

**Student Media Advisor & Lecturer**  
**(Full-time Faculty Position)**

The Department of English at the University of Vermont invites applications for a Student Media Advisor & Lecturer. This is a full-time, non-tenure track, 9-month 1.0 FTE Lecturer position in English for the Spring 2022 semester and Academic Year 2022-23, with intent for renewal pending satisfactory performance. This position is responsible for advising students in researching, planning, creating, delivering, and promoting multimedia content for all types of media platforms including print, web, video, and audio, specific to The Vermont Cynic, WRUV-FM, and UVMtv.

**Position Description**

**75% Student Advising (9 months at 75%; 3 months at 33%)**

**60% General and Specific Advising Responsibilities:**

- Create an environment that emphasizes developing students to become competitive candidates for jobs in the media industry
- Ability to advise students in researching, planning, creating, delivering, and promoting multimedia content for all types of media platforms including print, web, video, and audio
  - Develop educational programming and training including topics related to diversity, social justice, and inclusion
- Give advice and teach; the advisor teaches the myriad nature and functions of student media
- In compliance with the Student Press Law Center (SPLC), uphold the educational and societal value of encouraging the uninhibited, robust, free, and open discussion of issues and ideas on America's college and university campuses, as well as the legal protections afforded students' exercise of freedom of expression and press freedom, especially by the First Amendment to the United States Constitution
- Advocate at all times for the standard "no prior review" student media policy
- Demonstrates knowledge of accounting, contracting and business operations, current technology, and media law and ethics, including libel, privacy, and FCC law; stay in touch with attorney(s) who can help in cases where the advisor's knowledge falls short
- Arrange for training sessions for staff members and provide resources to allow students to teach themselves
- When necessary, as noted in the College Media Association (CMA) advisor guidelines, communicate with complainants to ensure they direct their comments to the student staff but do not allow such persons to impose restraints upon student free expression.
- Build and maintain, along with student media leaders, the excellence and performance of UVM's media entity.
- Ensure, as stated in SPLC, students who work on official, college-sponsored student media determine the content of their respective media organizations and are responsible for that content
- Encourage media students (per SPLC guidelines) to strive to produce media based upon professional standards of accuracy, objectivity, and fairness; review material to improve sentence structure, grammar, spelling, and punctuation; reasonably check and verify all facts and the accuracy quotations; and, in the case of editorials or letters to the editor concerning controversial issues, to determine the need for rebuttal comments and opinions and provide space or airtime, if appropriate
- Support students to develop a commitment to ethical and professional values of the best of journalism such as those expressed in the Code of Ethics of the Society of Professional Journalists
- Maintain active memberships in media-advising organizations

- Stay current with national trends in media advising through professional development, conference attendance, and certification updates
- Organize events to bring in media professionals from outside the UVM community to educate and inspire media students
- Guide students in yearly changeovers of leadership, including spring elections, summer appointments, and fall start-ups
- Develop long-range planning for media development with student leaders
- Initiate, create, and convene a UVM Student Media Advisory Board to be comprised of students, faculty with media expertise, alumni, and local media representatives
- Protect all student media organization's independence and creative expression from UVM academic oversight
- Inspire media students to: join with other student journalists on other campuses; strengthen the quality of publications and broadcasts; choose journalism as a career; join professional media as interns or employees; attend state, regional or national conferences; apply for and win prestigious media awards

### **Specific to The Vermont Cynic**

The Vermont Cynic is an independent student-run newspaper. Advise students in competent and ethical journalism and provide a range of learning opportunities by doing the following:

- Meet weekly with student leaders of The Vermont Cynic to provide advice, ongoing feedback, and constructive critique of media product
- Support the Editor-in-Chief in fostering professionalism and positive morale among staff
- Assist with the advancement of The Vermont Cynic, including recruitment and retention of members of non-majority populations
- Foster an understanding of diverse perspectives committed to ethical media coverage
- Educate students to write clearly in forms and styles appropriate for communications professions, audiences, and purposes they serve
- Encourage students to apply current tools and technologies appropriate for communications professions and to understand the digital world
- Guide students in understanding and applying the principles and laws of freedom of speech and press in the United States, including the right to dissent
- Help students work ethically in pursuit of truth, accuracy, fairness, and diversity
- Nurture students' ability to think critically, creatively, and independently
- Provide supervision for associated academic credit

### **Specific to WRUV-FM and UVMtv**

WRUV-FM and UVMtv are independent student-run radio and television stations.

Advise students and provide a range of learning opportunities by doing the following:

- Meet weekly with the student leaders of WRUV-FM and UVMtv to provide expertise and direct advisory support and ongoing feedback concerning media product
- Meet with support personnel: contracted radio engineers, Davis Center managers, and SGA officers
- Work with the Station Managers to help with upgrades, budget, organization, space concerns, and other needs
- Encourage students to apply current tools and technologies appropriate for communications professions and to understand the digital world
- Assist with the advancement of WRUV-FM and UVMtv, including recruitment and retention of members of non-majority populations
- Foster an understanding of diverse perspectives committed to ethical media coverage

- Provide training and advising to ensure that stations remain compliant with all FCC requirements for operation, including maintenance of equipment such as broadcast antenna
- Provide supervision for associated academic credit

### **5% Outreach, Networking, & Media Internship Responsibilities**

- Reach out and recruit students with diverse perspectives committed to ethical journalism and writing
- Develop an active alumni component for the Vermont Cynic and WRUV-FM and UVMtv
- Coordinate educational internships in media-related fields and provide the associated supervision
- Compile a list of media internships, track opportunities, remain in contact with media organizations, and ensure students are aware of deadlines and internship opportunities

### **10% Administrative Duties and Responsibilities**

- Oversight of student hiring in collaboration with administrative support provided by SGA through Student Affairs.
- Sign appointment letters written by student media leaders, issued to media students receiving payment for their work in the organization. Collaborate with SGA, Student Employment, Human Resource Services and Payroll Services in following processes and hiring procedures.
- Coordinate with the Cynic Editor-in-Chief, WRUV and UVMtv station managers on student employee position descriptions in close consultation with student media leaders.

### **SGA Finance Policies, Budget Requests, Fundraising Requirements, and Annual Re-recognition Process**

- Understand the SGA Finance Office Policies such as, but not limited to: Purchase Orders, Credit Cards, Invoices, Contracts, etc.
- Understand the SGA Finance Request Process.
- Understand the annual re-recognition process for SGA.

### **Space Contract Agreements**

- Work with student media leaders to review MOUs annually.

### **CatCard Access**

- Annually oversight of CatCard access for students for the Davis Center and Sichel Hall.

### **25% (9 months) Reporting and Documentary Storytelling Lecturer**

Teach two courses per academic year, one per semester, directly related to the core of the Reporting & Documentary Storytelling Minor, specifically an introductory/intermediate level class that covers the basics of news reporting and provides students a grounding in writing across all media. At minimum, this course would cover journalistic values, integrity, interviewing, writing approaches and ground students in applied experiences. This course would be offered twice a year.