All organizations that issue any type of publication, as defined by the University, must adhere to the following publication standards and procedures. Media outlets which are University Programs (The Loyolan, Tower Yearbook, KXLU/KLMU, and Roar Network), must follow other guidelines, policies and standards specific to their programs and therefore are not covered by these procedures.

Any organization considering the creation of a publication should first consider the following questions:

1) **What type of publication does the organization wish to produce?**

Determine early on in the process what type of publication the organization is wishing to create – journalistic or literary. Is it to report news? Is it a creative outlet? Is the tone fun or serious?

- Journalistic style is defined as the style of writing characteristic of material in newspapers and news magazines, consisting of direct presentation of facts or occurrences. This can include limited attempts at analysis or interpretation, but those should be clearly marked as such to the audience. This does not include fictional work.

- Literary style is imaginative or creative writing, especially of recognized artistic value.

2) **How will the publication differentiate to the readers what is fact and what is opinion?**

- Journalistic publications should clearly differentiate for the audience the difference between content that is fact (a piece of information presented as having objective reality) and content that is opinion (a view, judgment or appraisal formed in the mind about a particular issue).

3) **Is the content in my publication in alignment with the University’s mission?**

Organizations should make every effort to ensure that publications support the mission and goals of the University. Quality publications will reflect University values such as respect, integrity, fairness, critical thinking, intellectual discovery, & appreciation for others.

**Standards for Publications**

Organizations should use the following as standards for determining the appropriateness of their publication. Publications should be reviewed to ensure the following:

- The material is accurate, honest and does not violate any laws or statutes.
- The material is in good taste and not offensive. It does not include excessive profanity, nudity, sex, violence or drinking.
- The material does not malign or potentially libel identifiable persons, races, religions or professions.
• The material does not violate copyright law. Use of any copyrighted material not in the public domain, use of material without permission or use of material not covered by the “fair use” rule is prohibited. In general terms, “fair use” allows the summarizing of an address or an article, with brief quotations, in a news report as well as the use of images in a critical review.
• The material does not undermine the organization or the University's respectability and integrity.
• The material is original and not plagiarized. Plagiarism is defined as the word-for-word duplication of another person’s work without appropriate attribution.
• The material in a journalistic publication must be truthful and facts substantiated. Material which is fabricated should be clearly labeled as fiction. Fabrication is defined as purposely concocting something that is fictional and presenting it as factual in order to deceive.
• The material is not contrary to the University's mission.

Procedures

1. Submit the publication to Advisor for initial review.
2. After review is completed by Advisor, submit the publication to Student Leadership & Development.
3. Student Leadership & Development will review publications within five business days for adherence to publication standards.
4. Student Leadership & Development has the authority to deny the publication and distribution of any publication that fails to meet any one or more of the above standards or procedures.