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SHERUBTSE COLLEGE

ROYAL UNIVERSITY OF BHUTAN



# THE CONSTITUTION OF THE SHERUBTSE MEDIA SOCIETY (SMS)

Updated on the 31<sup>st</sup> of March, 2023

# Background

Sherubtse college is a thriving institute of education that raises its students to be capable contributors to the development of the nation. To accomplish this vision, the administration allows for students to engage in both academic and non-academic pursuits, which require attention from within the community of Sherubtse and beyond to celebrate its accomplishments and applaud the growth of the students.

To shoulder the responsibility of being the media outlet through which both outsiders and insiders can observe the culture and practices of Sherubtse, three different units combined in 2014 under the name of “Sherubtse Media Society (SMS)”. The unit/society functions as the primary media house in Sherubtse, while also serving as a platform for budding media enthusiasts to practice and develop their skills.

The unit/society is made up of three sub-units, namely “The Tower” responsible for newswriting, “The Photography Unit” responsible for photography and videography, and “The FM” responsible for radio broadcasting. Each division is led by a coordinator, who works under a single overall coordinator who is responsible for the whole unit. They are then answerable to their staff moderator, and the Office of the Dean of Student Affairs.

### **Mission**

To serve as the primary media body of Sherubtse. We seek excellence in capturing all that happens in Sherubtse in the form of pictures, words and sound for those within the institution and beyond.

### **Vision**

To stand as a quality media body capable of reflecting and presenting the standards of Sherubtse.

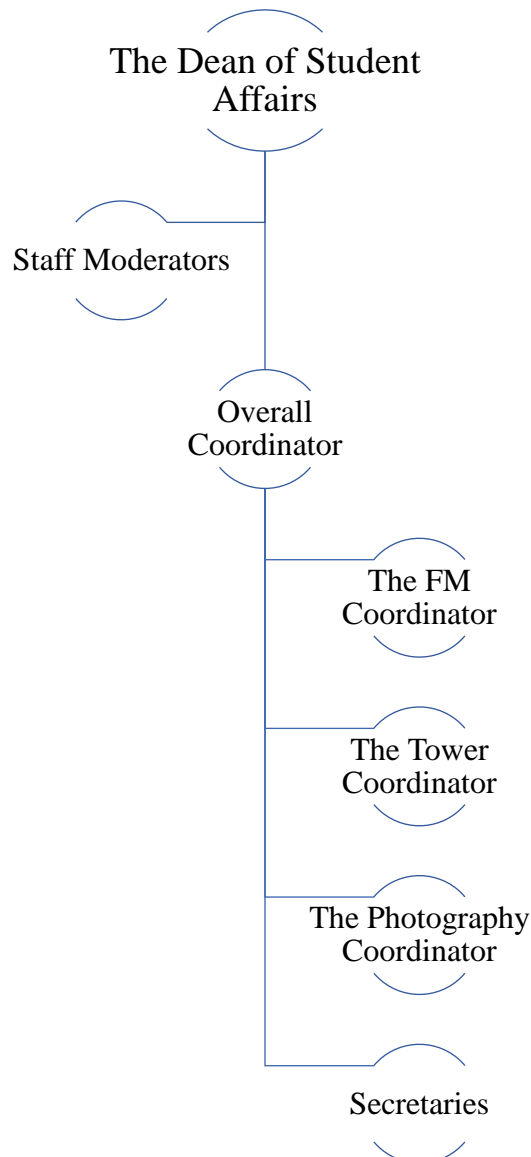
### **Objectives**

- To provide media coverage for activities held and led by both college and students. (Coverage includes photos, videos and news reports for social media posts and the weekly news)
- To provide an inside view of the Sherubtse experience.
- To provide first hand training and experience for media related skills. (Photography, videography, graphic designing, video editing, news writing, radio broadcasting amongst others.)

## Activities

- The society shall cover activities and events within the college through pictures, videos, and news reports to be shown through the official social media page of the society and the weekly news that is to be broadcasted every assembly on Monday.
- The society shall provide training in relevant skills such as photography, news writing, graphic design and video editing, radio broadcasting, and media ethics.
- The society shall provide members the opportunity to host their shows on the radio, available to all listeners nearby on Sherubtse Radio 94.7 FM.

## Organogram



## **Roles and Responsibility**

### **1. The Dean of Student Affairs:**

The society is answerable to The Dean of Student Affairs, who is responsible for the proper and timely execution of the society's activities.

### **2. The Staff Moderator:**

The society shall be guided by the staff moderator in the execution of their activities.

### **3. The Overall Coordinator (Student):**

He/she is the head of the society, who shall look after every procedure of the society's functioning including media coverage, production of the weekly news, training and workshops, and interactions with the staff moderators and The Dean of Student Affairs.

### **4. The Tower Coordinator (Student)**

He/she shall head the news writing division of the society, responsible for sending out reporters for media coverage and editing all reports before they are submitted to the overall coordinator. He/she shall also be responsible for the society's newsletter, "The Tower".

### **5. The Photography Coordinator (Student)**

He/She shall head the photography division of the society, responsible for sending out photographers and videographers for media coverage. He/She shall also be responsible for compiling and submitting the footage to be used for the weekly news to the overall coordinator.

### **6. The FM Coordinator (Student)**

He/She shall head the radio division of the society, responsible for the radio shows broadcasted on Sherubtse Radio 94.7 FM. He/She is also responsible for recording and editing the voiceovers for the weekly news before they are submitted to the overall coordinator.

### **7. Secretaries (Student)**

The Secretaries shall assist the coordinators in all aspects of the society's functioning.

### **8. Members**

The members shall assist their respective coordinators in the fulfillment of the society's responsibilities as and when their services are required.  
(Photographers, reporters, RJs, anchors, narrators, editors)

## **Membership**

1. The registration of new members shall only be accepted from the first years, with 15 slots made available for the photography division, and 10 each for the Tower and FM divisions.
2. Preference shall be given to students with capable knowledge and ability in photography, writing, graphic designing, video editing, and fluent and confident speaking.
3. Interested students shall pay Nu.100 upon registration. To continue membership into their second and third years, members shall continue to pay Nu.100 every year. This fee shall be used as funds for the society and all its activities for the year. Failure to pay the fees will result in the termination of their membership, or will not be awarded the society's certificate of membership.
4. Once registered as a member, the student shall serve the society actively. Failure to provide services, either helping in event coverage or the production of the weekly news, will result in the termination of their membership, or will not be awarded the society's certificate of membership.

## **Election**

1. Interested members from the second year can contest for the coordinator positions. The candidate with the highest votes will be appointed the Overall Coordinator and the next three highest will be offered to lead the division of their choosing in order of the number of votes. (2<sup>nd</sup> highest chooses first, and so on.
2. Interested members from the first year can contest for the secretary positions. The positions are gender reserved, with a male and female candidate with the highest votes being appointed as the secretaries.

## **Code of Ethics**

The Sherubtse Media Society shall abide by the standard ethics of media which cover the following areas of conduct:

1. **Honesty and Fairness**

The Society shall be unbiased, objective, and truthful in its reporting.

2. **Humanity**

The Society shall be mindful that our reporting does not cause hurt or harm, and shall not mislead, manipulate or present information in any way that might negatively impact people.

3. **Accountability**

The Society shall hold itself responsible for any inaccuracy or mistakes, shall correct them without fail and shall be mindful of repeating them.

4. **Respect**

The Society shall not obtain information through dishonest means, and shall respect everyone and their privacy in the pursuit of news and information.

5. **Competence**

The Society shall be punctual in its coverage of events, and production and display of the weekly news.

## **Jurisdiction**

1. The Society shall cover events organized, hosted and celebrated by the college management, any of the forums, the units, residential halls, or students if deemed to have a significant impact on the audience.
2. Matters involving controversy and conflicts of interest, such as death, criminal actions, religious events, and democratic processes shall be handled with care and in discussion with the Dean of Student Affairs, the staff moderators or avoided altogether.
3. The Society shall not use, upload, or share pictures of royalty online. Pictures available on public domains are an exception.

## **Standard Operating Procedure**

This section shall serve as a reference point and guide for the functioning of the society.

### **Event Coverage**

1. The Overall Coordinator shall inform the other student leaders to inform the society days before conducting an activity or event. Even without prior information, coordinators must be ready to mobilize reporters and cameramen at any given instance.
2. The Overall Coordinator will share the details (venue and time) to the Photography and Tower Coordinators, who are responsible for allocating a reporter and cameraman each for that event. The Photography coordinator shall also be responsible for securing a camera from the Media Department for the coverage.
3. The Reporter
  - a. Will gather information on the event and develop a report (format to be shared by the Tower Coordinator). Must fact-check the information/report before finalizing.
  - b. Will also be responsible for framing and asking questions for interviews of key personnel in the event.
  - c. Will submit a brief report on the same day as the event to the Tower Coordinator for uploading on the official social media page of the society. This must include general information, such as a general overview of what happened, who and how many were involved, and what the objective is.
  - d. Will submit the full report no later than two days after the event if it was on the weekdays, and on Saturday night if the event was on Friday or Saturday.
4. The cameraman will have two primary objectives.
  - a. Taking pictures of the event for uploading on the official social media page of the society. The pictures must adhere to the basic rules of photography, such as the rule of thirds, or the rule of space.
  - b. Capturing videos to be used as footage for the weekly news. The videos must be as stable as possible, with a minimum duration of 13 seconds with multiple variations in angles and content, and must



- amount to at least 3 minutes of usable footage. They must also adhere to the aforementioned rules of photography.
- c. He/she must work together with the reporter to get the shots described in the report, and get the interview footage. The audio for the interview is to be recorded in a separate recording device (eg. A mobile phone).
  - d. The photos must be submitted to the Photography Coordinator on the same day as the event for upload on the official social media page of the society. The videos and interview audio shall also be submitted as soon as possible for compilation and sorting by the Photography Coordinator for the weekly news.
5. The captions for the upload on the official social media page of the society shall have a Bold (Sans) heading followed by a brief report on the event. The picture courtesy shall be given at the end of the report in the following format:  
Picture Courtesy: Name, Course (eg. B.A. in Media Studies), Year \_\_ (1, 2, 3)
6. Changes needed to be made after upload, or removals upon request shall be handled promptly and with haste to avoid misinformation or harm.

## **Weekly News**

This process shall be broken down into a three-stage process.

### **1. Compiling**

- a. The Tower and Photography Coordinators compile the reports and footage. The report is edited as necessary, and the footage is properly sorted.
- b. The reports and footage are handed over to the Overall Coordinator and the editors.

### **2. Recording**

- a. The coordinators will be responsible for looking for a Reporter to Cam (RTC) for the weekly news, and capable speakers to do the voiceovers for the news for the week.
- b. The Photography Coordinator will be responsible for shooting the RTC footage, with the audio being recorded on another device for better sound quality. The script for the RTC will follow the general outline of an introduction, the headlines, the details, and the

conclusion. The Coordinators and the RTC are at liberty to decide on the exact wordings of the script.

- c. For the details, the host should state the headline and the name of the reporter. It is up to the coordinators if they want the RTC to state the lead as well if they feel it does not become too repetitive.
- d. The FM Coordinator will be responsible for directing and recording the voiceovers, and editing them as needed before submitting them to the Overall Coordinator or editors. The reports will be provided by the Tower Coordinator.

### **3. Editing**

- a. The Overall Coordinator will be in charge of the editing and will oversee every step of the editing process. The following is merely a guide to the post production of the weekly news, and not a tutorial.
  - i. A recommended sound level is around the range of -25db as is displayed on Adobe Premiere Pro. Any original clip audio played in the background should be heard as no more than a whisper in the background and should not compromise the quality of the voiceover in any way.
  - ii. A recommended transition is the default cross dissolve, although the transition will have to be lengthened during the end of a news segment, and shortened or avoided while jumping back to the RTC.
  - iii. The Sherubtse Media Society logo should be displayed on the top left corner, in the dimensions as is provided on the template to be shared by the Overall Coordinator.
  - iv. The news shall open with the Sherubtse Media Society intro followed by the intro of the RTC. The lower third to display the details of the RTC and the intro shall be shared by the Overall Coordinator.
  - v. The headlines shall need not include all news, and shall be no more than three of the most important. Sports related news shall always come in the end
  - vi. Use transitions between each headline, and not within them to distinguish each headline from one another.

- vii. At the end of a news segment after a voiceover is over, it is recommended to play the original clip and its audio for a few seconds before fading it out and jumping back to the RTC.
- viii. After the conclusion and signing off by the RTC, the intro should be added in at the end.

The final video shall be submitted to the FINA executives on Monday morning in a thumb drive for display in the assembly.

### **“The Tower” Newsletter**

- a. The Tower coordinator will be responsible for editing, and publishing the monthly newsletter through the college website.
- b. The newsletter consists of all major news/events that happened during a one-month duration.
- c. The following is merely a guide to the development of the newsletter, and not a tutorial.
  - 1. Use the same font size and font style for the entire newsletter.
  - 2. Ensure that the pictures used for the newsletter are always in the highest quality available.
  - 3. Always put sports related news at the end of the newsletter.
  - 4. While the template or format for the newsletter can change, ensure that the college logo is always displayed at the very first page.
  - 5. Always ensure that the all drafts of the newsletter are reviewed by the staff moderator and the SMS coordinators as well.

### **Sherubtse Radio 94.7 FM**

- 1. The radio shows will be hosted on Mondays, Wednesdays and Fridays with the weekends being considered optional.
- 2. The hosts of the show must submit the topic and an outline of the show to either the coordinator or the staff moderator for editing and confirmation.
- 3. The timing of the show will be from 6 30pm till 7 30 pm.
- 4. The hosts must arrive at least 30 minutes early to prepare for the show.
- 5. The coordinator must be present during the shows to guide the hosts while they are hosting the shows.

6. The coordinator and the host must ensure that the studio is maintained clean and the equipment is not damaged in any way before, during and after the shows.
7. In case of damaged equipment, the coordinator and the hosts must inform the staff moderator beforehand.

### **Penalty**

The Society shall adhere to the media policies of the country and university, and as such shall be liable to any and all penalties as is dictated upon its violation.

**The Sherubtse Media Society will adhere to the terms of this Constitution for a term of 5 years, or until the need to revise the constitution arises, after discussion with the Office of Student Affairs.**



Ugyen Trashi Dorji  
SMS Overall Coordinator (2022-2023)