

Distraction Magazine

Positions & Expectations 2020-2021

Core Team

Editor-in-chief

Core

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, 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 Creative Directors to craft the budget. The EIC will act as the head of the organization and will support his/her team in the process.

Managing Editor

Core

The Managing Editor acts as the EIC's right hand and is responsible for organizing the magazine, communicating deadlines, meeting times and other important events. The ME will send out the weekly emails detailing the meeting times, update Slack with appropriate information and reserve rooms for meetings. The ME will also create the Trello for each issue. 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. The ME is required to attend core, general and other meetings by announcement. The ME will be present during deadline.

Executive Editor

Core

The EE will be responsible for running meetings when the EIC is unable to do so and bridge communication between all facets of the organization. The EE is expected to be a hand during deadline, promotions, photoshoots and other forms of magazine planning. They 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 EE will read stories after they have gone through the managing editor and will critique designs and photos. The EE is required to attend core and general meetings, as well as other meetings by announcement. The EEs will be present during deadline.

Digital Executive Editor

Core

The Digital Editor is responsible for creating a weekly budget and delegating stories to staff. He/she is responsible for coordinating meetings with the online team and communicating deadlines to his/her staff. 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 social media 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 edit work all articles after the assistant DEs. The DE is expected to attend core, general, online and other necessary meetings, all of which are mandatory.

Web Designer

Core

The Web Designer's main role is to design and manage the overall look and functionality of the website. The person in this role should have UX/UI skills and be able to implement them to the website, as well as code when necessary. The WD is expected to attend core, general, online and other necessary meetings, all of which are mandatory.

Creative Director

Core

The Creative Director will assist the core team in the creation of the budget and will make sure story ideas have a visual in mind before the budget is sent out. The CD will be tasked with creating sketches and mood boards for contributors to base the visuals off of. They have the final say in all design and photography for the magazine and must make sure there is a cohesive vision for the magazine. CD is expected to attend Core, general and visual meetings and be present during deadline.

Art Director

Core

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.

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Photo Director

Core

The photos director is in charge of all photographers. The PD is responsible for delegating stories to photographers or allowing photographers to pick up stories after reviewing his or her portfolio. PD is responsible for communicating the needs of each photo to the photographer and ensuring deadlines and necessary props/equipment are communicated/retrieved. The PD is expected to reshoot photo assignments if the photo is not usable and the original photographer refuses to redo the assignment. The PD is responsible for editing and toning the photos and working with the ADs to create spreads. The PD is required to attend core, general and other necessary meetings, all of which are mandatory. The photo director will be present during deadline.

Social Media Director

Core

The Social Media Director will have complete creative control over the look and strategy of our social media accounts. The SM Director is responsible for maintaining out Instagram, Twitter and Facebook accounts. They must work to increase user engagement, post consistent content and promote online and print stories. The SM Director will work closely with our alumni advisor to create a lasting strategy and

grow our reach. The SM Director is required to attend core, general and other necessary meetings, all of which are mandatory.

Video Director

Core

The Video Director is responsible for all videography aspects of Distraction. As the Video Director, they are responsible for leading the creation of behind the scenes videos, teaser videos for upcoming issues, online content and videos for specific stories. The VD is responsible for delegating video projects to contributors and making sure there is consistent video content online and on social media. The video director is required to attend core and general meetings.

Human Resources Director

Core

The HR Director is responsible for recruitment, alumni relations and creating team unity. The HR director will work with the PR and social media directors to plan recruitment campaigns and events. They will be in charge of creating 1-2 networking events or workshops with alumni a semester. The HR director will work to create a list of alumni information and emails for our newsletters. Lastly, the HR director will plan team bonding events throughout the year (i.e. dinner, beach day, etc.)

Fashion Shoot Director

Core

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. The FSD will be present during deadline.

Public Relations Director

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 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 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.

Business Manager

Core

The Business Manager is the leader of the 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 will also do their best to make revenue by selling design, photography and copy services to on- and off-campus organizations. 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.

Crust Team

Section Editor

Crust

A Section Editor 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, ME, writer, designer, photographer, illustrator and EIC.

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

Assistant Fashion Editor

Crust

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.

Assistant Photo Editor

Crust

The Assistant PE works with the PD, 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 crust, general and story/photo specific meetings, all of which are mandatory. The Assistant PEs will be present during deadline.

Illustrations Director

Crust

The Illustrations director is in charge of creating illustrations for the issue. They are also responsible for delegating illustrations to other contributors if needed. General Meetings are mandatory.

Assistant Web Editor

Crust

The Assistant Web Editors are 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 Assistant Web Editors responsible for ensuring that at least one story, graphic, quiz or video is published every week. The Assistant Web Editors should write at least two stories a month for the website. The Assistant Web Editors 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. They are 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.

Assistant Public Relations Manager

Crust

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

Social Media Assistant

Crust

The Social Media Assistant will help the Social Media Director create and implement a new strategy for Instagram, Facebook and Twitter. The social media assistant should be able to help schedule post, write copy and create content for the various pages. The SMA is required to attend crust and general meetings, all of which are mandatory.

General

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>

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 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.