

## Rotunda Yearbook Job Descriptions & Contract

by Alicia Smiley, 2014-2017 Editor-in-Chief

The award-winning Rotunda Yearbook is one of Southern Methodist University's longest lasting traditions. In years to come, the yearbook will be what the future generations rely upon to see what it was like to live as we do; it is our time capsule. We want to make not only the best book for the future, but we want to capture the present and the spirit of the year in the most accurate way possible.

The Student Media Company is a separate entity from SMU—we have the freedom to publish at our discretion, but we do not receive funding from the school. Due to that fact, the yearbook is created on a limited budget determined at the beginning of the year. **Each position will be compensated for their work, but it may not be equal to the amount of work put in.** You should be in this job because you love what you're doing and you want to increase your experience in the field in which you are working. If not, you may not find it worth your time. This should be true with any job, but it is particularly true with this one because of the effort required.

The following is a list of positions and their descriptions. If you accept a position, it is your responsibility to fulfill the criteria as shown below. It is mandatory that all positions attend a weekly meeting.

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There are three positions that consistently report directly to the Editor-in-Chief: Design Editor, Copy Editor and Photo Editor. These positions require a full year commitment, therefore pay for these positions will be throughout the year.

### Design Editor

The Design Editor's works closely with the chief in development of the book's visual theme, typically before the school year begins. He or she must have experience with and access to Adobe InDesign. In order for designers to complete their assignments, the Design Editor must create a distinct style guide and assist them with any problems they may have, which may include teaching. Throughout the year, the Design Editor will fix the edits on the completed spreads and proofs. It is the Design Editor's responsibility to ensure all spreads are completed.

### Copy Editor

As the Rotunda will follow AP style guidelines, the Copy Editor must familiarize themselves with the rules of yearbook writing. Before the school year begins, he or she must create a handout for all writers with an abridged version of the rules along with a properly written story example. During the semester, the Copy Editor is responsible for assigning all stories and keeping track of deadlines. When a story is turned in for the first time, the Copy Editor will fix the technical errors. If there are content errors, it is returned to the writer to fix with specific instructions. After that, the Copy Editor will send it onto Jay, SMC's Executive Director, to approve. Every story will go through the Copy Editor. It is the Copy Editor's responsibility to ensure all stories are completed.

### Photo Editor

The Photo Editor works with photographers to ensure all spreads have well-composed photos. Before the school year begins, he or she must create a set of ethical and technical rules for all the photographers to follow in the form of a photography guide. It is then the Photo Editor's responsibility to delegate photo assignments to photographers, ensure all relevant events are shot and ensure caption information is provided. Working with the photographers is essential, as he or she schedules and runs all photo staff meetings. It will then be the Photo Editor's responsibility to edit (using a program such as Lightroom or Photoshop) and organize the photos for the designers to place on the spreads. Because the book is created on a tight schedule, the Photo Editor has a 3-day turnaround to edit a set of photos from the day it was turned in. The Photo Editor's job is to ensure a consistent quality in pictures.

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Section Editors are very important in keeping the organization of the book consistent. The Greeks, Organizations, People and Sports sections each have their own editor who is responsible for the content that goes into the spreads. Their job begins at the beginning of the school year. What is listed in this description is expected. It will not be “assigned.” It will need to be done without prompt or reminder.

#### People Writer

The People Writer is to identify eight students – a boy and a girl from each grade level – and write a feature story on them. These feature stories focus on students with a specific, interesting story to tell. It is also his or her responsibility to get stories (quotes) for alternative coverage throughout the book as dictated by the designs.

#### Greeks Editor

The Greeks Editor’s job begins when he or she contacts each sorority and fraternity to sell spreads. Each Greek organization featured pays \$360 for a spread in the Rotunda. It is the Greek Editor’s responsibility to sell contracts, obtain photos (whether courtesy or taken by a staff photographer), write or commission spread copy and to place all information on the spreads. He or she is responsible for gathering accurate, current information and completing the spreads. Once a spread is finished, a full member of that sorority or fraternity must approve it.

#### Organizations Editor

The Organizations Editor’s first responsibility is to discover active groups, clubs and organizations on SMU’s campus that create the communities on campus. While many clubs are registered at SMU, many are not, and it is the editor’s job to find what they are. He or she must then reach out to and organize the group photos. After the appointment is scheduled, when the photo is taken, names should be collected and be properly spelled. The Organizations Editor is responsible for reaching out to the Photo Editor and Editor-in-Chief to make sure all photos needed are taken.

#### Sports Editor

The Sports Editor is to amass the information from SMU’s Athletic Department, work with the Copy Editor in assigning all stories in a timely manner and assist writers in creating a story for each SMU Varsity sports team. He or she is also responsible for making sure a photographer goes to at least two events for each sport covered in the book. After each story is written, it must be edited for quality and proper sports vernacular. All quotes should be obtained through the SMU Athletics Department, which requires communication with representatives. When spreads are complete, the Sports Editor ensures all information is correct and scoreboards accurately reflect the season.

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Staffers create the actual content of the book. They are writers, designers and photographers. A staffer is paid based on what is published in the final copy of the book per assignment. They are vital to the completion of the book.

#### Writers

A writer’s job is to tell the story of the year. Assignments will be distributed by the Copy Editor throughout the year. The number of stories a writer is assigned depends on his or her schedule, quality of work and ability to meet deadline. The writer will turn in the completed story by the deadline into the Copy Editor via email by 5 p.m. on the given date. If the Copy Editor or designer requires further assistance in clarification or alternative copy, the writer must help. It is only once the entire spread has been sent in for publishing does the writer receive payment.

#### Photographers

Photographers capture moments in the best storytelling and most visually appealing way possible. After being assigned a spread or event, a photographer should sit down with the Photo Editor or designer to discuss the spread. After the photos are taken for the event or spread subject, a photographer chooses the top 15 pictures to put on the server, unedited. Photos are due to be on the server two day after the event. There are thousands of pictures on the

server—it is the photographer’s own responsibility to make sure he or she gets credit for their own picture by renaming the photos with their initials. There is only one opportunity to capture certain events, so if a photographer cannot make an event, they must find another to take their place. Every photo chosen for the spread must have proper caption identification; this includes names, grades, date, event and location at minimum. Organization is key. It is only once the entire spread has been sent in for publishing does the photographer receive payment.

#### Designers

A designer works within the realm of InDesign to create layouts for the Rotunda, place photos and write captions. They will design a spread to the theme and rules set by the Design Editor. If a spread must be redesigned due to a lack of consistency and/or accuracy, whoever redesigns will receive credit and pay for that spread. It is only once the entire spread has been sent in for publishing does the designer receive payment.

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