



# **the gateway**

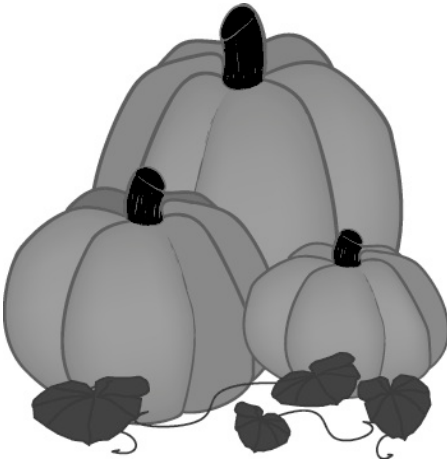
## **staff manual**

The official guide  
to how we do  
what we do  
when we do it



# the gateway

## staff manual



### Content & Revisions:

Alexandria Eldridge :: Editor-in-Chief 2011/12

Jonn Kmech :: Editor-in-Chief 2010/11

Mike Kendrick :: Editor-in-Chief 2008-10

Nick Frost :: Managing Editor 2009/10

Adam Gaumont :: Editor-in-Chief 2007/08

Paul Owen :: Managing Editor 2007/08

Matt Frehner :: Editor-in-Chief 2006/07

Chloé Fedio :: Managing Editor 2006/07

Daniel Kaszor :: Editor-in-Chief 2005/06

David Berry :: Managing Editor 2005/06

### Initial Concept & Research:

Adam Rozenhart :: Editor-in-Chief 2004/05

Kristine Owram :: Managing Editor 2004/05

### Inspiration & Thanks

Ron Johnson, former director of student publications at the Kansas State Collegian (and eternal newspaper design guru), and all current and former staff who didn't know what the hell was going on.

Now you do.

Know, that is.



# Contents

Introduction	5
About The Gateway	6
Who we are	8
How we do	11
Communication	16
Policies, ethics, and standards	17
Equipment use	21
CUP / Staff Selection	24
Doing biznass	25



# Introduction

There are a lot of unknowns in the journalism industry nowadays. Everywhere you turn, there are staff layoffs, 100 year-old newspapers crashing, and readers and journalists alike proclaiming that print as a medium is dying. If you want to get a job in this industry, that can be scary stuff to hear. But fear not — *The Gateway* can be your journalistic safe haven.

This is the 2011/12 Gateway Staff Manual, and this publication, along with all the lovely staff at our humble paper, are here to help you navigate the choppy and ever-changing waters of journalism. Things are changing — even our paper just went through a redesign and dropped from a twice-weekly to a weekly publication. But however scared you may be of change, we're here to show you that you can still put news to paper and gain valuable career experience (and have lots of fun) doing it!

This manual will tell you everything you need to know about volunteering for *The Gateway*. It includes short bios of the staff, deadlines information, meeting times, and information about technology use and copyright. There's also a little bit of Gateway humour and history within these pages for your enjoyment. But if you ever want to know more than what this guide provides, simply ask any one of our staff.

We hope you enjoy your time at our little newspaper. What we produce may not be any *Globe and Mail*, but we have a lot of fun and create great memories while doing it. The more the merrier, so please come join us!

**Alexandria Eldridge**  
**Editor-in-Chief 2011/2012**



# About *The Gateway*

## Goals and mandate

At its most basic, *The Gateway* exists to provide students with fair and balanced news coverage pertaining to the University of Alberta, its students, and the greater campus community. We also fancy ourselves the unofficial journalism school at the U of A.

## One paper under BoD

*The Gateway* is published by the Gateway Student Journalism Society (GSJS), an apolitical, not-for-profit organization that's run by a Board of Directors (BoD). This 12-person board is comprised of an assortment of editors, volunteers, SUs, students-at-large, two continuity reps (usually the previous year's editors), a community rep, and the business manager, the latter of whom discusses the cash-monies but doesn't have voting privileges (though she likes to make her opinion known anyway).

The GSJS board reviews operational policy, sets the budget, and recommends bylaw changes to the membership.

Among this motley crew are two volunteer representatives. These fine folks are elected by their fellow volunteers every April to represent them at the board level. That said, BoD meetings are always open to all, and they're a great way to see the puppet masters at work.

This year's volunteer reps are Andrew Jeffrey and Alana Willerton. You can reach Andrew at [andrew@gateway.ualberta.ca](mailto:andrew@gateway.ualberta.ca), and Alana at — unsurprisingly — [alana@gateway.ualberta.ca](mailto:alana@gateway.ualberta.ca).

You can also navigate the Intertubes to our fancy website ([thegatewayonline.ca](http://thegatewayonline.ca)) and click on the “gsjs” link. Here you'll find policy and bylaws, and other fun stuff like that. You can also talk to our friendly Business Manager if you want to access the BoD binder that houses meeting minutes.

## On stands every Wednesday

This year, things are changing with our publishing schedule. Instead of putting out papers twice weekly, we will be putting out one paper every Wednesday. This means that we will put out 33 issues this year — three in the summer, and about 30 during the regular academic year. Published every Wednesday (except for the Wednesday of Reading Week), *The Gateway* will be put out on all the days indicated on the publishing calendar on the next page.

As you can see, the little stars indicate when we put out special editions and our infamous joke issues. The last one of the fall semester is the traditional *Getaway* issue, our wittily titled self-lamproving issue that falls during the fall exam period. The last issue in April is our top-secret spoof issue, where a sad-sack publication of our choosing is ridiculed in print. You may remember it from such past issues as *National Pest*, *Metreaux*, *Gentlemen's Occasionally*, *Shorts Illustrated* and *MacLame's*.



# Publishing Schedule 2011/2012

★ INDICATES A SPECIAL EDITION

SEPTEMBER 2011						
S	M	T	W	T	F	S
			★	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
SEPT 01, 2011   ORIENTATION ISSUE						

OCTOBER 2011						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER 2011						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER 2011						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
DEC 14, 2011   THE GETAWAY						

JANUARY 2012						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2012						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	★	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			
FEB 08, 2012   PURITY TEST						

MARCH 2012						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL 2012						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	★	19	20	21
22	23	24	25	26	27	28
29	30					
APRIL 18, 2012   JOKE ISSUE						

## Navigating the interwebs

The Gateway has a website, and it's been newly redesigned, just like the print version of the paper. Of course, every article is uploaded for your screen-flickering enjoyment, but we also have PDFs of every issue and slick RSS feeds.

Wanna check out all of the electronic excitement for yourself? Be sure to bookmark [www.thegatewayonline.ca](http://www.thegatewayonline.ca).

## 100 years old and still getting older

The Gateway has a long and storied history — and yes, it actually has been published non-stop (save perhaps for the summer and a world war) since November 21, 1910, meaning that we just celebrated

our 100th year as a publication — kind of historic, if we do say so ourselves. There's so much history, in fact, that we couldn't possibly cram it all in to a few pages.

Hopefully, one day, someone will take the time to write a book on it. But for now, get a glimpse into *The Gateway's* past by visiting the online archive, which features scanned images of every issue ever printed. Just go to our website and click on the "archives" link to dive into the newspaper's glorious past.



# Who we are



## Staff structure

This neat little chart sums up the editorial branch of *The Gateway*. Want to find out who does what? Read on.

**EDITOR-IN-CHIEF:** At the head of the Leaky Deathship this year is **Alexandria Eldridge**, also known around the office as Alex, Ellie, Hollywood, or Chief. Alex spent the past year babysitting the boys of the paper as Senior News Editor, and decided she had so much fun, she'd sign up to do it all over again.

Alex is often called *The Gateway* mom, but beyond taking care of the rest of the editors, she also makes sure that the paper is as perfect and as libel-free as possible, by editing for everything from design to content. Alex is also responsible for the overall operations of the paper, and works on such tasks as setting long-term goals, helping set the budget, and helping promote the paper on campus. Alex can usually be found sitting in her office or in the couch room editing on press nights, or you can reach her at [eic@gateway.ualberta.ca](mailto:eic@gateway.ualberta.ca) or **780-492-5168**.

**MANAGING EDITOR:** Back for his second term, this year's Managing Editor is **Justin Bell**, also affectionately known as JBell, or Basketball Head. Justin may be the editor with the largest head (hence

the name "B-ball Head"), but he'll tell you that it's just to house his large man brain. Just don't let his sometimes offensive, but always funny comments, offend you too much — Justin's one of the most approachable people at *The Gateway* and you can always go to him with problems or if you just want someone to grab a beer with.

Just like Alex, Justin edits the entire paper, helps provide any additional copy needed for the issue, and is also responsible for the paper's features section. He also chairs the GSJS Membership Committee that plans all awesome *Gateway* parties throughout the year and also decides on what Gateway-branded swag to buy. To reach Justin, just come into the office — his is the first desk you'll see — or you can contact him at [managing@gateway.ualberta.ca](mailto:managing@gateway.ualberta.ca) or **780-492-6654**.

**NEWS EDITOR:** As last year's go-to volunteer for any leftover assignment (aka the *Gateway* volun-told), **Aaron Yeo** can do anything — from photos, to videos, to writing for every section. But the one thing Aaron does best is news, which is why he's serving as this year's News Editor.

Aaron is in charge of *The Gateway's* news section, and knows everything there is to know about the Students' Union and the University administration. He's always on top of everything

that's happening on campus, except when he's spontaneously dashing off to Vancouver to cheer on the Canucks or drinking everybody else under the table at Champs. So if you ever have any ideas for stories, help keep Aaron in the loop by letting him know at [news@gateway.ualberta.ca](mailto:news@gateway.ualberta.ca) or **780-492-7308**.

**OPINION EDITOR:** The editor with the coolest facial hair on this year's staff is none other than Opinion Editor **Ryan Bromsgrove**. Ryan is also *The Gateway's* resident science student, a physics major who loves everything space and dinosaurs.

Even if you have an opinion on something that's not science-related, talk to Ryan and he will help you craft it into a perfectly written, scathing commentary. You can also talk to Ryan if you have any questions about Wales, as he loves to talk about his Welsh heritage (Editor's Note: he's not really Welsh, but it's one of the many ways other editors tease him, and you can get in on the fun too!). Ryan can be reached at [opinion@gateway.ualberta.ca](mailto:opinion@gateway.ualberta.ca) or at **780-492-6661**.

**ARTS & CULTURE EDITOR:** The youngest *Gateway* editor this year, **Madeline Smith** is returning to the role of Arts & Culture Editor, bringing with her a wealth of pop culture knowledge and a hatred of Incubus.

See Madeline to get set up with band interviews, movie passes, or to get CDs for review and other promotional goods that are shipped to her to give out to people like you. Beyond the free stuff, Madeline can also help you improve as an engaging arts writer, so feel free to reach her at [entertainment@gateway.ualberta.ca](mailto:entertainment@gateway.ualberta.ca).

**ca** or **780-492-7052**. She's also often on Facebook chat (wink, wink).

**SPORTS EDITOR:** For the second year in a row, **Matt Hirji** is back at *The Gateway*, bringing with him a gazelle-like gait and a knack for wooing the ladies. Matt is your go-to man for campus sports, and can help keep you up-to-date on everything from football, to hockey, to basketball, and more. He's also a gentleman of the highest calibre, who can often be found sipping bourgeoisie soup or listening to such high-brow music as Charlie Brown's Christmas.

To reach Matt, come into the office and look for the tall, lanky guy wearing a toque and sporting a creepy moustache, or just email [sports@gateway.ualberta.ca](mailto:sports@gateway.ualberta.ca) or call him at **780-492-6652**.

**PHOTO EDITOR:** **Dan McKechnie** is also back for a second term, serving for another year as Photo Editor. Rounding out a group of three bros, Dan lives with Matt and Justin in "Rebel House" (@rblhouse) where the only thing found in the cupboards is Dan's expensive scotch and canisters of coffee.

It's Dan's job to level, crop, and adjust photos to make them fit for print, as well as running around photographing any and all events on campus to make sure *The Gateway* is covered from a photojournalism standpoint. While he's not doing this, he can be found at his computer posting to Tumblr or updating his profile on Google+. Dan can tell you everything you need to know about aperture, shutter speed, and ISO, so feel free to ask him any questions at [photo@gateway.ualberta.ca](mailto:photo@gateway.ualberta.ca) or **780-492-6648**.



**DESIGN & PRODUCTION EDITOR:** Making sure that the paper gets printed on actual paper this year is **Ross Vincent**, a guru of illustration and humanities computing alike, who joins *The Gateway* as Design & Production Editor.

Ross lays out each issue's ads to make everyone's sections, then drops the ads when they're done — so that our advertisers are happy and we make the money that keeps the paper going — before finally shipping the paper off to the printer. Ross is also the most learned *Gateway* editor with the highest level of schooling, so feel free to ask him any questions you have about InDesign, dancing, or life in general. You can reach Ross at **production@gateway.ualberta.ca** or **780-492-6663**.

**ONLINE EDITOR:** The Sorcerer on this year's editorial staff is Online Editor **Jordan Ching**, who uses a combination of wizardry and HTML5 to keep *The Gateway's* website and servers running. Jordan also monitors the website comments for libel and keeps *The Gateway* in the social media loop by updating our Facebook and Twitter accounts. Jordan serves as general tech support for the editors, and is righteously patient whenever somebody thinks their computer is broken — even though it's just not plugged in.

Jordan can often be found in the server room on press nights yelling at Skip, bashing the printer, or on one of his many laptops working on code (whatever that means). You can contact him at **online@gateway.ualberta.ca** or **780-248-1509**.

## The B-Unit

Not unlike 50 Cent and his gang of thugs, the three-plus-two-person B-Unit is responsible for bringing in the Benjamins that keep this leaky deathship financially afloat. They also fund GSJS initiatives and manage all non-editorial operations.

**BUSINESS MANAGER:** *The Gateway* is still afloat thanks to the efforts of Business Manager **Ashleigh Brown**, who's often the only staffer who remembers to keep track of that little thing called the budget. Ashleigh is also the head of the B-Unit squad, and makes sure that both the Ad/Graphic Designer and the Ad Sales Manager have what they need to do their jobs. Ashleigh does basically everything that gets done at *The Gateway*, from picking up the mail, to dealing with invoices, to ordering bound editions, to booking the van for paper delivery. On top of all that, she also keeps our books in perfect order.

If you want to talk about cinema, or even talk about *Gateway* business, you can contact Ashleigh at **biz@gateway.ualberta.ca** or **780-492-6669**.

**AD/GRAPHIC DESIGNER:** Returning for another year as Ad/Graphic Designer is **Vikki Wiercinski**. Vikki does everything design-related, from designing posters, to box decals, to staff ads. She also headed up the print and online redesigns, in addition to getting married this summer, making her one very busy lady.

Vikki is responsible for creating ads for clients (if necessary) and is a master at InDesign and Photoshop. On the side, Vikki is a freelance designer and illustrator. You can see her work at

veekee.ca. Vikki can be reached via email at [design@gateway.ualberta.ca](mailto:design@gateway.ualberta.ca), or by phone at **780-492-6647**.

**AD SALES MANAGER: Vikram Seth** is one slick business man. This Advertising Sales Manager has the style and the skills needed to sell, sell, sell — saving *The Gateway* from going the way of the dodo.

Vik works with local clients convincing them to buy ads for the paper, which often entails taking them for a round of golf, which he doesn't complain about. He also works with the Graphic Designer to make sure every advertiser has artwork, so that near the end of press day he can sit down with the D&P Editor to drop the ads for that issue. Vik is also *The Gateway's* token Greek staff member this year, so when he's not wearing a suit, he's wearing his Pike letters.

In case you suddenly get the urge to discuss how to make online ads profitable, give Vik a call at **492-6700**, or drop him a line at [sales@gateway.ualberta.ca](mailto:sales@gateway.ualberta.ca).

**CIRCULATION PALs:** This year's Circulation PALs (Public Affairs Liaisons, officially) are **Evan Daum** and **Holly LeBlanc**. Together, this dynamic duo make sure that you get your copy of *The Gateway* on Wednesday morning.

To accomplish this, they drive around in a nondescript white cargo van, looking suspicious and parking wherever they feel like in and around campus (along with a few choice locations in and around Whyte Ave), then taking the paper out for delivery and into the hands of millions of University of Alberta students.

They're also charged with mailing out copies of the paper to various

destinations across the country (mostly just editors' parents and other campus newspapers), organizing the papers on the office shelves, as well as filing issues away for our archives and bound editions.

## How we do

### Press nights: when all the magic happens

Here at *The Gateway*, press night — that is, the night before the newspaper hits the stands — can be pretty hectic. It's when we put the paper together, laying it out on the page and making everything fit just right. If you've ever wanted an abbreviated account of how it all goes down, here's what it looks like:

#### Before ...

**Friday:** With the ad list having closed for the issue, the Design & Production Editor has determined how large the paper will be based on how many ads were sold. The page counts are divvied up at the editors' meeting based on who actually has copy for that issue (hopefully everyone). The D&P Editor then goes to town creating a master skeleton layout of the paper, placing ads wherever he sees fit.

**Saturday/Sunday:** A collective mass of well-written, perfectly formatted copy floods into the section editors' email inboxes right on deadline (also

see Deadlines, page 15). They then upload this copy to our online newsroom management application and hack away at it for a few hours.

**Monday:** By this time, the copy comes in, to the Editor-in-Chief (who edits News and Sports) and Managing Editor (who edits Arts and Opinion). The pair each go over it again, pointing out any and all errors the line editors missed. These editors then get their ravaged copy back, cursing the day they signed up for this job.

### The press day ...

**9 am:** Most of the editors are in the office by this point. Many of them already planning when to take their lunch breaks, and either complaining bitterly about the quality of food in SUB or bartering with those who were smart enough to bring meals from home. Those editors whose copy has been returned to them can now begin to lay out their sections using Adobe InDesign.

**11 am:** Most of the late copy has been sent back to the editors to lay out by now. The Photo Editor tries to force the others to decide which photos they want in their sections, and does any last minute photo illustrations needed by grabbing whoever is in the office and hauling them into the photo studio.

Meanwhile, the News Editor is trying to find volunteers to go do Streeters for him so he doesn't have to, while the Staff Reporter is probably scrambling to find a working combination of batteries and a voice recorder to do a last-minute interview. Everyone else is furiously working away on their layout.

**2 pm:** Layout for most sections is well underway, and the EiC and ME are working to edit the pile of pages that are landing on their desks. The EiC looks at Arts and Opinion (the sections she didn't see the night before) and the ME looks at News and Sports. As first rounds get delivered back to the editors covered in red editing marks, they make the requested changes on their computers and then write down photos needed and sizes for the Photo Editor.

**6 pm:** The editors are starting to get hungry, and usually some of them will venture out of SUB for the first time that day to try and find some food that isn't Subway or Edo. By now the second, final proofs are being printed out, with the EiC and ME going over the pages of whatever section they didn't see the first time.

As individual editors finish their sections, they make the final changes on their computers and deliver all their edited copy to the Online Editor so that he can start uploading to the website. Before editors can go home for the day, or go to RATT, the EiC takes a final on-screen look at each section, and once that's finished, that section is closed and complete.

**8 pm:** The Design & Production Editor, who has spent his day laying out a feature and then likely watching YouTube videos, now has dozens of pages to export into PDFs and send off to the printers.

The D&P Editor, the EiC, and the ME all stick around for a few minutes to make sure the printer has received all the files in good order. Everyone else is most likely drinking at RATT by now — save those editors who were stupid enough to enroll in early morning classes —

they're at home sleeping like the losers they are.

## What volunteers can do to help on press days

If you're ever hanging around campus with nothing to do (or nothing you want to do) on a Tuesday afternoon, feel free to drop by *The Gateway* office on the third floor of SUB.

There's a lot that goes in to newspaper making, and so editors will appreciate any help you can give them. There's also lots you can learn both from watching and doing.

See the process a story goes through, from the raw copy to what readers see in the paper; learn how editors lay out the paper using InDesign; learn how the photo editor chooses, levels, and sizes photos; learn the exciting techniques of proofreading; watch the production editor tweak every page before the paper is sent off to press — all this and more can be yours, for just one or two visits per month! And not only will you learn a ton, but your editors will be eternally grateful, so please take pity on these over-worked young journalists. They need all the help they can get.

If none of this stuff actually interests you, you're still welcome to come by. You can pick up a last-minute assignment, chill out with other volunteers in the couch room, or just observe the editors in their natural habitat (that is, indoors, in front of a computer, with minimal direct sunlight).

## What *The Gateway* can do for its volunteers

Here at *The Gateway*, we ask what we can do for our volunteers, and not what our volunteers can do for us. Well, actually, we usually ask something along the lines of, "Is man-whore hyphenated?" or "Alright, who's coming to RATT?", but you get the idea.

By definition, a volunteer is unpaid, but we try to sweeten the deal as much as we can. As one of the biggest, baddest student newspapers in the land, *The Gateway* has a vast trove of resources to get you started in student journalism.

If you have any questions about the workings of the newspaper, a particular section, or any other type of Gateway bizness that isn't covered in this little book, just ask. Apart from the admittedly B.O.-riddled editors, there are several other resources at your disposal in *The Gateway* office (well, you should really recycle them after, but nevermind).

First off, there's the yellow- (and Duck-) covered Duck Book, which can answer almost all of your questions related to Gateway style (the printed kind, anyway).

Each section also has its own volunteer training guide, which should help if you have any section-specific questions. Just ask your favourite editor for a copy of any of these.

For other style questions, there are also several copies of *The Canadian Press Stylebook* available on the bookshelf by the front door. There, you'll also find a pocket French-English dictionary, some

really old thesauri, and a small collection of plastic dinosaurs. Alright, so those last few things don't seem incredibly useful in hindsight, but the CP guides do recommend most offices — or at least the news section — be guarded by at least two sentinels from the Cretaceous period.

Also available around the office are bound editions of *The Gateway* dating back to '60s, as well as a swath of obscure and shitty books in the aptly titled Neal Ozano Memorial Library of Obscure and Shitty Books (ask an editor for the story on that). But your best (if not best-looking) resource is still your editor, so don't be afraid to ask if you have any questions at all, no matter how stupid you think they are. Unless, in the words of former news editor Jhenifer Pabillano, they involve World War II flying helmets and celery, because that's pretty damn stupid.

Apart from the nerdy newspaper stuff, *The Gateway* has many other services it offers its faithful minions. The aforementioned couch room is a great place to start: this is where all section meetings are held, and is a known gathering place for volunteers throughout the week, particularly on press nights.

There are also several designated volunteer computers available in the office as well (see Equipment Use, page 21), including our multimedia computer, which can be used as a volunteer computer, provided that no one needs to edit audio or video on it.

If you have a laptop of your own, feel free to bring it in. We have our very own wireless signal (it's called GSJSWireless — ask an editor for the password), and there's a power bar in the couch room where you can plug in and charge up.

Finally, and most importantly,

*The Gateway* plays host to several volunteer appreciation parties throughout the year. There will be one near the end of September to start things off, one in December to wind things down, and a couple more thrown into the mix before a final year-end party where staff can kick back and let out a year's worth of stress by dancing to "Double Dream Hands" (just search it on YouTube). Don't miss a minute of this fun: make sure you're on *The Gateway's* listserv, then just watch your inbox for an email from the Managing Editor, who organizes these debacles.

## Meeting times

If, at any time, you feel the desire to actually contribute to *The Gateway* in some tangible form, you'll probably want to start by going to a volunteer meeting. Just figure out what section(s) you'd like to contribute to, then feel free to just drop in unannounced — *The Gateway* accepts new clients every day! Chances are, several other people will be doing the same thing, so don't be shy.

**Comics & Illustrations:** If you've got an artistic itch, come by the artists' meetings on **Tuesdays at 3:30 p.m.** to hear about upcoming illustration opportunities, such as comics, illustrations for articles, and editorial cartoons.

**Arts & Culture:** The *Gateway's* entertainment writers show up for meetings on **Wednesdays at 4 p.m.**, where assignments are handed out, including movie passes, game reviews, band interviews, and CDs, which you get to keep when you're through writing about them!

**Opinion:** The rowdiest bunch of them all, the heated debates that make up Opinion meetings occur on **Wednesdays at 5 p.m.** Don't worry if you can't hear yourself think over all the yelling; as long as you can find yourself a seat, you'll eventually get to hold the couch.

**Sports: Thursdays at 4 p.m.** serve as the great uniter of jocks, stat hounds, and armchair quarterbacks alike. Stop by, grab an assignment for one of the weekend's many varisty sporting events, and try to convince our Sports Editor just how the Oilers are going to manage to scrape together a team that resembles something playoff-worthy this year.

**Features:** Meetings to brainstorm about upcoming features take place on **Thursdays at 5 p.m.** and are a great way to get involved in an assignment where you may work in a team with other volunteers.

**News:** Wanna get the latest scoop on all the hottest campus chatter? Come by the news meetings on **Fridays at 3 p.m.** to grab an assignment.

**Photo:** Photo meetings fall on **Fridays at 4 p.m.**, right after News. This is so the writing nerds can make fun of the photography nerds, and vice-versa. That, and to ensure that they can coordinate with each other on assignments. Feel free to pull double duty and attend both — that way, you'll get a sweet spot on one of the couches, too.

## Deadlines

Once you do pick up an assignment,

chances are it'll actually need to be completed at some point — and yes, even CD reviews are subject to this harsh reality.

To ease the sting of this blow, we've assembled for you a comprehensive list of when copy is due for each section. As you're probably already aware, The Gateway publishes Wednesdays, which means our press nights fall on Tuesdays. Because this time is usually spent doing final edits and laying the paper out, copy is generally due Saturday evenings, if not earlier.

The following deadlines should be taken very seriously, so unless your editor tells you otherwise, you need to send your story in by or before these times:

**News:** All news articles are due by 5 p.m. on Saturday night. You can expect to get a revision back from the News Editor by 2 p.m. Sunday, and you'll need to send an improved copy (if necessary) in by 6 p.m. that same night, so make sure you're checking your email on Sunday afternoons.

**Opinion:** All Opinion copy is due Sunday at 9 p.m..

**Arts:** All arts copy is due by 6 p.m. on Saturday night. You can expect to get a revision back by 10 a.m. Sunday, and you'll need to send an improved copy in by 6 p.m. that same night.

**Sports:** All Sports copy is due on Sunday at 6 p.m.

**Features:** All feature copy is due at 6 p.m. one week prior to the date it's set to be published, or as negotiated with the Managing Editor.



**Comics:** Comics should be dropped off or emailed to the Design & Production Editor no later than 5 p.m. on Tuesdays. However, if you want your comic to run in the next day's issue, you should submit it at least 24 hours prior. We also recommend submitting multiple comics at once so the editor can have things lined up in advance.

**Photo:** In general photos are due the morning of press night: so, Tuesday before noon. However, photos can often be last-minute affairs, so make sure to consult with the Photo Editor on deadlines for every assignment you take.

Unless you've cleared it with your editor beforehand, deadlines should be adhered to religiously — and by all means, feel free to complete your assignments early.

That said, if it looks like you won't be able to meet your deadline or might not be able to complete your story, it is absolutely vital that you **let your editor know before the deadline passes**. Stories that have fallen through or come in late can be dealt with, but only if we know about it beforehand. This will save everyone headaches in the long run.

## Workshops

Along with weekly meetings, each section holds occasional workshops, where we (that is, the editors) bestow upon you (the volunteer) our vast knowledge of the newspaper-making world: from lede writing, interviewing and Gateway style, to photography, drawing, and sock puppeteering.

When the topic is just too formidable

for us editors to tackle alone, we also bring in professional editors, journalists, photographers, illustrators, and sock puppeteers.

Your section editor will keep you up to date on all this workshop action. But just in case, keep an eye on your inboxes, where editors will send out the meeting times and the secret handshake required to get in.

# Communication

## Visitors

*The Gateway* plays host to many visitors throughout the day. Though there are a myriad of reasons why these visitors are stopping by, most people fit into three distinct categories: people with complaints, people interested in volunteering, and people coming by with inquiries about advertising.

## Complainants

When angry readers are in the newsroom, they should be treated with the utmost courtesy, even if they aren't behaving civilly.

If a complainant comes in, immediately refer all complaints to the Editor-in-Chief. In her absence, refer them to the Managing Editor. If neither is around, find the relevant section editor.

Handle complaints professionally and courteously. Try to put the person at ease by telling them that you understand they're upset. However, do not say that *The Gateway* is at fault or that there will be a correction.



## Volunteers

When someone comes by the office hoping to volunteer for the newspaper, the best thing for you to do is tell them what it is exactly that our volunteers do. Let them know about the various sections they can volunteer for, when meetings are, and who the editors are, if you know these things, and don't forget to be as friendly and helpful as possible.

Of course, don't forget to direct them to the relevant editor or, if they're unsure of which section they wish to volunteer for, the Managing Editor.

## Ad Inquirers

Often, folks come by wondering about placing ads, whether display or classifieds. If someone wants to book a display ad, refer them to the Ad Sales Manager's office (just outside of *The Gateway's* offices). If he isn't in, send them over to the Business Manager. If neither of those business staff are available, just direct them to the Editor-in-Chief.

If someone wants to place a classified ad, refer them to the Business Manager, who can take down the information for them.

# Policies, ethics, and standards

## General

Gateway policies are, from year to year,

subject to the whims of the Editor-in-Chief and editorial staff, though institutional memory dictates that at least some things stay the same. These policies should be considered in conjunction with the Code of Student Behaviour and *The Gateway's* Code of Conduct (see "Code of Conduct" in this section).

Gateway volunteers should keep their editors up to date on their addresses, phone numbers, and places where they can be reached if needed.

Assignments should be filed promptly. If you have difficulty completing an assignment, notify your editor.

When there's work to be done, work. If you aren't working, please don't disturb those who are. There is obviously a place for socializing, but *The Gateway* must retain some degree of professionalism to remain effective. The office area is primarily for layout of the paper and volunteer management: if you are working on Gateway business, helping layout a section, or have questions for an editor, please feel free to stay around the computers. If, though, you are here to hang around or socialize, please use the couch room — that's why it's there.

Please watch your language while in the newsroom, particularly when someone's on the phone or there's a visitor in the office — nothing can wreck a professional interview faster than a barrage of F-bombs in the background.

Keep all work areas neat and professional. Do not leave messy notes, scraps, moldy food, containers, or empty bottles on the desks. People come by the office all the time, and if it looks like a bunch of hobos work here, they aren't likely to leave with a particularly good overall



impression of the newspaper.

Carefully handle and replace all bound editions after use. Promptly return any materials borrowed from the office. Return all dictionaries, thesauri, and phone books when you're done using them.

Finally, and perhaps most importantly in this business, accept criticism from your editors gracefully. They mean well, and you'll only become a better writer/photographer/illustrator for it.

## Conflicts of interest

Credibility is of utmost importance to *The Gateway*. As a writer you may think that you can report objectively on your boyfriend's band or your Superman comic club student group, but we are equally concerned with outside perceptions of a conflict of interest. Participation in certain organizations might be seen as a conflict, and the writer might be asked to choose whether they want to be a member of that organization or *The Gateway*.

Sometimes this might mean as little as having to work with your editor to set out some limitations regarding what you can and cannot write. For example, if you sit on Students' Council, you will not be able to write any news or opinion stories about the Students' Union. Similarly, if you have a family member in the university administration, you must avoid any stories pertaining to the administration.

However, there are conflicts of interest that just cannot be worked around. For example, it is impossible to work or intern for any sort of publicity organization that could influence any facet of

Gateway coverage and remain a credible Gateway writer. This includes doing any publicity work for the Students' Union, the University, any level of government, PR firms, or promotional companies.

## Off-the-record and anonymous sources

During interviews, especially ones dealing with controversial subjects, sources will sometimes ask if they can tell you something "off the record." Always get permission from your editor before using any off-the-record information.

If a source says you can use the information, but wants to remain anonymous, always talk to your editor first: readers often do not find stories credible if the main source isn't identified; exceptions are only made when the information could endanger your source's security or career.

For more information on off-the-record info and anonymous sources, please refer to the news guide or speak to an editor.

## Reader response

Gateway staff and volunteers are forbidden (without prior consent from the Editor-in-Chief) to respond to letters, e-mails, or website comments in regards to content published in the newspaper.

One exception to this is if a reader thanks or praises a writer for work published, in which case a simple "thank you" is all that is necessary.

If a reader responds in disagreement with an article, DO NOT respond

to the reader without consulting the Editor-in-Chief. The EiC must view all outgoing messages or responses to readers' concerns before they're sent. This includes responding to comments on the website.

Any volunteer or staff member found to be responding to a comment outside the above boundaries will be subject to disciplinary action. Additionally, any volunteer or staff member found to be posting anonymously to *The Gateway's* website will be subject to disciplinary action and may be asked to cease their involvement with the newspaper.

## Prior review

Reporters should never agree to let a subject read a story before publication, regardless of the arguments the subject makes. If you or a subject are concerned that you may have factual errors in your article, only confirm the information in question.

Think of it this way: if you were writing an article about how the president of the Students' Union had embezzled student funds, would you let him or her read it prior to publication? No, of course not.

No matter how harmless the story is, or how innocent the intentions of the subject seem to be, we never make an exception to this rule for consistency's sake.

This may seem extreme, but prior review can be seen as a form of censorship, and *The Gateway*, being an autonomous newspaper, considers itself an open forum. If you have any questions about ethical, controversial, or legal matters, please speak to your section editor or the Editor-in-Chief.

## Corrections

*The Gateway* never knowingly publishes inaccuracies. If any error is found, *The Gateway* is obligated to correct the errors as soon as possible, regardless of the source of the error. However, a staff member shall never promise a reader that a correction or clarification will be printed without first consulting with the Editor-in-Chief.

## Plagiarism

Plagiarism is stealing or passing off the ideas or work of someone else as your own without crediting the source. This is prohibited at *The Gateway*, and is illegal if the material is protected by copyright. Plagiarism is not tolerated at *The Gateway* under any circumstances: those found to be plagiarizing will be severely reprimanded without exception.

## Code of conduct

*The Gateway's* Code of Conduct is a formal set of rules that apply to the conduct of all staff members and volunteers at any *Gateway*-related event. This includes at the office, on assignment, at parties and social functions, at CUP conferences, in online forums or in emails, and anywhere that an individual could reasonably be understood to be representing *The Gateway* or the GSJS.

A full copy of the code can be found in the society's bylaws online at [thegatewayonline.ca/gsjjs](http://thegatewayonline.ca/gsjjs), or tacked to the bulletin board outside the EiC's office.

Generally, *The Gateway* frowns



upon meanness and breaking things. Unwelcome sexual or romantic advances, physical or verbal harassment, the display of pornography, any gestures or jokes of a sexist, racist, or homophobic nature are some of the more salient offences.

For example, when drunk out of your gourd at a wholesome Gateway function, and the object of your affection is unimpressed by your dance moves and makes it clear that he/she isn't interested in "sexing you up," it's a good idea to cease your advances, grab a Coke, and play some foosball or pass out quietly.

Also, instead of calling Joe- or Jane-University-student a "dick-cheese-infested fucktard" because he/she disagrees with your opinion of the U.S. Administration's foreign policy initiatives, engage them in a thought-provoking discussion over a cup of chai, or politely ask them to write a letter to the editor.

Finally, using/breaking society equipment or a person's possessions without permission is bad news. So, yeah, don't do it.

Any complaints regarding Code of Conduct violations should be first brought to the Editor-in-Chief, or if he/she is unavailable or in a conflict-of-interest, to the Managing Editor. You can also speak to the Chair of the BoD's Human Resources Committee Kaitlyn Wolfert for informal advice on an issue with the Code of Conduct. She can be reached at [kaitlyn@gateway.ualberta.ca](mailto:kaitlyn@gateway.ualberta.ca).

## Society membership

The Gateway distinguishes between two types of volunteers: staff members and non-staff members. This isn't to say that

we like one group more than another — it's just our way of denoting whether or not you're an official member of the Society (that is, the GSJS).

In order to gain entry into the Society, all you have to do is complete five submissions for the newspaper — a submission being defined loosely as an article, photo, or illustration (for a more comprehensive list, see below). These submissions must have appeared in five separate issues in the past 365 days.

If you meet the criteria for membership, you can opt in by contacting the Editor-in-Chief, either in person or via email. Note that this status must be updated annually, and expires exactly one year after you opt in.

Becoming a member of the GSJS means that you are a steward of the Society and are required to come to the AGM and other meetings about the state of the newspaper (don't worry — there's free food!) It also affords you certain privileges. You'll be described as "(Section) Staff" instead of "(Section) Writer" when your name appears in the newspaper, which, to be frank, is pretty cool.

Official contribution values are as follows:

Article/commentary: 1 credit

Photo: 1 credit

Feature: 2–4 credits (depending on number of writers and work involved, at the discretion of the EiC/ME)

File photo: 0.5 credits

Comic/Illustration/Ed cartoon: 1 credit

Double byline: 0.5 credits each

Campus Crime Beat: 0.5 credits

Streeters: 0.5 credits

Council Forum: 1 credit



Burlap Sack/Flop Culture/Gym Bag: 0.5 credits  
Social Intercourse: 1 credit  
CD review: 0.5 credits  
Cultura Obscura/Site Unseen: 0.5 credits  
Crossword: 1 credit  
Podcast: 1 credit  
Blog post: 1 credit

All other contributions will be awarded on a case-by-case basis by the Editor-in-Chief. Note that credit is only awarded if a contribution is actually printed in the paper or online.

At the end of the year, these contributions are tallied up, and those volunteers who have received 15 or more will receive a discount on their very own, personally embossed bound edition of all that year's issues of *The Gateway*. So don't delay — get your GSJS membership today!

## Content Copyright Agreements

Agreements, contracts, release forms — call them what you will, these pieces of paper sort out the intellectual property issues that arise between you and the Society.

Essentially, the Content Copyright Agreement states that *The Gateway* owns an exclusive license to your work for the first 14 days after it's published, after which, the full rights revert back to you. This means that the article can't be published in another publication for 14 days after it's published in *The Gateway* without express permission of the Editor-in-Chief. However, the EiC is usually a pretty easy-going person, so just ask and see.

Also note that copyright does not mean

that *The Gateway* controls the rights to your work. We can't make significant changes to the integrity of your work (though we can edit it), nor can we tell you what you can do with it. Basically, granting *The Gateway* copyright over your work means that we're allowed to reproduce or reprint the work in the future. It also benefits you in an instance, say, where someone was found to be plagiarizing your piece, in which case *The Gateway* could advocate for you legally. Basically, there are a lot of benefits and not many downsides.

All volunteers must sign one of these forms before their work can be printed. To get yourself a copy, ask one of the editors. All completed forms should then be submitted to the Editor-in-Chief, who obsessively sorts them into alphabetical order and files them away neatly. In theory, at least. And for a more thorough copyright explanation or any other questions, talk to the Editor-in-Chief.

## Equipment use

All equipment in *The Gateway* offices is property of the Gateway Student Journalism Society. This includes all cameras, lenses, computers, tape recorders, multimedia equipment, and other technological devices.

In order to borrow equipment from *The Gateway*, all volunteers must sign a Technology Rental Agreement, and check out the equipment through the section editor. The agreement states that you're borrowing *The Gateway's* property in good faith, and will return it to us



undamaged by the date promised when you sign it out. If it comes back damaged or is lost or stolen, you'll be responsible for replacing it or reimbursing *The Gateway* for the cost of a new one.

All equipment shall be used primarily for Gateway business. Improper use of equipment may result in a reprimand. Failure to sign out required equipment may result in a reprimand. Equipment use for work not related to *The Gateway* or the GSJS shall require permission from an editor.

We also recommend (but don't require) that you purchase your own equipment — especially relatively inexpensive and high-demand items such as recorders and phone taps — as it not only affords you guaranteed access to the gear you need, but also prepares you for work above and beyond *The Gateway*. Because who knows? Maybe after you leave our fair paper, you'll start on a journalistic career of your own. And if not, you can always use it to spy on your neighbours or something.

## Computrons and technogadgets

### Volunteer computers

There are several computers in *The Gateway* office that are designated for volunteer use: the first two are in the newsroom behind the Online Editor's desk near the printers; they run all the same software as the editors' computers, and are intended for use exclusively for Gateway-related work such as writing and illustrating.

A third computer is located in the interview room, beyond the couch room, and is intended for less intensive Gateway work, such as researching and transcribing. The fourth computer in that room is the powerhouse multimedia computer. Only use this computer for writing/illustrating/research if all the other computers are taken, and if no one working on multimedia assignments needs it for audio and video editing purposes.

### The Dropbox

If you're working on an assignment on one of the volunteer computers, there's an easy way to get that assignment to your editor: use *The Gateway's* own Dropbox server.

From Finder (the main desktop interface on a Mac), click Go > Connect to Server from the menu bar at the top, and type "skip.gateway.ualberta.ca" — when prompted for a login, use the username "volunteer" and the password "couchroom" then click Connect. When the list of volumes appears, select "Dropbox" and you're on your way.

When working on assignments on office computers, please make sure to keep a tidy desktop. Don't leave files scattered everywhere — at least keep them organized in a folder clearly labelled with your name. And while it should go without saying, ALWAYS back up your stuff. While it's unlikely some unscrupulous individual will come by and maliciously delete your work, the same can't be said for a crash-happy computer.

Finally, if you're eating or drinking around the computers and you spill food

or drink into a machine or peripheral, you either clean it and fix it, or buy the GSJS a new one. Or better yet, just don't do it.

### Everything else ...

The editors' computers are password-protected and do not have guest accounts. If you want to use an editor's computer to quickly check your email while they're there, chances are they'll accommodate you, at least if no other computers are available. If the editor whose computer you want to use isn't around, unfortunately that computer isn't available for use.

It goes without saying that certain use of computers is not appropriate in *The Gateway* office. Although some personal use is acceptable, *The Gateway* isn't a computer lab. As such, you shouldn't plan to write your essay or finish that last little bit of homework in the office — and while you may be only a few achievements away from unlocking the Huntsman in Team Fortress 2, it isn't appropriate use of office hardware unless you've received prior consent from an editor during off-hours.

At no time are you to install any programs or in any other way administer any of the computers without prior permission. If you really need to do something super-technical, talk to the Online Editor first.

Apart from the computers, *The Gateway* office houses some other cool equipment, such as a Wacom graphics tablet, a scanner, card readers, a new video camera, and more. You're welcome to use any of these items, provided you get permission (and, if necessary, a quick how-to) from an editor first.

## Cameras

If you're interested in doing photography for *The Gateway*, we've got all the equipment you need, whether you're just beginning or a seasoned vet. Of course, you're also welcome to use your own equipment as well. But no matter which camera you borrow, it's absolutely imperative that you clear it with the Photo Editor and sign it out beforehand.

The gear is expensive, delicate, and in very high demand, so we need to keep track of it at all times. It's equally important that you bring it back promptly and in good condition — otherwise, the Society may send you a bill for missing/damaged/unreturned equipment.

## Phones

If you need to conduct an interview over the phone, *The Gateway* has an interview room designated specifically for that purpose (it's the westernmost office near the couch room). When you need the room, be sure to consult the interview room schedule, posted on the door of the interview room, and book a time, so as to avoid confusion. If the room is unavailable, let an editor know, and they will find another phone for you to use. Feel free to use the room for other purposes, but be aware that you must vacate if someone requires the room for an interview.

## Freelancing

Many Gateway writers and editors do freelance work for other publications on the side. It is not a conflict of interest to

freelance as a reporter or photographer for publications other than *The Gateway*, as long as the subject matter does not overlap.

As a freelancer, you may use Gateway equipment such as computers only after all Gateway deadlines have been met and the equipment is free from Gateway use. Freelancers are not entitled to the use of Gateway equipment outside the office, such as cameras and tape recorders, and may never make long distance phone calls that don't pertain directly to Gateway assignments.

## Staff selection

### Editorial

So just who do these editor types think they are, anyway? Well, all Gateway editorial staff are selected towards the end of each publishing year (usually the first few weeks in March) by a hiring committee made up of students, volunteers, society members, and outgoing editors.

For details on precisely who comprises these panels and how the hiring process works, please consult Article 6 of the Gateway Student Journalism Society Bylaws.

### Business

Unlike the editors, business staff are hired on as ongoing employees. This means they get to negotiate the length of their contracts, as opposed to the default year-long term for editors. As a result,

employees usually end up staying for two to four years in their respective positions, ensuring a level of continuity, professionalism, and experience that wouldn't otherwise be possible.

For a full listing and description of this year's B-Unit, see page 11.

## CUP

*The Gateway* is a founding member of the Canadian University Press, a national, non-profit cooperative news service. CUP has over 80 member papers, from The Martlet in Victoria, B.C. to The Muse in St. John's, Newfoundland.

CUP provides its members with many services, including news and graphics wires, and annual regional and national conferences. *The Gateway* has hosted WPNCUP (the Western Prairies Northern Region CUP conference) for four of the last ten years as well as the national CUP conference (affectionately known as "Nash") in January 2005 and again in January 2010.

These conferences allow student newspaper-types from around the country to meet and develop contacts while listening to national and international speakers from all areas and levels of journalism. They're also a great way to see how other student newspapers around the country run their organizations while drinking way too much and not sleeping nearly enough.

If you have any questions about CUP or *The Gateway's* involvement in it, talk to the EiC or ME, who both have worked for CUP in recent years, or to Sports Editor Matt Hirji who is on the CUP Board of Directors for 2011/12.



# Doing bizness

deliver to a few select outdoor boxes and friendly establishments around campus and in Old Strathcona.

## Advertising

Advertising revenues add up to around \$300,000 a year, or roughly three-quarters of *The Gateway's* operational budget. Clients wishing to take out an ad can choose from an array of standard sizes, as well as options for colour and preferred positioning.

A company called Campus Plus handles national ads for *The Gateway* and about 100 other campus papers (Campus Plus is, incidentally, partly owned by *The Gateway* through our membership in the Canadian University Press).

The ad/graphic designer handles incoming artwork and works with advertisers to develop ads that need design.

Once sales close for the paper, the Design & Production editor gets a list of print ads and, in consultation with the Editor-in-Chief and other editors, establishes the page count of the paper, then constructs a template for that issue. The goal is to keep the focus on editorial content, so we try to stay within a 25–35 per cent ad-to-content ratio, and we try to never exceed 40 per cent.

## Circulation

When on time, the paper will arrive on the SUB loading dock “hot off the presses” at around 9 a.m. on Wednesday mornings. It is then distributed by the two-person Circ PAL team, who deliver the majority of the 10 000 copies to more than 50 on-campus drop points, then proceed to

## The budget

*The Gateway* is one of the wealthier papers in CUP. With an operating budget of almost \$400,000 for the 2011/12 publishing year, we have more resources than many other student newspapers in Canada, and we try to pass these opportunities on to our volunteers whenever possible.

GSJS members are privy to the fine details, and if you want to take a look at the 2011/12 budget, all you have to do is talk to the EiC or Business Manager.

## Epilogue

That’s about everything there is to know about being a part of *The Gateway*. If you’re hungry for more, check out the section-specific guides and manuals found on the shelf in the couch room, or better yet, just spend some time in the office getting to know your fellow fledgling journalists.

*The Gateway* is here to teach you how to get involved in the media world, but to make sure that you have a fun time while doing it. If you ever have any questions, just ask around. Us newspaper kids may be surly — sweaty, even — but we don’t bite, and we’re always happy to talk.



# Notes!





