

The Cavalier Daily Book of Policies and Procedures

Introduction

After more than a century of oral tradition, The Cavalier Daily has put its general departmental policies into print. Each year, The Cavalier Daily's policies are challenged, argued, created and changed in board meetings, elections debate, newsroom banter and inter-departmental discussions. For many years, though, none of the changes were transcribed into an institutional handbook for future Cavalier Daily staffers.

This handbook should serve as a newsroom reference book for writers and editors - a more concrete list of what and what not to do in specific situations. The book also can be a way of introducing new staffers to The Cavalier Daily's accepted methods and protocol.

But it is intended to be more than a handbook for Cavalier Daily staffers. It also should serve as a guide for members of the University community. Knowing what to expect when dealing with The Cavalier Daily can make encounters easier on everyone involved - Cavalier Daily staffers as well as members of the outside community. More than just an internal guide, this policy book has been compiled to provide the best service to readers in the University community. It is revised and updated on an annual basis by the Managing Board.

General Policy

Purpose of The Cavalier Daily:

1. The purpose of The Cavalier Daily, as stated in The Cavalier Daily constitution, is to publish a student newspaper directed primarily at the students, faculty and employees of the University of Virginia, containing educational and informational articles not normally or frequently contained in the commercial press and a significant amount of news and editorial coverage and general student comments of particular interest to the University community.
2. A secondary purpose of this organization is to promote interest in the art of daily collegiate print journalism and to educate and train students at the University of Virginia in the art of daily collegiate print journalism.

Managing Board:

The Managing Board makes all institutional decisions for The Cavalier Daily. The five Managing Board members - editor-in-chief, executive editor, managing editor, operations manager and chief financial officer - never do work that would require a byline or credit (e.g. write stories, take photographs, draw graphics) so as to prevent mistaken assumptions that any and all actions of Managing Board members represent the official stance of The Cavalier Daily. The only exceptions to that policy are rare year-in-review and other specialized articles written by the managing editor for the graduation issue and other occasional supplements.

Membership:

1. Anti-discrimination clause - The Cavalier Daily does not discriminate based on age, citizenship, color, disability, gender, race, religion, national origin, political affiliation, sexual orientation or status as a disabled veteran or veteran. The Cavalier Daily actively seeks a diverse staff. Any full-time University of Virginia student can be a voting member of the organization. The Cavalier Daily is an equal opportunity employer, and reserves the right to restrict membership based on an ability to perform the activities related to the organization's purpose.
2. Election - Elected positions are decided by a meeting of the entire staff every January. The election process proceeds according to The Cavalier Daily Constitution.

Protocol:

1. Code of Ethics - All Cavalier Daily staff members adhere to The Cavalier Daily Code of Ethics. (Appendix A)
2. Conflict of Interest Guidelines - All Cavalier Daily staff members adhere to The Cavalier Daily Conflict of Interest Guidelines. (Appendix B) The Managing Board has final say in all situations involving possible conflicts of interest.

3. Dress - All reporters dress and act professionally at all meetings, games, interviews and other newsworthy events where professional attire is expected.
4. Petitions - To preserve objectivity, writers who sign petitions may not cover any subjects related to the petition's topic. To prevent the appearance or existence of conflict of interest in the assignment and editing of stories, department editors never sign petitions. Managing Board members never sign petitions individually in order to prevent the appearance of any official endorsements by The Cavalier Daily. Actual official endorsements will be carried out in lead editorials.
5. Spokesperson – The editor-in-chief is the only member of The Cavalier Daily's staff who can speak on behalf of The Cavalier Daily in an official capacity without first receiving permission. All other staff members must ask permission from the editor-in-chief before speaking on behalf of The Cavalier Daily. Generally, staff members must acknowledge, when speaking in public and associated in any way with The Cavalier Daily, that their views are their own and not those of The Cavalier Daily.
6. Responsiveness - Staff members will respond to, or report to the editor-in-chief, all requests for information, or queries and concerns of the general public.

Coverage:

1. Topics - The Cavalier Daily covers all newsworthy events in the University community, recognizing that coverage decisions will be based on comparative newsworthiness of story ideas and space and resource constraints on a particular day. We do not refrain from covering events that already have been covered by another medium in the University community or otherwise.
2. Datelines - Reporters begin stories with a dateline (e.g. WASHINGTON - Congress passed a bill today ...) only if they obtained the basic information for the story from the datelined location. Stories with information obtained from widely separated areas do not receive datelines. If part of the information in a datelined story is obtained in another location, it will be noted in the context of the story.
3. Participation - To preserve objectivity, staffers who cover events or groups may not participate in those events or groups. Editors must refrain from editing content relating to groups or events they have participated in.

Interviewing:

1. Accuracy – Reporters are encouraged to verify the accuracy of their quotes and information after the completion of an interview by reading them back to the source if the reporters believe they may have made an error in recording information. Sources may always ask reporters to read quotes back to them; however, sources may not have prior review of articles before they are printed..
2. Calling at home - Reporters call sources at home or late at night only if absolutely necessary, particularly on Sundays for Monday's edition of the paper, when sources are often not in their offices.
3. Private meetings - Reporters use the phrase "in an interview with The Cavalier Daily" when describing interviews with prominent figures who have met or spoken privately with Cavalier Daily reporters and/or editors. Reporters may use the phrase "in an exclusive interview with The Cavalier Daily" when The Cavalier Daily is the only member of the media interviewing that figure.
4. E-mail - The Cavalier Daily generally does not permit its reporters to conduct interviews via e-mail. The only regular exceptions are top University administrators who often are not available by phone. Any other exceptions must be approved by the editor-in-chief.

Names/identification:

1. Charged/convicted - To provide stories that are fully informative, the names of suspects identified by the police or those charged with crimes are printed. Persons who have been convicted also will be named.
2. Suspects - For safety reasons, suspects at large are identified in news stories by all known characteristics, including race. Stories will refer to a suspect's charges as "alleged" until guilt is determined by the appropriate court of law.
3. Victims - To avoid further public injury, the victims of assaults are not named, unless they are public figures.

Sources/citations:

1. Anonymity - Reporters can quote sources without naming them in their stories only if they know the sources' names, and the sources offer firsthand knowledge of an event or conversation that could not be obtained elsewhere. Sources who offer information cannot be quoted if they refuse to give their true identities to The Cavalier Daily and cannot offer a sufficient explanation why they do not want their names to appear in the paper. Sources who make legitimate requests that their names not be used and offer important information will be cited anonymously. Their true identities will not be revealed to the outside community. Reporting based on anonymous sources has the potential to undermine credibility and should be rare. An anonymous source must be cleared by the editor-in-chief.
2. On/off the record - Any information a source gives while speaking "on the record" can be cited or used in a news story. Information gathered from sources who explicitly say all or part of an interview is "off the record" cannot be attributed to that source. A reporter may, however, use the off-the-record information when speaking to other sources without identifying the initial source. If those other sources confirm or give the same information as the initial source while speaking on the record, that information can then be used or cited in the story.
3. Contact - If a reporter repeatedly calls and leaves messages for a source without successfully making contact before deadline time, the reporter may indicate that the source was "could not be reached for comment."
4. Number - Reporters must cite at least two sources in every news story. Any exception must be approved by the managing editor and editor-in-chief.

Editing:

1. Process - Every article appearing in The Cavalier Daily has undergone a lengthy editing process intended to prevent all mistakes in grammar, accuracy and omission. The process varies between the opinion section and all other sections. All pieces not appearing in the opinion section are edited by the appropriate department editor, a copy editor, an assistant managing editor and the managing editor for style, content and fact-checking. Finally, the editor-in-chief reads all content in order to determine whether there is any concern about libel. All opinion columns and letters to the editor are edited for style, content and fact-checking by the opinion editors, opinion associate editors, the executive editor and the editor-in-chief. The executive editor and managing editor are responsible for all matters of content and style in the opinion section and all other sections, respectively. The editor-in-chief is responsible for all matters of taste, libel and any other potential legal issue.

2. References:

- The Cavalier Daily follows the Associated Press stylebook in all references to race, ethnicity, sexual orientation and national origin. Such language reflects that conventionally considered most accurate, unbiased and representative.
- In cases of sexual crimes, our policy parallels the police department's descriptions of these crimes.

Layout:

1. Lead stories - The lead story always is placed on the top, right-hand corner of the page - the area that tends to attract the human eye's attention first.
2. Positioning - Positions of stories on each page are determined by department editors based on their newsworthiness and appeal. More important stories are positioned above less important or newsworthy stories.

Lead Editorial:

The lead editorial, an unsigned editorial that appears daily on the left-hand side of the Opinion page expresses the institutional opinion of The Cavalier Daily. That opinion, written by the executive editor, is decided by the Managing Board.

Ombudsman:

Once a week, on the same day each week (if possible), The Cavalier Daily's ombudsman writes a column critiquing The Cavalier Daily's policies, coverage, business dealings or recent actions. The ombudsman is free to make suggestions or respond to non-staffers' queries, criticisms or praise, and is free to use the weekly column otherwise as a forum. The ombudsman, a non-staffer chosen by the Managing Board, must have prior journalistic experience in order to best assess The Cavalier Daily's day-to-day operations and

decisions. The ombudsman works with both the staff of The Cavalier Daily and the outside community to make The Cavalier Daily more responsive to its readership.

Graphical elements:

All graphics express the artist's own interpretation of the column or article he or she is illustrating. In order to provide an accurate supporting graphic that does not editorialize on its own, artwork for the Opinion page generally may not use people or words.

Corrections:

1. Corrections will be printed when The Cavalier Daily has made a significant spelling, typographical, reporting or editing error. It is at the discretion of the editor-in-chief whether to run the correction, retraction or clarification.
2. The Cavalier Daily will print all verified corrections, retractions and clarifications as soon as possible in the section where the error occurred, and on the Web site. Such corrections, retractions and clarifications will include the headline of the original story, its date of publication and the correct information. Corrections, retractions and clarifications are approved by the editor-in-chief.
3. In addition to posting all clarifications, corrections and retractions online, The Cavalier Daily edits the original story on the Web site to be as accurate as possible. If an article must be retracted, it is immediately removed from the Online Edition.
4. Editors' notes will be printed accompanying any and all articles where the appearance of bias is unavoidable and potentially significant.
5. In lieu of a correction, retraction or clarification, The Cavalier Daily will offer the opportunity for an involved party to write a letter to the editor.

Copyrights and reproduction:

All material featured in The Cavalier Daily or The Cavalier Daily Online Edition is copyrighted and the exclusive property of The Cavalier Daily, Inc. No portion of these publications may be copied or reproduced without the express written permission of the editor-in-chief. The editor-in-chief will, if at all possible, consult with the staff member producing the work before permission to reprint or otherwise copy a piece is given.

Online Policy

General Policy:

1. The Cavalier Daily Online Edition follows all general policies except where otherwise noted.
2. The Cavalier Daily Online Edition is The Cavalier Daily's Web site. All student-produced portions of the print version appear in the online version. Courtesy photographs appear as well. No Associated Press or syndicated stories, graphical elements or photos appear online.
3. Elements in The Cavalier Daily Online Edition may be different from those in the print version. Stories, headline and captions are not cut for space considerations.
4. In addition, The Cavalier Daily Online Edition carries special features that do not occur in the print edition. These features are produced together by the Online staff and the literary departments of The Cavalier Daily.
5. The Cavalier Daily Online Edition is developed and maintained by the Online Department, which is overseen by the online editor. Final authority over all content on The Cavalier Daily Online Edition rests with the Managing Board.

Information Services:

1. In addition to the day's issue, The Cavalier Daily Online Edition offers several information services. Archives of past issues are available from January 1995. The Cavalier Daily staff list, advertising rate card and the policy book are displayed online as well. Statistical information, such as faculty salaries, sports scores and election results that are too extensive to be placed in the print edition may be displayed in The Cavalier Daily Online Edition as well.
2. The Cavalier Daily Online Edition also features links to several external Web sites such as other online publications for the benefit of its users. The Cavalier Daily is not responsible for the content of any Web sites linked from The Cavalier Daily Online Edition.

Blogs:

1. The Cavalier Daily Online Edition will also feature a number of blogs, each related to a specific department of the print edition.
2. Blogs are managed by the relevant section editors, and all posts to the blog (including comments) are subject to the approval of the Managing Editor or the Executive Editor.
3. Blogs will be posted to at least twice a week, on a schedule at the section editor's discretion.

Release Times:

The Cavalier Daily Online Edition is installed on the Web site between 12 and 5 a.m. In cases of breaking news, the online edition may be updated during the day as well.

Advertising Policy**Advertisements:**

1. The Chief Financial Officer decides the placement of all display advertisements in The Cavalier Daily. Cavalier Daily copy takes precedence over advertisements.
2. Prepayment of an advertisement does not guarantee publication, because all advertising is subject to review by the advertising manager and the Managing Board.
3. The Managing Board reserves the right to refuse any advertisement, including inserts, or to label any ad that does not identify its sponsor clearly as "Paid Advertisement." Criteria for permissible advertisements are reviewed yearly by each managing board, but are subject to change at any time.

The following advertisements are prohibited under the current policy:

- Adoption and surrogacy
- Solicitation for sex or intimate relations
- Solicitation for models
- Physical threats or blackmail
- Libel or falsifications
- Any activity The Cavalier Daily views as harmful or would put readers in danger
- All other advertisements will be viewed on a case by case basis

In the event that an ad is rejected by The Cavalier Daily, the advertiser may revise the ad and resubmit it for approval.

4. The Cavalier Daily reserves the right to adjust advertising rates with 30 days notice.
5. The Cavalier Daily is not responsible for materials submitted for use in ad production unless given prior instructions for return when submitted.

Public Service Announcements:

1. Submissions for the free publication of material as public service announcements are considered by the Chief Financial Officer and the Advertising Manager.

Generally, to qualify as a PSA, the artwork must:

- be time insensitive (i.e., it should be able to run on any day of the year and remain relevant)
- not contain any sponsorship
- not advertise an event
- provide useful, relevant information to the University community

Even if a submission does or does not meet all of these criteria, the decision to place PSAs free of charge in the paper is at the discretion of the Chief Financial Officer and the Advertising Manager.

Corrections:

1. Make-Goods - Adjustments for material errors or omissions will be made at the discretion of the advertising manager. No adjustments will be made unless the error or omission is reported to the advertising manager within two weeks of the ad's publication. Liability for adjustments is limited to the cost of the advertisement. The Cavalier Daily is not liable for printer error.
2. Ads - Any changes in copy must be submitted in writing prior to the advertising deadline.

Cancellations:

1. All cancellations must be made prior to the advertising deadline.
2. Advertisers who pull an advertisement after the deadline will be charged the full cost of the ad. There is no refund for canceled classified ads.

Liability:

The advertiser assumes all liability for any ad it places in The Cavalier Daily and agrees to hold The Cavalier Daily and its agents harmless for the content of all advertising authorized for publication, including any photograph, likeness, name, logo, trademark, representation or any other material the advertiser provides. Responsibility for libel is joint and several between The Cavalier Daily and the advertiser.

Copyright:

By placing an ad in The Cavalier Daily, advertisers are purchasing space and circulation only. All artwork and typesetting produced by The Cavalier Daily becomes the newspaper's property and cannot be used by the advertiser in other publications without written permission from The Cavalier Daily.

Advertising Department Policy**General Policy:**

The Advertising Department sells advertising space in The Cavalier Daily to University, local and national advertisers. Generating over 95% of the The Cavalier Daily's revenue, the Advertising Department's staff is the only paid staff at the paper. When placing advertisements in the paper for clients, the Advertising staff follows all advertising policies.

Client Relations:

Advertising Department employees may not enter into any contracts or agreements with advertising clients without the approval of the Chief Financial Officer.

Business Department Policy**General Policy:**

The Business Department assists the Chief Financial Officer as a financial and management accounting advisory body for The Cavalier Daily, Inc. By collecting and analyzing financial performance data, the Business Department advises, via The Chief Financial Officer, The Cavalier Daily's Managing Board on investment and spending decisions. The Business Department also provides sales performance data to the Advertising Manager in order to improve sales and identify profit opportunities.

Focus Department Policy**General Policy:**

The Focus page runs every Monday. The Focus Department follows all general policies.

Life Department Policy**General Policy:**

The Life Department follows all general policies.

Standard Feature Writing:

The Life department seeks to provide in-depth reporting on a diverse range of topics, as well as space for theme-based columns and other features that highlight some aspect of the University. Ideas for stories are proposed by writers and editors at departmental meetings each week. After a writer picks up a story, he or she must do any necessary research and interviews on the topic. The story follows the same style rules as news stories and covers something that is not necessarily timely, but may be of ongoing interest. Standard

stories receive a byline and cannot show bias on the writer's part.

Special Features:

The Life section has five special subsections that run on a weekly or biweekly basis. Every other Monday, Life runs a “Love Connection” page that features dating-related columns and the results of a blind date organized and paid for by The Cavalier Daily. Every other Tuesday, Life has a travel-themed page, featuring columns from students studying abroad and a feature about a travel destination either near or far. Every other Wednesday, Life runs a food page that features a restaurant review or another feature relating to food consumption or preparation. Every other Thursday there is a Marketplace page that examines the economy, the job market and other financial matters relevant to our audience. Every Friday, Life has a Community page, which features a University organization, offers a weekend calendar of events and reports on recent crime in the area surrounding the University.

Perspectives:

A perspective is a column-like article expressing the experiences or opinions of a writer. Ideas from perspectives can come from staff or from members of the community. Perspectives do not, however, serve the same purpose as an Opinion column and are not meant to primarily endorse the writer’s opinion on a particular subject.

Restaurant Reviews:

Restaurant reviews are the only kind of review on the Life page. A review tells only the opinion of the reviewer and receives a normal byline, but includes an information box about the restaurant. The primary focus of a restaurant review may not be alcohol.

Ideas:

Ideas come largely from the editors and staff, though members of the community are welcome to propose ideas to the editors. Under no circumstances is the writer to write a story or review about a topic in which he has a vested interest.

Feature Sources:

At least three sources the writer interviews must have significant information relevant to the story assigned.

Columns:

Columns can run weekly or biweekly, depending on their content. Writers can come up with their own topics.

News Department Policy

General Policy:

The News Department follows all general policies.

Beats:

1. The 10 to 12 associate editors in the News department each are assigned one or more of the following beats to cover:
 1. State and National Politics
 2. University Administration
 3. Higher Education
 4. City of Charlottesville and Albemarle County
 5. Cultural Affairs
 6. Student Life
 7. University Faculty
 8. Student Council
 9. The Honor and Judiciary Committees

10. Cops and Courts
11. The University's Graduate Schools

2. Beats writers are responsible for covering all aspects of their beats and for producing a story list every week.
3. Beat writers must write at least twice a week.

Senior Writers:

After an editor deems a writer has gained enough experience to become a senior writer, that writer must write at least three times per month..

Coverage issues:

1. Bomb Threats - Unlike professional newspapers in large, unenclosed communities, The Cavalier Daily considers bomb threats in the University community newsworthy.
2. Deaths - The Cavalier Daily covers all deaths of members of the University community, even when the cause of death is suicide.

Features:

1. Cover stories - The News page occasionally will include a cover story - a news feature that takes an investigative look at a particular event or issue of human interest. Cover stories always are made to look distinct and recognizable as features.
2. News Analyses - A story that examines a news event or issue from an interpretive angle must be labeled as a "News Analysis." News analyses often rely on expert sources to illustrate a viewpoint on an issue or event

Opinion Department Policy

General Policy:

Unless noted below, the Opinion Department follows all general policies.

Columnists:

Any University student who has met the criteria set by the Opinion Department editors can be a staff columnist. A columnist's work is published on a given day every week and is subject to stringent editing guidelines. Columnists are free to choose their own topics for their columns.

Editorial Cartoon:

The editorial cartoon, which appears daily beside the masthead, reflects only the opinion of the cartoonist. The Cavalier Daily has one or more in-house cartoonists.

Graphic Art:

Graphical elements are assigned to columns at the Opinion Department editor's discretion.

Outside Submissions:

1. Acceptance - Submissions critical of The Cavalier Daily are considered along with all other submissions and have the same chance of being printed as any other submissions.
2. Editing - Outside submissions always are subject to editing for grammar, brevity and elements of Cavalier Daily style. Submissions longer than 400 words will be edited for length and treated as a letter, unless they are over 650 words in length and give in-depth treatment to a certain topic, in which case they will be considered for publication as "guest viewpoints."
3. Election-Related Submissions - Outside submissions supporting or opposing a candidate or a party in any election will not be run the day before or the day of an election, to prevent partisans for one side going unanswered.

4. Responding to authors - Outside submissions that respond to all material on the opinion page and to opinion pieces on other pages (e.g. reviews, perspectives, sports columns) must name The Cavalier Daily writer. Such responses can only be considered as letters and not as guest viewpoints. All other responses will not mention the writer.

5. Contact - Opinion Department editors or associate opinion editors always call an author whose submission will require substantial editing or cutting. If time permits, the author is offered the opportunity to make changes himself.

Letters to the Editor:

1. Acceptance - Priority is always given to letters fewer than 400 words. As stated in the letters policy on the opinion page, letters must include the author's signature, telephone number, school, year and title, if appropriate.

2. Submission - Letters to the editor can be submitted by anyone - student, faculty members, staff members, administrators, University affiliates, Charlottesville residents, etc. Unsigned letters are never printed. No more than two signatures will be printed, and no letter can be attributed to an organization as a whole. Cavalier Daily staffers cannot submit letters to the editor. Letters can also be submitted through The Cavalier Daily Web site.

Views Around Grounds/University Forum:

1. Schedule - Every week, the Opinion page of The Cavalier Daily will feature either a Views Around Grounds feature. The question addressed is proposed by the opinion editors and approved by the executive editor.

2. Views Around Grounds - The Views section will include printed responses from and photographs of three people who answered a question previously approved by the executive editor. Opinion associate editors are responsible for seeking responses from a number of students. The three printed responses should reflect the viewpoints of a diversity of the University community. No Cavalier Daily staff members should ever be interviewed.

3. University Forum - Occasionally, the Opinion page will feature a University Forum. The Forum section will include two columns reflecting opposing or contrasting viewpoints on a University issue. The opinion senior associate editor usually seeks pertinent non-staff members to write these columns.

Photography Department Policy

General Policy:

Unless noted below, the Photography Department follows all general policies.

Captions:

No photos are ever run without a caption identifying the main person or people featured in the photo. Unless the photo size does not permit, students are identified with the name and title if applicable; faculty members are identified with name and department; all others are identified with name and place of residence.

Coverage:

1. Sports - Most sports events covered by the Sports Department reporters or editors also will be covered by the Photo Department.

2. Tip-offs - Photographers generally cover events on the basis of departmental assignments. When the Photo department receives phone tip-offs, however, the photo editors use their discretion in sending photographers to cover the event.

Credits:

1. Photo Illustrations - Posed pictures will be labeled in the credit as Photo Illustrations and are used for graphical artwork to present the general concept of a story. Except for photo illustrations and portraits, all

photographs are candid shots.

2. Placement - Credits always appear in small letters at the lower right-hand corner of the photograph unless the photograph is smaller than two inches.

3. Timeliness - Photos taken within a week of publication or from the most recent sporting event are credited with the photographer's name and The Cavalier Daily's name. Photos more than a week old earlier or which have appeared in the print edition before are credited with the photographer's name and Cavalier Daily File Photo. Sports photos of a different game than described in the article are credited with the photographer's name and Cavalier Daily File Photo. File photos taken by the current Managing Board members or a former Cavalier Daily staff member who has graduated are credit only as a File Photo. Current Managing Board members should avoid taking pictures whenever possible, however occasionally issues of coverage may dictate that a MB member takes pictures. These pictures will be credited to "Cavalier Daily Staff Photographer."

Features:

1. Photo Essays - Photo essays, collections of photos presented to illustrate a theme, occasionally appear independent of any other section of the paper. The photographer and editor choose the topics.

2. Weather Pic - Occasionally, a human interest photo appears on the news page. The photo, boxed separately from all other elements of the news page, is not related to any news story on the front page but may be related to an inside story.

Outside Assignments:

Photographers must get the permission of the editor-in-chief before accepting outside contracts or assignments requiring the use of Cavalier Daily equipment. Additionally, photographers must receive permission from the editor-in-chief to cover an event simultaneously for The Cavalier Daily and another interest.

Photo Use:

1. Distortion - All published photos are accurate representations of reality. Photo techniques that distort the image will be identified in the caption. (e.g. multiple exposure or use of a wide-angle lens) Ideally, published photos will be in focus, exposed well and free of glaring scratches or imperfections.

2. Duplication - The same photo will never be published twice except in cases of small mug shots, or when no alternative is possible.

3. Requests Otherwise - Requests of those who ask that their photograph not be taken or used are honored unless the person is a public figure or is participating in a public event or newsworthy action.

4. Timeliness - whenever possible, photos should be taken the day the paper is assembled. It is always preferable to take and publish recent photos rather than older photos. Old or file photos are used only when it is otherwise impossible or inconvenient to use a more recent photo, or if a current high-quality photo is not available. The most recent and most relevant photo will be printed.

Reproduction:

1. Reprints -The Cavalier Daily may send digital copies of pictures to other publications as a professional courtesy subject to the permission of the editor-in-chief. The publication is authorized to publish the picture only once with credit to both the photographer and The Cavalier Daily. At the photographer's discretion, staff

members may send digital copies of pictures to individuals for their personal use.

2. Rights - All photos taken for The Cavalier Daily, like all other original works, are the property of The Cavalier Daily. Reproduction of such materials requires the express written permission of the editor-in-chief.

Sports Department Policy

General Policy:

The Sports Department follows all general policies.

Beats:

1. Fall Season - Each of the seven associate sports editors is assigned to one of the following beats during the fall sports season:

1. Football (2)
2. Men's Soccer
3. Women's Soccer
4. Field Hockey
5. Volleyball

2. Winter Season - Each of the seven associate editors is assigned to one of the following beats during the winter sports season.

1. Men's Basketball (2)
2. Women's Basketball (2)
3. Recruiting
4. Swimming
5. Wrestling

3. Spring Season - Each of the seven associate editors is assigned to one of the following beats during the spring sports season.

1. Baseball (2)
2. Softball
3. Tennis
4. Men's Lacrosse
5. Women's Lacrosse

Coverage:

1. We travel almost anywhere, within limits, to cover football and basketball.
2. We travel within four hours of Charlottesville to cover soccer and lacrosse.
3. We travel in state to cover baseball.
4. We only cover the home games and possibly the ACC tournaments for Volleyball, Field Hockey, Tennis, and Softball.
5. The Sports Department rarely covers games played during University holidays.
6. Non-varsity sports are not covered.

Sports in Brief:

The Sports in Brief section covers U.Va. sports news, ACC sports news and any other sports news that fits and is interesting.

Arts & Entertainment Department Policy

General Policies:

The Arts & Entertainment page, known as tableau, runs Thursday. The Arts & Entertainment Department follows all general policies.

Health & Sex Department Policy

General Policies:

The Health & Sex page runs every Wednesday and follows all general policies.

Expert Review:

Sometimes it may be necessary to have an expert review a story for complete and correct representation of the information in an article.

Graphics Department Policy

General Policy:

The Graphics Department follows all general policies.

Cartoons and Comics:

An individual comic strip which appears on the Comics page will meet all of the following criteria:

1. The work is, at a fundamental level, an attempt at humor – it's primary goal is to entertain the reader.
2. The work does not unnecessarily provoke or offend.
3. The work meets the standards of The Cavalier Daily.

An individual comic strip or editorial cartoon which appears on the Opinion page will meet all of the following criteria:

1. The work seeks to make a serious political or social statement, regardless of whether its message is conveyed in a humorous manner. The artist should also be able provide a clear and precise explanation of the intended message of the work.
2. The work does not unnecessarily provoke or offend.
3. The work meets the standards of The Cavalier Daily.

Additionally, no comic strip or editorial cartoon which serves primarily to advertise an event or group shall be allowed to run.

Whether an individual work adheres to the above criteria is at the sole discretion of the Graphics Editor, the Operations Manager, and the Editor-in-Chief.

Before a comic or cartoon is deemed "fit-for-print" it will have been evaluated and approved by these standards as they are applied by that day's Graphics Editor, the Operations Manager, and the Editor-in-Chief. If the day's Graphics Editor is responsible for the work, then only Operations Manager and the Editor-in-Chief will evaluate the work.

If any one of these three individuals determines the work to be unfit for publication in accordance with any part of the criteria outlined above, the work will be held, and the artist(s) will be contacted with a proper explanation of why their work was deemed unfit for publication. The artist(s) may then choose whether to re-submit the work, altered with regards to the explanation offered them, or hold the work indefinitely. If time permits, the artists altered and then approved work will appear in the paper as scheduled, or another piece of the artist's work will be substituted accordingly.

Graphics:

1. Graphics should supplement the article they go with. They should not make their own separate commentary or be able to stand without the article.
2. Graphics should be simple and singular.

Rights:

All graphics, cartoons, and comics produced for The Cavalier Daily, like all other original works, are the property of The Cavalier Daily. Reproduction of such materials requires the express written permission of the editor-in-chief.

Appendix A: Code of Ethics

The Cavalier Daily believes the duty of an independent student newspaper is to act as a carrier of information and a forum for discussion for the University community.

WE BELIEVE the duty of student journalists, as agents of independent student newspapers and as American journalists, is to serve the truth.

WE BELIEVE independent student newspapers contribute to public enlightenment, acting on their Constitutional freedom to learn and report the facts and seeking truth as a part of the University community's right to know the truth.

WE BELIEVE those responsibilities carry obligations requiring student journalists to perform with

intelligence, objectivity, accuracy and fairness.

To these ends, we declare acceptance of the standards of practice here set forth:

Responsibility:

Serving the University community's right to know the truth concerning events of public importance and interest is the unifying mission of any independent student newspaper. The motive behind gathering and distributing

accurate news and enlightened opinion is to serve the general welfare of the University community.

Student journalists who use their status as representatives of that community for selfish or other unworthy motives violate a trust without independent student journalism cannot operate.

Freedom of the Press:

As is true in the societies of both the University and the country as a whole, freedom of the press is to be guarded as an inalienable right. In the University community, it carries freedom and responsibility to report, discuss, question and challenge actions and utterances of the student government, the University administration and other public figures. Student journalists hold the right to speak unpopular opinions and the privilege to agree with the majority.

Ethics:

Student journalists must be free of obligation to any interest other than the University community's right to know the truth.

1. Gifts, favors, free travel, special treatment or privileges can compromise the integrity of student journalists. Nothing of value should be accepted in exchange for special coverage, free advertising or endorsements.
2. Use of a position with The Cavalier Daily to gain personal advantage or to make inquiries for any other purpose than work for The Cavalier Daily is strictly prohibited.
3. Staff members are not permitted to use information not yet made available to the public for personal gain.
4. Staff members may not use Cavalier Daily equipment, supplies, services, resources, or other materials owned, purchased, or designated as property of The Cavalier Daily for any purpose other than work for The Cavalier Daily.
5. Staff members may not threaten sources or promise favorable coverage or money in exchange for information.
6. Staff members must fully disclose their identity to all sources.
7. Staff members must ask sources before recording conversations.
8. Staff members must obey the law.
9. Involvement in student politics, holding student government office and service in University organizations should be avoided if it compromises the integrity of student journalists. Student journalists should conduct their personal lives as University students in a way that protects them from conflict of interest. Their responsibilities to the University community are paramount.
10. Press releases from government or private sources, student organizations or University officials should not be published without substantiation of their claims and evaluation of their news value.
11. Student journalists will seek news that serves the University community's interest, despite the obstacles. They will make constant efforts to assure the University community's business is conducted in public and those public records are open to public inspection.
12. Student journalists acknowledge the ethic of protecting confidential sources of information.
13. Plagiarism is an ultimate violation of trust and credibility with our readership that will not be tolerated at The Cavalier Daily. Any and all material taken from another source must be appropriately cited and attributed, including:
 1. Information from press releases
 2. Little-known facts from authoritative sources
 3. Unique stylistic traits, devices or wording
 4. Both widely available news and news not widely available obtained from other sources
 5. Information from another media outlet's exclusive story or scoop

6. Information obtained through the efforts of another party or source

Accuracy and Objectivity:

Just as good faith with the public is the foundation of all worthy journalism, so is good faith with the University community the basis of all worthy student journalism.

1. Truth is our ultimate goal.
2. Objectivity in reporting the news is another goal, which serves as the mark of an experienced professional. It is a standard of performance toward which we strive. We honor those who achieve it.
3. There is no excuse for inaccuracies or lack of thoroughness.
4. Headlines should be fully warranted by the contents of the articles they accompany. Graphic elements should depict an event's happenings accurately. Photographs should never be altered for any reason.
5. News reports should be free of opinion or bias and represent all sides of an issue.
6. Partisanship in editorial comment, which knowingly departs from the truth, is unacceptable.
7. Student journalists recognize their responsibility to offer informed analysis, comment and editorial opinion on public events and issues in the University community.
8. News analyses, reviews, opinion columns and perspectives pieces should be labeled as such, so as not to mislead.

Fair Play:

Student journalists at all times will show respect for the dignity, privacy, rights and well-being of people encountered in the course of gathering and presenting news.

1. The student newspaper should not communicate unofficial charges affecting reputation or moral character without giving the accused a chance to reply.
2. The student newspaper must guard against invading a person's right to privacy.
3. The student newspaper should not pander to morbid curiosity about details of vice and crime.
4. It is the duty of the student newspaper to make prompt and complete correction of its errors.
5. Student journalists should be accountable to the University community for their reports and the University community should be encouraged to voice its grievances against the student newspaper. Open dialogue with our readers should be fostered.

Pledge:

The Cavalier Daily will make every attempt possible to prevent violations of these standards, and will encourage their observance by all members. Adherence to this code of ethics is intended to preserve the bond of mutual trust and respect between The Cavalier Daily and the University community.

Portions of this code of ethics, as well as the following conflict of interest guidelines, were adapted from the Code of Ethics of the Society of Professional Journalists: Sigma Delta Chi, the New York Times "Ethical Journalism: Code of Conduct for the News and Editorial Departments," and "Second Takes," a product of the Oregonian Publishing Company.

Appendix B: Conflict of Interest Guidelines

This newspaper is committed to avoiding conflict of interest or the appearance of conflicts of interest whenever and wherever possible. On a general level, this means we, as staff members, make every reasonable effort to be free of obligation to news sources and special interest groups. Although collegiate journalism often deviates from real-world newspaper work, we strive for a high level of professionalism on all accounts.

There are particulars associated with collegiate journalism that require more specific guidelines. Certain restrictions are more binding than others. Staff members who sense they may be in a potentially conflicting situation are expected to discuss the circumstance with the editor-in-chief immediately.

Decisions are made in correspondence with the following guidelines:

Outside Activities:

1. Staffers at all levels should not cover or write about events in which they play official roles or organizations in which they are members. (Examples: Members of the Greek system can write about the Greek system as long as they do not hold an IFC or ISC office, but cannot write about their particular

fraternity or sorority. Members of any student group cannot write about that student group. Members of a sports team cannot write about that sport.)

2. News editors and associate editors should not be affiliated with student government in any capacity.
3. News writers should not write about areas of student government in which they hold a position.
4. No staff member at the associate editor level or above may hold a position elected through a University election unless specific approval is granted by the editor-in-chief. All other staffers must disclose their position or intent to run for an elected position before working for The Cavalier Daily.
5. Staff members at all levels may not participate in certain events or groups, if, through their participation, they are unable to fulfill their obligations (editorial or otherwise) to The Cavalier Daily due to the potential for conflict of interest.
6. If Junior Board editors acquire or intend to acquire leadership roles within other organizations who advocate positions on University or other policy, they must consult the Managing Board in advance.
7. Staff columnists may not argue for organizations in which they are members.
8. Staff columnists may not directly mention organizations in which they are members unless the affiliation is then expressed in their signatures.
9. Staff columnists may make indirect reference to organizations in which they are members, but not on a regular basis. The executive editor will decide when indirect references have become too regular.
10. Opinion editors and associate editors may not ever write about anything directly related to any organizations in which they are members.
11. A writer running for a student government office must suspend their work at The Cavalier Daily until the elections are over, and their names will be removed temporarily from the staff box.
12. Staff members at the associate editor level or above may not march, donate money, rally, speak in a public location, or table if these actions are, explicitly or implicitly, advocating a position on a public issue, or publicly display political partisanship outside the pages of The Cavalier Daily. In doing so, staffers could effectively be "creating the news" and may create a perception of bias in The Cavalier Daily's coverage. Expressed views should be within the bounds of those that could be expressed on The Cavalier Daily's pages, and should not regard issues of coverage or policy—the editor-in-chief is the sole spokesperson in this regard.
13. Any appearance of bias will not be tolerated in restaurant reviews, fashion columns, music and movie reviews/previews, and any other feature story regarding University events or groups, particularly upcoming events. The strictest care must be taken to avoid conflicts of interest in these areas, and to avoid even the appearance of "advertising" or in any other way promoting one event and/or group over another, even if actual participation in the group or event has not occurred. All ideas for these stories should be generated in-house, and suggestions for story ideas from outside sources must be thoroughly scrutinized by the appropriate junior board editor before a balanced decision is made on coverage choices.
14. Freelance writers and photographers and guest columnists appearing in The Cavalier Daily are also bound to these rules, unless explicit permission is granted by the editor-in-chief.

Work for Other Publications:

1. Staff members at any level should not have any involvement with any other news-gathering student publication, including submission of guest columns, or work submitted under a pseudonym.
2. Staff members interested in submitting work or taking an editorial position with any other media organization must consult the editor-in-chief.
3. Freelance work for media organizations outside the University community is permissible as long as it does not interfere with responsibilities to The Cavalier Daily and is not completed with information or resources made available to the staffer through his or her work for The Cavalier Daily. If freelance work becomes frequent (more than once a month, for example), staff members should discuss the work with the editor-in-chief.

Working for Other Departments

1. Staffers submitting any objective content for publication in any section may not submit any work expressing opinion for any section unless specific permission is granted by the editor-in-chief.
2. Staffers submitting any work expressing opinion for publication in any section may not submit

objective content for any other section unless specific permission is granted by the editor-in-chief.

3. Junior board editors and above of any section other than opinion may not submit pieces expressing opinion for any section unless specific permission is granted by the editor-in-chief.

4. Opinion editors may not write objective content for publication in any section unless specific permission is granted by the editor-in-chief.

Concerning Advertising:

1. Advertising staff members should not write stories.

2. Advertising staff members should not accept gifts.

3. Advertising staff members should have no direct literary input.

Who to Interview, Photograph:

Reporters and photographers should not interview, quote or photograph other Cavalier Daily staff members, apartment-mates, roommates or friends, unless explicit permission is granted by the editor-in-chief.