

Student Publications Photo Staff

# STANDARD OPERATING PROCEDURES AND CODE OF ETHICS

1. Purpose of the SOP.
2. Purpose of Student Publications Photo Staff
3. General Policies
  1. SPPS General Policy
  2. Lab Policy
  3. Telephone Policy
  4. Lab Security
  5. Squires Security
  6. Lab hours
  7. Meetings
  8. Evaluations, Honoraria, and Cash Awards
4. Staff Organization
  1. Adviser
  2. Director of Photography
  3. Business Manager
  4. Lab Manager
  5. *Bugle* Photo Editor
  6. *Bugle* Associate Photo Editor
  7. *Collegiate Times* Photo Editor
  8. *Collegiate Times* Associate Photo Editor
  9. Photo Sales Representative
5. Staff Development
  1. Selection of Director of Photography and Business Manger
  2. Selection of the Staff heads
    1. Lab Manager
    2. *Collegiate Times* Photo Editor and Associate Photo Editor
    3. *Bugle* Photo Editor and Associate Photo Editor
  3. Transition of Staffs
  4. Recruitment of Staff
  5. Training of Staff
  6. Dismissal
6. General Operations
  1. Liability for SPPS Equipment
  2. Keys
  3. Personal Work
  4. Photo Assignments
  5. Editing
  6. Filing Negatives and Prints
  7. Ordering Supplies
  8. Equipment Check-out

9. Film Check-out
10. Equipment Maintenance and Repairs
11. Inventory
12. Cut Line Information
7. Business Operations
  1. Budget
  2. Banking Transaction
  3. Payroll
  4. Photo Sales
8. Contracts
  1. General Conditions
  2. *Bugle* Contract
  3. *Collegiate Times* Contract
9. Code of Ethics
10. Complaints
11. Licensing

## 1. Purpose of the SOP.

This manual is designed to document the operating procedures of Student Publications Photo Staff (hereafter referred to as SPPS), the Photography division of Educational Media Company at Virginia Tech, Inc. (hereafter referred to as EMCVT). This manual contains standard policies and procedures of SPPS and shall be revised and submitted to EMCVT every other year, or when necessary. This document and the accompanying Code of Ethics are intended to serve as a set of guidelines to follow, although all items are subject to change.

## 2. Purpose of Student Publications Photo Staff

SPPS is created to provide photography for those organizations with which it draws written contracts by approval of the director of photography, and EMCVT. During the executions of the contracts, it is the goal of SPPS to develop the photographic skills of its members.

## 3. General Policies

### 1. SPPS General Policy

SPPS is a member of EMCVT. The director of photography reports as the chief executive officer, and business manager reports as the financial officer to EMCVT. All staff heads are accountable to the director of photography, and to their respective organizations, if appropriate. All members of SPPS will abide by these policies and procedures. Any policies established by EMCVT will supersede relevant SPPS policies and procedures. As the principal photographers for the members of EMCVT, every attempt should be made by those individual organizations and EMCVT to utilize the services of SPPS prior to resorting to alternate sources.

### 2. University Policy

SPPS shall conduct its operations in accordance with

### 3. Lab Policy

SPPS shall utilize the space provided by the university to maintain functional office space and an operational darkroom and digital photo lab in accordance with the policies established.

### 4. Telephone Policy

SPPS shall maintain a telephone in the SPPS lab to provide local access as available from the university. Use of the SPPS telephone is to be in a responsible and professional manner by all staff members.

### 5. Lab Security

Only active staff heads of SPPS shall be authorized to receive keys for the lab, the equipment cabinets, refrigerator, and otherwise unrestricted access to the SPPS office. The equipment cabinet and refrigerator will remain locked at all times, other than immediately checking out equipment or supplies. The lab is to remain locked at times when there is no staff head present. However, a staff member may receive access privileges to the lab by mutual consent of the staff heads.

#### 6. Squires Security

Only active staff heads shall be issued security swipe cards permitting 24-hour access to Squires Student Center, for a \$5 fee, refunded when the card is returned. The card is the responsibility of the member who it is issued to, and is subject to applicable EMCVT and UUSA policies.

#### 7. Lab hours

All staff heads will establish and keep regular office hours as posted in the SPPS office to permit use of the lab by SPPS members and conduct the daily business of SPPS. The business manager shall coordinate the establishment of office hours.

#### 8. Meetings

All staff heads shall attend the staff head meetings to be held at the discretion of the director of photography. Twice a week, a meeting will be held for the entire staff for the purpose of distributing photo assignments, critiquing photography, training, and relaying other information to the staff.

#### 9. Evaluations, Honoraria, and Cash Awards

SPPS shall follow the policies established by EMCVT on evaluations, honoraria, and cash awards.

### 4. Staff Organization

#### 1. Adviser

SPPS shall have a faculty adviser selected in accordance with the policies set forth by EMCVT. The adviser shall attempt to maintain regular contact with the staff. An editorial adviser is also available to staff members.

#### 2. Director of Photography

The director of photography shall:

- Be responsible for the overall operation of SPPS
- Be responsible for overseeing staff development and training
- Oversee and assist the staff heads, when necessary

- Strive to improve the quality and efficiency of SPPS
- Provide opportunity for staff input
- Maintain a good working relationship with the other divisions of EMCVT, as well as other student organizations, especially those related to student media
- Keep set office hours (at least 2 hours/week) and attend staff meetings
- Represent SPPS at EMCVT board meetings
- Determine cash awards and honoraria amounts upon agreement with the general manager of EMCVT, the faculty adviser, and business manager
- Meet regularly with the *Bugle* and *Collegiate Times* editors
- Procure and assign passes for concerts, athletic events, etc., when not provided by the *Bugle* or *Collegiate Times*
- Provide guidance for the staff
- Be responsible for making and providing current photo passes for SPPS staffheads and staff
- Maintain the staffhead and SPPS listserv

### 3. Business Manager

Responsibilities shall include, but are not limited to:

- Responsible for all financial aspects of SPPS, including bills, deposits, accounts receivable monthly financial statements and preparing yearly budget.
- Responsible for preparing all financial statements and reports to be presented to EMCVT
- Responsible to both the director of photography and EMCVT for the costs and profits of operation
- Responsible for attending staff and staff head meetings
- Responsible for coordinating travel arrangements for photographers
- Responsible for holding set office hours (at least 2 hours/week)
- Responsible for attending EMCVT and financial affairs meetings
- Assisting in staff development
- Developing and instituting a public relations and staff recruitment plan
- Maintaining office equipment and supplies
- Developing and instituting marketing plans and promotions
- Establishing and adhering to contracts
- Responsible for organizing Bugle organization photo sessions, with the help of the Bugle photo editors.

### 4. Lab Manager

Responsibilities include, but not limited to:

- Maintaining the lab at full operating capacity
- Maintaining SPPS equipment
- Keeping inventory of equipment and supplies

- Ordering equipment and supplies as needed with the approval of the Business Manager
- Assisting in staff development and training
- Striving to improve the quality and efficiency of the staff
- Keeping office hours in order to maintain the lab
- Attending staff and staff head meetings
- Be responsible for equipment check out
- Keeping the lab clean and in order
- Maintaining the SPPS photo archive and SPPS upload server

#### 5. *Bugle* Photo Editor

Responsibilities include, but not limited to:

- Overseeing the photography for the *Bugle*
- Assigning *Bugle* photo assignments
- Ensuring all *Bugle* photo deadlines are met
- Assisting in staff development and training
- Striving to improve the quality and efficiency of the staff
- Keeping set office hours (at least 3 hours/week)
- Coordinating the processing of *Bugle* assignments
- Coordinating group photography with the *Bugle with assistant of the SPPS Business Manager*
- Meeting any requirement as mandated by the *Bugle* staff
- Being responsible for any *Bugle* assignments that are not taken

#### 6. *Bugle* Associate Photo Editor

Responsibilities include, but are not limited to:

- Assisting the *Bugle* photo editor to oversee photography for the *Bugle*
- Keeping a thorough and complete record of the *Bugle* assignments
- Striving to improve the quality and efficiency of the staff
- Attending all staff and staff head meetings
- Meeting regularly with the *Bugle* photo editor and *Bugle* staff
- Keeping set office hours (at least 2 hours/week)
- Meet any requirements as mandated by the *Bugle* staff
- Assisting *Bugle* photo editor with any assignments not taken

#### 7. *Collegiate Times* Photo Editor

Responsibilities include, as mandated by the *Collegiate Times* Standard Operating Procedure:

- Oversee all photography for the *Collegiate Times*, including photos not taken by SPPS

- Distribute photo assignments to staff photographers
- Provide choices of photos for department editors and offer suggestions for photos
- Get all outline information
- Edit all images for regular issues and special issues
- Shoot deadline assignments when no other photographers are available

In addition to the requirements as mandated by the *Collegiate Times*, the photo editor will be responsible for, but not limited to:

- Assisting in staff development and training
- Striving to improve the quality and efficiency of the staff
- Attend staff and staff head meetings
- Keeping set office hours on the nights editing for the *Collegiate Times*

#### 8. *Collegiate Times* Associate Photo Editor

Responsibilities include, as mandated by the *Collegiate Times* Standard Operating Procedure:

- Distribute photo assignments
- Provide choices of photos for department editors and offer suggestions for photos
- Edit all images for regular issues and special issues
- Assume photo editor's responsibilities in his/her absence
- Shoot deadline assignments if the Photo Editor was unable to do so

In addition to the requirements as mandated by the *Collegiate Times*, the Associate Photo Editor will be responsible for, but not limited to:

- Assisting in staff development and training
- Striving to improve the quality and efficiency of the staff
- Attend staff and staff head meetings
- Keeping set office hours on the nights editing for the *Collegiate Times*

#### 9. Photo Sales Representative

Responsibilities shall include, but are not limited to:

- Promoting and selling SPPS products
- Processing photos prior to sale
- Attend and sell photos at *Bugle* group photo sessions
- Assisting in staff development and training
- Striving to improve the quality and efficiency of the staff
- Attend staff and staff head meetings
- Keeping set office hours

#### 5. Staff Development

## 1. Selection of Director of Photography and Business Manger

The director of photography and business manager shall be selected through the procedures described in the bylaws and policies of EMCVT. Unless circumstances require, the candidates for these positions shall have previously been members of SPPS.

## 2. Selection of the Staff heads

The selection of staff heads shall be made within one week of the selection of the new director of photography and business manager. Any SPPS staff member may complete an application for any staff head position. The applications shall be made available at meetings and at the lab.

### i. Lab Manager

The old and new director of photography and business manager shall select by consensus the lab manager.

### ii. *Collegiate Times* Photo Editor and Associate Photo Editor

Selection of Photo Editor and Associate Photo Editor shall be made in accordance with the standard procedures of the *Collegiate Times*.

### iii. *Bugle* Photo Editor and Associate Photo Editor

Selection of the Photo Editor and Associate Photo Editor shall be made in accordance with the standard procedures of the *Bugle*

## 3. Transition of Staffs

The director of photography is responsible for setting a schedule of transition of responsibility of position from the previous year's staff heads. In accordance with EMCVT policy, new staff heads will assume full responsibility and privileges the first Monday following Spring Commencement.

## 4. Recruitment of Staff

The director of photography and business manager, with assistance from staff heads, shall recruit new staff members by participation in organization show cases and advertisement of the staff.

## 5. Training of Staff

The director of photography and other staff heads shall establish a schedule for training staff members. This is to include, but not limited to presentations at staff

meetings and one on one training with staff members. All staff members shall be familiar with the equipment and procedures of SPPS.

## 6. Dismissal

The director of photography may dismiss any staff head or staff member should they fail to adequately perform their duties. The director of photography and business manager may be dismissed from their position by EMCVT in accordance with the constitution of EMCVT.

## 6. General Operations

### 1. Liability for SPPS Equipment

All SPPS members and staff heads shall sign an assumption of liability for all SPPS equipment they check out. Normal wear on equipment is not included in this liability.

### 2. Keys

The top three positions of SPPS (director, business manager and lab manager) will hold keys to the equipment cabinets. The director of photography may issue keys to *Bugle* and *Collegiate Times* photo editors if desired to have access to equipment for spot news and emergency assignments.

a. This equipment follows regular checkout rules set by the lab manager and photo editors are liable for the equipment in the cabinet.

b. This privilege will be revoked upon failure to adhere to the above guidelines.

### 3. Personal Work

All staff heads and members are permitted to use the lab for personal photography work provided they:

- i. Supply all necessary paper and film
- ii. Compensate the staff for use of depreciable supplies such as chemistry
- iii. Have previously shown a commitment to be a productive member of SPPS
- iv. Do not interfere with SPPS deadlines
- v. Do not abuse this privilege
- vi. Make extended efforts to keep the lab in good condition

The Director of Photography or Lab Manager may at any time restrict one or more persons' use of the lab for personal work.

### 4. Photo Assignments

The *Bugle* and *Collegiate Times* photo editors shall work with their respective organizations to develop a system of photography assignments that is mutually beneficial. This system must conform to any precedences set by the contracts between the *Collegiate Times*, *Bugle* and SPPS. Assignments are due to the photo editors by the time of the staff meetings, otherwise, SPPS is not responsible for ensuring the assignment is taken. However, in reasonable cases, every attempt will be made to distribute the assignment. Photo passes will be supplied as required with the assignment for the submitting publication. Otherwise, the director of photography must be notified one week prior to the event in order to obtain the required pass. All assignments shall be kept in a log by the assigning photo editor. This log is to remain in the lab for future reference. In cases of conflicting assignments, the photo editors will arrange for an equally beneficial solution, otherwise, the director of photography has the final decision. All assignments must be presented during the staff meetings to provide equal opportunity for the staff, unless assignment requires a photo pass. The director will create a system to distribute football game passes for the season. For major concerts that require passes and pass requests, photographers must submit a written request. The requests are due the day after the assignment is announced at the meeting. The staff heads will then obtain a consensus of which photographer will take the assignment. In the case of an assignment that requires a photo pass, the staff heads will obtain a mutual consensus of which photographer should take the assignment. When conflict arises over an assignment, the director of photography shall have the final decision. Assignment “hogging” will be resolved directly by the director of photography.

## 5. Editing

It is the job of the photo and associate photo editors to select photographs suitable for publication. Photographers may suggest photographs to the photo and associate photo editors, however, photo editors and associate photo editors shall have final say.

Maintaining Digital ArchiveThe Lab Manager shall establish a system for filing all digital files. The system shall include, but not be limited to:

- Date the assignment was shot
- Name of the photographer
- Subject of the assignment

## 7. The Digital Archive should be kept up-to-date on the SPPS Archive Server as well as an additional backupOrdering Supplies

Only the director of photography, lab manager, or business manager may purchase supplies and equipment for the lab, or delegate specific purchases to other staff members. Before an order is placed, the director of photography, business manager, and lab manager must concur the purchase is necessary, and follows the budget, except in extraordinary circumstances. A pre-existing understanding of certain equipment and supplies needed for normal operations does not need the concurrence

of the business manager, lab manager, or director of photography. Upon receipt of shipments, the lab manager will be responsible for checking equipment and supplies into the inventory, and submit the invoice to the business manager.

#### 8. Equipment Check-out

The lab manager shall develop an equipment checkout system that is to be strictly followed by all staff heads. Only staff heads with keys can check out equipment, and may make SPPS equipment available for checkout. Only active SPPS members may check out equipment. Staff heads should use discretion in checking out equipment as to ensure there is enough equipment available for other assignments. The lab manager shall enforce checkout policies over extended academic breaks from school. Only necessary equipment shall be checked out for extended periods. This system shall include, but not be limited to:

- Name of staff member issued equipment
- Name of staff head who checked out equipment
- Date of check-out
- Date of check-in
- Staff member checking in equipment
- Equipment checked out
- Accessories

Staff heads are responsible for determining all equipment is returned in good operational condition, and all accessories are present.

Equipment checkout policy: Equipment can only be checked out for 24 hours. With permission from the lab manager, equipment can be checked out longer. SPPS members are not eligible to check out equipment until all fees are resolved.

#### 9. Equipment Maintenance and Repairs

The Lab Manager shall see that all SPPS equipment is maintained on regular intervals to sustain good operating conditions. The Lab Manager or an appropriate service agent will make any required repairs to equipment. SPPS members will be fully responsible for the replacement cost of lost equipment. For equipment returned broken, SPPS members are responsible for half of the repair cost.

#### 10. Inventory

The Lab Manager shall check inventor of SPPS equipment at least twice each semester. The Lab Manager will also keep a running inventory of all lab supplies. Any discrepancies in either inventory will be immediately conveyed to the director of photography.

#### 13. Cutline Information

Photographers are responsible for getting cutline information. In any instances where there are four or fewer persons in a photo, cut-line information is required. This includes, names, year and major for students. For non-students, this includes name, residency, and job duties (if it can be obtained). For faculty, this shall include name and department. Improper cutline information, including the lack of cutline information per the above guidelines, will result in the photo running with a "STAFF / SPPS" tagline.

## 7. Business Operations

### 1. Budget

The business manager-elect, with the assistance of the current business manager, and consensus of director-elect, director of photography, lab manager, and lab manager-elect, will develop a budget for the following academic year. The budget will be made with the *Bugle* and *Collegiate Times* contracts in mind. The business manager of each of those organizations should also be consulted when creating the budget. The budget is subject to the approval policies of EMCVT.

### 2. Banking Transaction

The business manager is the only authorized member of SPPS to complete banking transactions. All banking transactions must be in accord with the procedures set forth by EMCVT, and the Financial Advisor

### 3. Payroll

The business manager shall follow guidelines set forth by EMCVT for payroll. Any SPPS member eligible for payment who holds an outstanding debt to SPPS may have the debt deducted from their payment. Any such deduction must be approved by EMCVT.

### 4. Photo Sales

The business manager shall set up a system for selling reprints of photographs. The business manager and director of photography are responsible for marketing and promoting photo sales. Photo sales will be held applicable to the policies of EMCVT, and all applicable state, local, and federal requirements. Photographers are entitled to receive a percentage of the profit margin, as deemed by the director of photography and the business manager.

## 8. Contracts

### 1. General Conditions

The business manager and director of photography must approve any contract submitted to the business manager. Any substantial contract with SPPS, those involving greater than \$500 over a period of less than one semester, or any contract

spanning or greater than one semester, must also be approved by EMCVT. Any contract, which is subject to renewal, must be reviewed and approved as a new contract.

## 2. *Bugle* Contract

The current SPPS – *Bugle* contract is the prevailing document outlining the SPPS – *Bugle* relationship.

## 3. *Collegiate Times* Contract

The current SPPS – *Collegiate Times* contract is the prevailing document outlining the SPPS – *Collegiate Times* relationship.

## 9. Code of Ethics

Student Publications Photo Staff, a division of EMCVT, Inc. dedicated to the practice and advancement of photojournalism, acknowledges concern and respect for the public's natural law right to freedom in searching for the truth and the right to be informed truthfully and completely about public events and the world in which we live.

We believe that no report can be complete if it is not possible to enhance and clarify the meaning of words. We believe that pictures, whether used to depict news events as they actually happen, illustrate news that has happened, or to help explain anything of public interest, are an indispensable means of keeping people accurately informed; that they help all people to better understand any subject in the public domain.

Believing the foregoing, we recognize and acknowledge that photojournalists should in all times maintain the highest standards of ethical conduct in serving the public interest. To that end, Student Publications Photo Staff sets for this code of ethics, which is subscribed to by all its members:

1. The practice of photojournalism, both as a science and an art, is worthy of the very best thought and effort of those who enter it as a profession.
2. Photojournalism affords an opportunity to serve the public that is equaled by few other vocations, and all members of the profession should strive to maintain high standards of ethical conduct free of mercenary considerations of any kind.
3. It is the individual responsibility of every photojournalist at all times to strive for pictures that report truthfully, honestly, and objectively.
4. As journalists, we believe that credibility is our greatest asset. In documentary photojournalism, it is wrong to alter the content of a photograph in any way (electronically or in the darkroom) that deceives the public. We believe that guidelines

for fair and honest reporting should be the criteria for judging what may be done to a photograph.

5. Business promotion in its many forms is essential, but untrue statements of any nature are not worthy of a professional photojournalist and we severely condemn such practice.
6. It is our duty to encourage and assist all members of our profession, individually and collectively, so that the quality of photojournalism may consistently be raised to higher standards.
7. It is the duty of every photojournalist to work to preserve all freedom of the press rights recognized by the law and to work to protect and expand freedom of access to all sources of news and visual information.
8. Our standards of business dealings, ambitions, and relations shall have in them a note of sympathy for our common humanity and shall always require us to take into considerations our highest duties as members of society. In every situation in our business life, in every responsibility that comes before us, our chief thought shall be to fulfill that responsibility and discharge that duty to that, when each of us is finished, we shall have endeavored to lift the level of human ideals and achievement higher than we found it.
9. No code of ethics can prejudge every situation, thus common sense and good judgment are required in applying ethical principles.

*-Adapted from the National Press Photographers Association Code of Ethics.*

#### 10. Complaints

All complaints made to SPPS will be handled by by the director of photography, who may consult staff as necessary. The Director will be informed of any complaints brought to any staff member, resolved or unresolved. If a complaint cannot be resolved with a good faith effort with the Director, it may be appealed to the Management and Advisory Team of EMCVT, Inc."

#### 11. Licensing

Use of SPPS's name, logo or other identifying mark must be approved in advance by the director of photography.