Stoutonia Editorial Board Positions for Fall 2014

(full position descriptions can be found in the Stoutonia Organizational Guidelines)

Editor-in-Chief

The Editor-in-Chief is one of the most important positions on staff. The Editor-in Chief is responsible for overseeing the entire process of producing & distributing the publication, running meetings and handling complaints. The Editor-in-Chief is chosen by a majority vote of the entire staff sometime before the end of the spring semester. He or she will take office at the beginning of the next fall semester. The Editor-in-Chief leads or participates in all Stoutonia staff, Editorial Board and promotion meetings and works closely with the Adviser.

Production Manager

The Production Manager oversees the design and production of the print edition of Stoutonia. This person is responsible for the overall look of the publication and works with the page designers to assure a uniform look to the paper. The ideal candidate for this job should be skilled in Adobe InDesign, Adobe Photoshop and Adobe Illustrator. The Production Manager is also the contact with the company that does the actual printing of the newspaper and is responsible for submitting the printing files to them.

Advertising Manager

The Advertising Manager directs and controls the flow of advertisers into the publication, both in print and electronically. This is an essential and highly responsible position as most of the Stoutonia's income comes directly from ad sales. The Advertising Manager is a member of the Stoutonia Editorial Board. The Advertising Manager oversees the work of the Advertising Reps and the Advertising Designers.

News Editor

The News Editor oversees the section of the publication that focuses on stories about campus news and applicable state and national news. His or her section must be timely with its stories to keep the campus informed. Strong news judgment, solid interviewing skills and the ability to work under tight deadlines are essential. The News Editor is expected to write at least one story per issue.

Entertainment Editor

The Entertainment Editor focuses on stories about campus entertainment, as well as movies, music, games and books outside of campus that are of interest to the Stout community. He or she should guide entertainment writers to write features, previews and reviews about campus entertainment events. Interest in local entertainment and a willingness to pursue interviews with artists coming to Stout are essential. The Entertainment Editor is expected to write at least one story per issue.

Sports Editor

The Sports Editor writes about and oversees coverage of UW-Stout intramural, club and varsity sports. He or she must be aware of the game schedules and proper sports terminology. An interest in covering sports and interviewing athletes and coaches is essential. The Sports Editor is expected to write at least one story per issue.

Chief Copy Editor
The Chief Copy Editor is the expert on Stoutonia style, as determined by the Stoutonia Ed Board and The Associated Press Stylebook. The Chief Copy Editor leads a team of copy editors to assure that all stories and articles are carefully proofed and meet style guidelines. This person needs to be a leader and able to give logical explanations for the corrections they suggest. A working knowledge of AP style is essential.

Online Manager
The Online Manager oversees the online presence of Stoutonia, making sure that articles are published in a timely fashion and kept up to date. The Online manager is also in charge of developing web-only content and must have an understanding of online delivery of news media and be willing to develop the Stoutonia web site beyond simply being a web version of the printed edition. The Online Editor must have working knowledge of Wordpress and other software required to develop and expand the online presence of Stoutonia and be willing to learn new skills to reflect changes in technology. Knowledge of image, design, web design and file formats is important.

Digital Imaging Editor
The Digital Imaging Editor oversees Stoutonia's photography and imaging needs. This includes adapting the image files created for the print version of the newspaper into an online product, leading the staff photographers and taking responsibility for the publication's covers. Besides being a skilled photographer, this person must be a self-motivated leader who is able to not only hand out story assignments to his or her photographers, but also be able to reason and discuss photo ideas with each of the section editors. The Digital Imaging Editor must be skilled in Adobe Photoshop.

Marketing & Distribution Manager
The goal of the Marketing & Distribution Manager is to continually increase readership of the Stoutonia through efficient distribution of the print publication (both on racks and through other methods), by developing publicity campaigns, managing the Stoutonia social media accounts to maximize visibility, and by communicating and working with other campus organizations to create promotional events. This person is also responsible for tracking readership numbers. The Marketing & Distribution Manager is a member of the Editorial Board.