalizing and will not invade the privacy of any student, faculty or staff employee, or print material which may be embarrassing to a group or individual except in the area of that individual's public responsibility or performance.