Distraction Magazine

Staff manual

History

- Distraction started in 2008 as the result of a project in one of Professor Jackie Susa's magazine courses and student Danielle McNally
- The project, which is still assigned as a final today, was for each student to create his/her own magazine prototype. One student's project was a campus magazine named distraction
- Since there was no campus magazine at the time and the project was so successful, distraction was started out with the help of the School of Communication
- Today it is no longer a publication of the School of Communication
- Since the referendum was passed, it functions as a completely student-run publication

Mission

Motto

- Distraction is a lifestyle magazine that is meant to "distract" readers
- Its main goal is to entertain the student body with stories about campus, college life and everything Miami-related and to inform students on how to take advantage of these three things
- It is created with the hopes of it being a guide for its readers; for students to refer to it on where to eat, what to do, what to wear, where to go and how to have fun, as well as to inform them about important, relevant topics occurring worldwide and in their community

Brand Image

- Fun
- Playful
- Edgy
- Informative
- College

Reach

- It is published twice a semester, four times a year
- We have a circulation of 10,000
- Currently distributed mainly on the Coral Gables campus

Meetings & organization

There is the "core-team" which consists of the Editor-in-Chief, Co-Executive Editors, Managing Editor, Co-Art Directors, Assistant Art Director, Co-Photo Editors, Assistant Photo Editor, Food Director, Illustrations Director, Co-PR Managers, Video Editor, Copy Chief, Assistant Copy Editor and all of the section editors. The Business team and the Social Media Manager will also be considered the core team.

Then there is the online team, consisting of the Online Editorial Coordinator, Online Copy Chief, Culture Blog Editor, Fashion Blog Editor, Food Blog Editor and Travel Blog Editor who will meet once a week as well, right before the general print meetings.

Each staff is expected to meet as a core team at least once a week. Furthermore, departments (writers, photographers, online, business, PR, design, video, etc.) will conduct meetings as needed throughout the semester. Contributors who do not have leadership roles are expected to attend general meetings and their respective story/ team meetings.

Core will meet to discuss content, plan ahead and structure the magazine. Core editors will also hold weekly office hours to help writers, designers and photographers. Additionally, core will hold "coffee-shop hours" to receive story ideas. General will meet to update the larger group on prevalent information and then work in smaller teams to collaborate, brainstorm and work on the magazine.

If a core team member or contributor needs to miss a meeting they must contact the managing editor.

Distraction will use SLACK as its main form of communication in order to have all communication in one consistent place.

Positions & Expectations

Editor-in-chief

The EIC is expected to act a leader, cheerleader, coordinator and communicator. The EIC leads weekly meetings and attends as many smaller meetings as he/she can. The EIC is responsible for the overall flow of the magazine and is expected to make

executive decisions on story content, design plans and all photography. The EIC will meet with the adviser on a regular basis, help the Co-Executive Editors manage the budget, and be in communication with the Board of Publications, the printer and the staff as a whole. Following staff-wide brainstorming, the EIC will work with the Co-Executive Editors to craft the official budget accordingly. The EIC will act as the head of the organization and will support his/her team in the process.

Co-Executive editors

The EEs are expected to support the EIC. The EEs work closely with the online portion of the magazine, the PR team and helps create story and design content. The EEs will be responsible for running meetings when the EIC is unable to do so and bridge communication between all facets of the organization. The EEs are expected to be a hand during deadline, promotions, photoshoots and other forms of magazine planning. The EEs are expected to pick up at least one story per issue (either photographing, designing or writing) and are expected to be in constant communication with the online portion of the magazine in order to bridge the gap between the two. Furthermore, the EEs will read stories after they have gone through the managing editor and will critique designs and photos. The EEs are required to attend core and general meetings, as well as other meetings by announcement. **The EEs will be present during deadline.**

Managing editor

The ME is the communicator of the magazine and is responsible for organizing the magazine and communicating deadlines, meeting times and other important events. The ME will send out the weekly emails detailing the meeting times, update Slack with appropriate meeting times and messages and reserve rooms for meetings. The ME will also create the Trello and Pinterest boards for each issue. The ME is responsible for editing stories following the copy chief and critiquing designs and photos. The main expectation of the ME is that he/she stays in contact with the team as a whole and dominantly stays in contact with the section editors. The ME will be in daily communication with the section editors, reminding them of deadlines and receiving updates, and will communicate this information to the EEs and EIC. Finally, the ME is expected to pick up at least one story per issue (either photographing, designing or writing). The ME is required to attend core, general and other meetings by announcement. **The ME will be present during deadline.**

Copy chief

The CC is expected to edit every print article thoroughly. The CC is responsible for fact checking every statistic, spelling word and general fact. The CC is responsible for ensuring the article is in correct AP style and in correct *Distraction* format. The CC will communicate any issues directly with the section editor if the story needs to be fixed. After the CC edits the article, it is expected to be virtually flawless. The CC is required to attend both core and general meetings, as well as meetings by announcement. **The Copy Chief will be present during deadline.**

Assistant copy chief

The ACC assists the needs of the CC and reads every article that will print. The ACC is responsible for fact checking every statistic, spelling word and general piece of information. The ACC is responsible for ensuring the article is in correct AP style and in correct *Distraction* format. The ACC will restructure the article if the organization does not make sense and he/she will communicate any issues directly with the section editor if the story content needs to be fixed. The ACC is required to attend general meetings and meetings by announcement. **The Assistant Copy Chief will be present during deadline.**

Section editor

A SE is expected to work on the core team and coordinate with the general team efficiently. A SE is responsible for delegating stories to different writers, who will reach out to the appropriate SE to pick up a story, and keeping in constant communication with the writer. **The SEs will be present during deadline.**
- **Overseeing Writers**: A SE should discuss the content of the story with the writer, come up with a general outline and credible sources, and ensure the writer is staying up to date with all deadlines. A SE is responsible for editing the content of the story and ensuring that there are quotes, full names, sidebars and all the necessary elements required for the story, based on the description given in the budget. A SE will edit the work of the writer and upload the story up to Trello for further editing. A SE is also responsible for editing his/her section after the story is on a spread during deadline.
- **Communicating with Core:** A SE will communicate any issues with the writer to the ME, EE or EIC immediately as they arise.
- **Deadline:** SEs will have multiple responsibilities on deadline. First, they will write all of the photo captions for their section. Next, they will be responsible for putting the finalized copy onto the spreads. Then they will edit all of the copy in their section once it is on the spreads. Furthermore, they will work on the computers during the final days of deadlines to edit stories for widows and orphans.
- **Staff Collaboration:** Furthermore, a SE is expected to foster collaboration with the designers and photographers working in his/her section. A SE will be expected to lead brainstorming sessions for stories and will be responsible for

creating cross-communication between different departments (copy, design, photo, video, online). A SE is required to set up Slack channels for each story under their section. The channel should include the SE, writer, designer, photographer, illustrator and EIC.

- **Meetings:** SEs are required to attend core meetings, general meetings and, when necessary, run their own meetings. Core and general meetings are mandatory.

Fashion Shoot Director

The Fashion Shoot Director is expected to run the fashion team and plan all the fashion photoshoots. The Fashion Editor will coordinate photo-shoots, secure locations, scout models, secure clothing and style for the shoots. The Fashion Shoot Coordinator will be proactive in reaching out to local boutiques, department stores and other stores to secure wardrobe deals in which models are styled in the store's clothes, which are later returned to the store. Core and general meetings are mandatory.

Fashion Copy Editor

The Fashion Copy Editor (like a section editor) is expected to work alongside the Fashion Shoot Director to brainstorm fashion story ideas as well as the concept for the editorial shoot. The Fashion Copy Editor will assign stories to writers and work closely with the writers to secure sources and keep them on top of their deadlines. The Fashion Copy Editor will be in charge of editing all the copy in the fashion section, as well as writing all of the captions in the section and writing the deck for the editorial shoot. **The Fashion Copy Editor will be present during deadline.**

Assistant Fashion Editor

Assistant Fashion Editors are expected to work with the Fashion Editor and the magazine staff as whole. Members of the team will assist in coordinating the photo-shoot (via props, makeup, set-up, take-down, etc.), securing locations and models and styling the models. Members are expected to take behind the scenes photos, contribute to the online fashion blog, and attend fashion meetings. General meetings are mandatory.

Staff writer

A staff writer is expected to pick up stories (at least one) in the print magazine and contribute to the online platform. Staff writers will collaborate on their stories with their Section Editor and the designers and photographers assigned to the same story. Staff writers are expected to follow AP style and the values of journalism. Staff writers are also responsible for attending general meetings and story meetings, when arranged by their Section Editor. General meetings are mandatory.

Co- Art director

The ADs are the head of all the design of the magazine. They are expected to edit each design to be visually appealing and match the magazine's style, which will be determined alongside the EIC. The ADs are responsible for delegating stories to designers and working with designers through the draft process. The ADs will be in constant communication with the designers, explaining edits and deadlines. The ADs are responsible for putting together section masters and issue masters for each print issue. The ADs are expected to attend core and general and other necessary meetings, which are mandatory. Most prominently, the ADs are responsible for the creative content planning for each issue, will create a vision for each spread during core's visual planning meetings and communicate this idea with designers and photographers. The ADs will work to create sketches of each story and will be expected to meet with the adviser for comments. The ADs are required to hold weekly office hours for designers to come in and give updates and receive assistance. Furthermore, the ADs will help assist the Photo Editor and Fashion Shoot Director in styling for shoots as necessary. **The Ads will be present during deadline.**

THE DISTRACTION STYLE GUIDE IS LOCATED AT:
https://company-72483.frontify.com/d/5bbp55hzgfaG/distraction-style-guide

Co-Assistant art director
The Assistant ADs are responsible for helping the ADs and creating spreads for the magazine. The Assistant ADs will help with content creation and will pick up at least two stories to oversee for each issue. The Assistant ADs will help work with staff/contributing designers to ensure each design adheres to *Distraction*'s style. The Assistant AD is required to core and design/story specific meetings, all of which are mandatory.

The style guide is located at:
https://company-72483.frontify.com/d/5bbp55hzgfaG/distraction-style-guide

Illustrations director
The ID is responsible for all content planning and editing of illustrations and other media work not related to general design/layout. The ID will work closely with the AD and EIC and will help conceptualize each story and where an illustration would be appropriate. The ID is expected to work with designers/illustrators to help edit and perfect their work. The ID will also pick up at least one of their own stories to illustrate per issue. The ID is required to attend core and general and other meetings by announcement, all of which are mandatory.

The style guide is located at:
https://company-72483.frontify.com/d/5bbp55hzgfaG/distraction-style-guide

Assistant Illustrations director

The Assistant ID is responsible for helping the ID and brainstorming and executing illustrations for the magazine, where appropriate. The Assistant ID will help with content creation and will pick up at least two stories to oversee for each issue, if necessary staff-wise. The Assistant ID is required to attend core, general and design/story specific meetings, all of which are mandatory.

Staff designer
general

A staff designer will work with the Assistant AD and the AD, and is expected to pick up at least one story each issue. Staff designers are expected to adhere to the magazine's style guide and are held responsible for edits. Staff designers are responsible to overturn their work quickly and create a sketch, working layout and multiple drafts of their design, turned in by their respective deadlines. Staff designers should meet with the Assistant AD or AD at least three times per issue to go over their designs before their deadline. *Distraction*'s adviser or other professors may be present. A staff designer is expected to work with the writers and photographers and editors they are designing for. Communication with these individuals will be facilitated by the use of Slack, specifically through a story-specific channel that will be set up by Section Editors. A staff designer is required to attend general and design/story specific meetings, all of which are mandatory.

The style guide is located at:
https://company-72483.frontify.com/d/5bbp55hzgfaG/distraction-style-guide

Co-PHoto Editor
core

The PEs are in charge of all photographers and videographers. The PEs are expected to help create the budget and then work with core and the Assistant PE to conceptualize photo ideas. The PEs are responsible for delegating stories to photographers or allowing photographers to pick up stories after reviewing his or her portfolio. PEs are responsible for communicating the needs of each photo to the photographer and ensuring deadlines and necessary props/equipment are communicated/retrieved. The PEs are expected to reshoot photo assignments if the photo is not what core wants and the original photographer refuses to redo the assignment. The PEs are responsible for editing and toning the photos and working with the ADs to create spreads. The

PEs are required to attend core, general and other necessary meetings, all of which are mandatory.

Assistant Photo editor

The Assistant PE works with the PEs, both in conceptualizing and in doing the physical shooting. The Assistant PE will ensure all photos have captions and the photographer's name in the Photoshop file, he/she will help edit photos, he/she will help reshoot photos and he/she will pick up at least two stories per issue. The Assistant PE is responsible for assisting staff/contributing photographers and creating communication between all photographers. The Assistant PE is required to attend core, general and story/photo specific meetings, all of which are mandatory.

Staff Photographer
general

A staff photographer is expected to collaborate with writers and designers on a story and work with the Assistant PE and the PE. The staff photographer is expected to attend general meetings and story/photo specific meetings.

- **Captions:** The staff photographer is responsible for getting accurate information from all of his/her photos so that a section editor can write a captions for them. Get subjects' names, years and majors.
- **Picking Up Stories:** The photographer is expected to pick up at least one story per print issue and is expected to help with videography or other shoots. The staff photographer may be required to buy props for different shoots, but will be refunded if given prior approval from the EIC and he/she keeps the receipt and turns the receipt in.

Videographer
General

A videographer is expected to work with the core team and online team to create content for the magazine and the magazine's online platforms. The videographer is expected to shoot and edit material, including but not limited to behind the scenes footage, student interviews, issue previews and campus footage. The videographer will work with other videographers and photographers to create at least three videos pertaining to the print issue and at least 3 videos for the online segment (approximately 12 a semester). The videographer is expected to attend general meetings and story specific meetings, both of which are mandatory.

Contributor
General
A contributor is anyone who wants to write, design, photograph or videotape for either print or online. A contributor is required to stay in contact with the editor in charge of them and contact the ME, EE or EIC with any questions he/she may have. A contributor is expected to be timely with deadlines and is required to communicate effectively. A contributor must answer editors within 24 hours of receiving a message. A contributor must go to general meetings and is expected to attend story specific meetings. Both are mandatory.

Digital Editor
The Digital Editor works as the main contact for the online magazine. The DE is responsible for creating a weekly budget and delegating stories. He/She is responsible for coordinating meetings with the online team and communicating deadlines to his/her staff. The DE will work closely with the EIC and EEs and will be in constant communication with the print team. The DE is expected to help update/improve the website and work with writers, photographers and videographers. The DE will also be in constant contact with the PR team in order to push out online content effectively. The DE is responsible for pushing stories so that the magazine is publishing at least 5 times a week. The DE will require that all Blog Editors upload articles and photos to the Online Trello board. The DE will then edit the work, which will be edited once more by the EEs or EIC before being published. If there is no Digital Editorial Manager, the DE must take on the responsibilities of this position, as well. The DE is expected to attend core, general, online and other necessary meetings, all of which are mandatory.

Digital editorial manager
The Online EM is expected to assist the DE in creating the budget for the online magazine, delegating stories and ensuring communication. The Online EM will work with the online editors closely and will communicate with them, edit their stories and ensure the team is on the same page. The Online EM will help keep photographers and videographers in the loop about all story information. The Online EM is responsible for emailing and connecting with new writers, photographers and videographers. The Online EM is expected to attend general, online and other necessary meetings.

Digital copy chief

The Online CC will work with the DE and Online EM to create content for the online magazine. The Online CC will ensure the structure of the stories make sense and that the stories are completely factual and adhere to AP Style and distraction's specific style. The Online CC will be in contact with online editors and will talk to them if there are any problems with the content of the stories. The Online CC is expected to attend general, online and other necessary meetings.

Online blog editor
General
A Blog Editor is expected to work with the online team and contributing writers. He/She is responsible for delegating stories to different writers and keeping in constant communication with the writer. The Blog Editor is responsible for ensuring that at least one story is published under his/her section every week. If a contributing writer does not pitch/write a story under his/her section for the week, the responsibility falls on the Blog Editor to create that content. A Blog Editor should discuss the content of the story with the writer, come up with a general outline and credible sources, and ensure the writer is staying up to date with all deadlines. A Blog Editor is responsible for editing the content of the story and ensuring that there are quotes, full names, and all the necessary elements required for the story. He/she will edit the work of the writer and upload it to the Online Trello board for the Digital Editor to edit further. An Editor will communicate any issues with the writer to the online team immediately as they arise. Editors are required to attend general and online meetings, both of which are mandatory.

Business manager
The Business Manager is the leader of the business team and is expected to work closely with the EIC, EE, adviser and the entire business team. The Business Manager is expected to reach out to community members and campus partners to create sales. The Business Manager is responsible for the creation of approximately $6,000 in ad revenue per issue. The Business Manager is expected to reach out and keep in contact with potential advertisers, emailing efficiently and sharing the rate card. The Business Manager is responsible for keeping the entire business team up to date as well as the core team up to date. The Business Manager will follow up with previous advertisers and ensure relations are being built between the two. The Business Manager is expected to be organized and is expected to keep a record of all accounts. The Business Manager will communicate with the core team if a design needs to be made for an advertiser. The Business Manager is expected to attend meetings, business meetings (and lead them) and meetings by announcement. General meetings are mandatory. He/she will serve as the treasurer of the magazine, unless someone

from the business team is appointed this responsibility. This requires close communication with the EIC, EE, and SAFAC Liaison. SAFAC meetings must be attended.

Assistant business manager

The Assistant Business Manager is expected to work with the Business Manager, the EIC, the EE and the entire business team. The Assistant Business Manager is responsible for reaching out to potential buyers, following up with potential buyers, sharing the rate card, and communicating with the Business Manager, EIC and entire team. The Assistant Business Manager will follow up with previous advertisers and ensure relations are being built between the two. The Assistant Business Manager is expected to be organized and is expected to keep a record of all accounts. The Business Manager will communicate with the core team if a design needs to be made for an advertiser. The Assistant Business Manager is expected to attend core meetings, business meetings and meetings by announcement.

Co-Public relations manager
Core

The PR Managers are expected to lead the entire PR team and keep in constant communication with the team, the EIC, EEs and DE. The PR Managers are expected to delegate tasks fairly to the Assistant PR Manager, the Social Media Manager and other members of the PR staff. The PR Managers are responsible for scheduling and tabling for the magazine bi-weekly, hosting monthly events to promote the magazine (including the distribution party), and ensuring all magazines are placed in bins and the bins are always full. The PR Managers are expected to make relations with both on-campus organizations and off-campus businesses for the betterment of the magazine. The PR Managers are responsible for creating marketing plans to execute over the semester and brand campaigns to push readership and student body engagement. The PR Managers are expected to run his/her ideas by the EIC and is expected to lead his/her team in action, meetings and communication. The PR Managers are required to attend core, general and PR meetings. All are mandatory.

Assistant public relations manager

The Assistant PR Manager will work with the PR Manager to promote the magazine and distribute the magazine. The Assistant PR Manager is responsible for tabling at least twice a month, collaborating for promotion events, managing distribution and ensuring all the bins are full, always. The Assistant PR Manager will help with the magazine's

social media and will help the PR manager create relationships with differing organizations. The Assistant PR Manager will be the main contact for general PR members and he/she is expected to keep the general members constantly informed. The Assistant PR Manager will run meetings when the PR Manager cannot make it. The Assistant PR Manager is expected to attend core and general and PR meetings, all of which are mandatory.

Social media manager

The Social Media Manager is responsible for the upkeep of the magazine's Instagram, Facebook and Twitter. The Social Media Manager will be in constant communication with the PR Managers, DE and EIC to ensure that all information is correct before he/she posts the information. The Social Media Manager is responsible for helping build the "brand" of the magazine and promoting its content, creation and image. The Social Media Manager should aim to post every two days on Instagram. The Social Media Manager should attend as many photoshoots as possible for the magazine and brainstorm content creation that would attract a larger audience to the magazine. The Social Media Manager is required to attend core, general, PR and other necessary meetings.

*Expectations subject to change via the discretion of the EIC and adviser.

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