

TALISMAN

MAGAZINE + WEBSITE

TRANSITION MANUAL

Updated: Spring 2026

Contributing editors:

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To the current executive editor:

Congratulations! You are now the executive editor of Talisman. Chances are, you just got sent this horrifically long transition manual and don't know where to start. Lucky for you, since 2018, past executive editors have made this transition manual, containing everything you need to know about your role. You can also update this when your time as executive editor ends.

Stepping into this role is both exciting and overwhelming, and that's okay. You won't have all the answers right away, and you're not expected to. What matters most is your willingness to listen, learn and lead with intention.

Trust your team. The publication is only as strong as the people behind it, so invest in them, support them and create a space where everyone feels heard. At the same time, don't be afraid to make tough decisions.

Communication will be one of your strongest tools. Be clear, be honest, and be present. Your team looks to you not just for direction, but for consistency and reassurance, especially during stressful moments.

Remember why you started. In the midst of deadlines, edits and long meetings, don't lose sight of the stories you're telling and the impact they have. Advocate for meaningful journalism and push your team to do work they're proud of.

There will be moments when things don't go as planned, stories fall through, tensions rise, or you question your decisions. In those moments, lean into your team and trust the process you've built together.

Take the time to build relationships beyond work. Get to know your staff as people, not just writers, editors, photographers, marketers or designers. Those connections create a stronger, more resilient newsroom and make the long nights and tight deadlines a little easier to navigate.

Be proud of the work you accomplish, even when it feels small. One day, you'll look back and realize just how much it meant to you and to everyone who was part of it.

Most importantly, take care of yourself. You can't pour into others if you're running on empty. Don't forget about your academics, your mental and physical health and your social life. You matter most.

I am here to help. Reach out to me at (606) - 213 - 1445. You've got this.

With confidence in you,
Clarissa Dean — 2025 - 2026 Executive Editor

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WRAPPING UP THE CURRENT SEMESTER

Passwords:

(Note: Log in to Meta Business Suite through Instagram)
 Passwords blacked out due to privacy.

| PLATFORM | USER | PASSWORD |
|----------------------|------------------------------|-----------------|
| Canva | wkotalisman@gmail.com | ██████████ |
| Instagram | wkotalisman | ██████████ |
| LinkTree | wkotalisman | ██████████ |
| TikTok | wkotalisman@gmail.com | ██████████ |
| Twitter | wkotalisman | ██████████ |
| Constant Contact | wkotalisman@gmail.com | ██████████ |
| YouTube | wkotalisman@gmail.com | ██████████ |
| Spotify for Creators | wkotalisman@gmail.com | ██████████ |
| AP Stylebook | student.publications@wku.edu | ██████████ |

Sit down with the current executive editor and open applications.

- By the time you're reading this, it is probably late March, which means your responsibilities are starting! The first step is building a staff. Sit down with the current executive editor to do so.
- All staffers and editors have to reapply at the end of an academic year. Create an editorial board application deadline, a regular priority application deadline, and a final application deadline. Do not advertise the final deadline until the priority has passed.
- First, determine if you would like to change or add any editorial board or staff positions. Common editorial positions include a website writing editor, a website visuals editor, a magazine writing editor, a magazine photo editor, a design editor, a copy editor, and a marketing manager. Common staff positions include website writers, website

photographers, website videographers, website illustrators, designers, magazine photographers, magazine writers, and marketing assistants.

- Update the job descriptions that are within the application so people can have an accurate representation of what their job would look like.
- Customize, change, delete, or add any questions you wish.
- Make the application live!
- You will be doing this yourself in your second semester, and it is the same thing; however, current staffers do not have to reapply. All editors should get a “yes” or “no” from their staffers on if they are staying on staff or not, and you should also do so for the editorial board. Our application lives in Google Forms. Access the Google Form through the Talisman Google account. Through here, search for the most recently used past application and make a copy. After you are done, go to the responses tab and link it to Google Sheets so all responses can be viewed. A Google Drive folder will automatically be created on Talisman's Google account, storing all attachments submitted within the application. Make sure to share this folder, along with the spreadsheet, with your editorial board so they can view responses and determine who they want to hire. However, only do this once your editorial board is set in stone.

Sample hiring timeline:

- Three to four weeks before finals: Editorial board application deadline.
- Before the end-of-year gathering: Hire the editorial board so you can announce it.
- Final day of semester: Priority deadline for regular staff.
- One to two weeks into the next semester: Final deadline. This may have to be adjusted depending on how full or scarce you are on members. However, it is important to make sure the design and marketing staff are finalized before the semester starts so you can include them in the salary.

Suggested staff sizes:

| | |
|--------------|-------|
| Full staff * | 40-60 |
|--------------|-------|

| | |
|------------------|--|
| Magazine writing | 9 |
| Magazine photo | 10-13 |
| Web writing | 10-13 |
| Website visuals | 10-15 → 7-10 Photographers → 2-3 Videographers → 3-5 Illustrators |
| Design | 4-5 |
| Marketing | 3-5 |

- You should think about how many pages the magazine will have when your magazine editors start hiring. Do not overload staff because it can be hard to fit a lot of stories.
 - Fall magazines usually have around 48 pages and spring magazines usually have around 68 pages.

Hire your editorial board before the end of the year gathering.

- Gatherings are usually announced by the Director of Student Publications. At the gatherings, editorial board members are announced.
- Typically, everyone who applies should be offered a proper interview. Set up times as soon as they apply. Reserve the conference room or meet somewhere quiet and have questions prepared, as well as refer back to their application. Click [HERE](#) for some sample questions!
- After you have made your decision, don't send rejection messages until the position is accepted. Give them around two days to accept. Click [HERE](#) for an example of hiring and rejection messages.
- The most important thing to remember is not to hire people just because you are friends with them.
- Start by hiring for mindset over résumé. Skills can be taught quickly; curiosity, accountability, and good instincts can't. Look for people who ask thoughtful questions, follow up without being prompted, and care about getting stories right, not just done.

- Think about gaps from last year's board. Hire to fix those, not repeat them.
- Don't overvalue experience. Some applicants may have less experience, but have more leadership capabilities than others. Go with your gut, but back up your gut with evidence. The editorial board is a learning environment just as a regular staff position is.
- After your editorial board is hired, communicate heavily with them on Slack. Immediately create an editorial board Slack channel. Give a space for introductions and let them know what to expect over the summer. Explain to them how to invite someone to Slack after hiring them. To do this, press "WKU Talisman" at the top and "Invite people to WKU Talisman." Then, enter their email. After this, you will get a notification to approve the invite. Share with them all the hiring documents and inform them to tell you who they hire immediately so you can make a running staff list. Editors can begin hiring as early as they want, but they really need to heavily focus on it in early July. Send many reminders throughout the summer, and also tell them to send you their office hours before the editorial board training you will have before classes begin. For the spring semester, you will repeat this hiring process and editorial board training process. Don't forget to remind people that Slack does not send out notifications sometimes if the app hasn't been opened in a while. They should be aware to regularly check it throughout the summer.
- Update all editorial board job descriptions before hiring so you can go over it during interviews. Past job descriptions can be found [HERE](#).

SUMMER CHECKLIST

Note:

You will be asked to write a brief welcome addressed to freshmen over the summer for Cherry Creative's View of the Hill that is mailed to all incoming freshmen. An example can be found [HERE](#) on page 29.

May – July

Schedule magazine stories from the recent issue to come out on the website.

- All website stories are published via WordPress. Refer to page 36 for a step-by-step on how to navigate it.
- It is best to pick a day and schedule them all out at once. Make it span evenly throughout the summer, also taking into consideration extra social media content, such as hiring ads.
- Don't access the writing through the Google Drive. Copy and paste it on WordPress directly from the InDesign document on the server. More than likely, some of the writing has changed since it was transferred from the drive to the document.
- When downloading photos to post on WordPress, download the ones that were used in the story. You may have to browse the photos to find the ones that were used because they will not be separated on the server. With captions, use the ones directly on the InDesign document and not from the drive, because, like the writing, they have more than likely changed too.
- Story titles should be "From the magazine: HEADLINE" and not include the subhead. Instead, the subhead should be shown on the actual story using "H2," followed by all contributors bolded and centered. To format this, highlight the text. To make the subhead "H2," press the paragraph icon after highlighting. The subhead will automatically be uppercase after publishing. Remember that only first letters and proper nouns are capitalized in headlines. Click [HERE](#) to view what the finished format should look like once posted.

View in WordPress:



Make social media posts correspond with stories and post hiring ads:

- Refer to page 72 for a posting guide.
- Make the story social media posts come out the same day or the day after the story is published. The category would be “From the magazine” with both the headline and subhead showing on the template. If there were any design illustrations used in the story, you can also pull those from InDesign and include them in the story post.
- Don’t forget to also credit the designer, even if their design isn’t being highlighted in the post.
- It is best to schedule the social posts at the same time you schedule the story to come out on WordPress. However, please note that you will still have to manually post on X and Facebook and not schedule them out like Instagram because you will not have the link until the story is published. During this time, you will also need to remember to add the story link to LinkTree. Set reminders!
- When scheduling, take into consideration that you should also have two hiring ads come out over the summer. You can pre-schedule these as well. Include these when making content fill up evenly over the summer.
- There is a chance that there may be extra web content that still needs to be published at the end of the semester. Consider this when scheduling things out, and take over WordPress and social media for these.

July – August

Accounts should be created for web editors and all staff on WordPress:

- The website writing editor and website visual editor, along with yourself and the adviser, should have administrative permissions on WordPress accounts. If the associate writing editor position is filled, they should also have access.

- All staff members, whether they work on the website or the magazine staff, need to have a WordPress account and author permissions. This means they will not have access to log in, but they will be shown on the “Meet the Team” page on the website. The accounts can stay blank with no biography or headshot until it has been created at the beginning of the semester.
- It is best to add users to WordPress as they are hired, so it doesn’t slip your mind.
- After logging in to your own WordPress account, navigate down to “Users” on the left-hand side and then select “Add User.” Make the username their name. The password and email can be random, as it won’t be used, and then press “Add User.” After this, go back to “Users” on the left-hand side and go to “All Users.” Search for the user, hover over their username, and press “Edit.” This is where you can add a headshot and biography in the future. Scroll down to “Meet The Team Page Template Options” and check the box that says “Show User On Template.” This ensures they will show up on the “Meet the Team” page.
- It is also important to reference the “Meet the Team” page and find people who are not returning to staff or who have graduated, searching for their user again and unchecking the box so that they won’t show up anymore.

Prepare the office for staff and editors before the semester begins.

- Before the semester starts, clean up the office. You can do it anytime over the summer or on the day of the editorial board training, before people arrive. Pro staff will be there to let you in until your ID activates to get into the building.
- Take Clorox wipes to all desks. Throw away any trash. Set aside items that were possibly left on desks from past editors. Make sure all chairs are at each desk. Take down old staff lists, production schedules, and office hours charts hanging up and print out new ones to replace them.

Plan a day a week before the semester starts for an editorial board training.

- This training will be the most important editorial board meeting of the year. During the training, show a PowerPoint presentation on the TV in the conference room.
 - **Note:** After using the conference room, you should turn off the TV and clean up. Take all chairs that were not there back where they came from. Tell your editors the same thing.
- Before the training, you should update all job descriptions if needed. If there has been a new position created or duties changed, update them before the meeting and make sure to go over them. Sample job descriptions can be found by clicking [THIS](#) link.
- Start the training off with introductions and a fun ice breaker!
- Pick a time for your weekly editorial board meetings. You should send out a When2Meet form prior to the meeting to have everyone fill it out beforehand.
- By this time, you should also already have a date for your full staff meeting. Announce that and go over the material. For more information on the material, see page 27.
- Make sure that all editors have sent out their own When2Meets to figure out their own meetings during this time, and as this happens, go over all the Slack channels. Send a practice story through both of the queue channels, along with the caption channel, for a demonstration. For more information on the required Slack channels, go to page 17.
- Make sure that your editors have also sent out links to all of their trackers and Google Drives. They should also have prepared training powerpoints or notes prepared to go over before the full staff meeting.
- Explain WordPress visually using the TV. Have everyone who has an account log in and make sure their accounts work. For more information on WordPress, visit page 36..
- Explain the production schedule in detail. Learn more about the production schedule further down on this page.
- Go over both the website Google Drive and the Magazine Google Drive in depth. More information on Google Drive can be found on page 46 and 62.

- Emphasize the different types of website content and what tends to gain more engagement, as well as what meetings, deadlines, and publishing dates should look like. Reiterate that certain stories may require an editor's letter, especially if they need a correction. More information can be found on page 22.
- Walk through how to create social media posts and what to expect from marketing, including reels, stories, newsletters, and the Zine. More information can be found on pages 70 to 81.
- Explain how the podcast works and choose when filming days are. More information on the podcast can be found on page 82.
- Revisit last years goals and expectations document and go over them all collectively as a team. Decide what, if anything, should be added or changed. This should be printed out and posted in the office, as well as gone over during the full staff meeting. Past goals can be found [HERE](#).
- Finally, choose the magazine theme! The point of the meeting taking place a week before classes is so that you can send a message in the team Talisman channel announcing the theme, so the magazine staff has time to come up with pitches before the full staff meeting.
- Click [HERE](#) for a past example of an editorial board training presentation.

Create the magazine and Zine production schedule.

- A magazine production schedule should be made before the editorial board training meeting. However, when you go over it, it can be changed based on feedback.
- Take into consideration fall break, spring break, Martin Luther King Jr. Day, and Labor Day, along with any other school closures. Do not make deadlines fall on those days. Take into consideration Talisman also does not expect staffers to work on things over breaks and may not have access to do so off campus.
- The magazine production schedule should be strictly followed and have accurate dates, including first and second deadlines, meetings, critiques, caption dates, and production dates.

- A good idea is to create a staff only production schedule to print and handout to magazine staffers not including all the editor dates for them to go by.
- It is also a good idea to create a Zine production schedule for marketing. It helps to keep things on track. Keep the same things in mind.
- An example of a fall magazine production schedule can be found [HERE](#).
- An example of a spring magazine production schedule can be found [HERE](#).
- An example of a staff production schedule can be found [HERE](#).
- An example of a zine production schedule can be found [HERE](#).

Organize the photo server before editors customize their folders.

- It is the visuals and marketing managers' responsibility to organize their folders on the server in a way that is accessible. However, it is your job to create all initial folders for them to work with. This should be completed before the initial editorial board training.
- Instructions for accessing the server should be sent out to all visual channels as soon as they have access. After filling out a staff packet at the full staff training, server access will be granted.

Server access instructions:

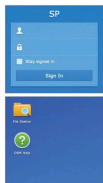
Connecting to the Student Publications Server

OFF CAMPUS

If working with a shared file (i.e. an InDesign document for a publication page) be careful to communicate with your fellow staff members when downloading or uploading so that only one person is working on the file at a time and you don't overwrite each other's work.

1. Enter this web address in any browser:
<https://studentpub3.synology.me:5001/>

2. Log in with your Net ID and password

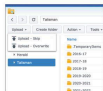


3. Click File Station then select Cherry, Herald or Talisman

4. To download a file, select the file then at the top menu go to Action > Download



5. To upload a file, navigate to the place on the server you want to upload the file to then at the top menu go to Upload. If you're uploading the file for the first time, choose Skip. If you're replacing an existing file, choose Overwrite.

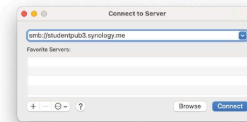


Connecting to the Student Publications Server

ON CAMPUS

This will work if you have a Mac connected to the WKU-SECURE or WKU-WIRELESS wifi networks or to an ethernet port on the campus network.

1. In the finder, go to the top menu and select Go > Connect to Server (Cmd + K)
2. Enter the server address:
`smb://studentpub3.synology.me`

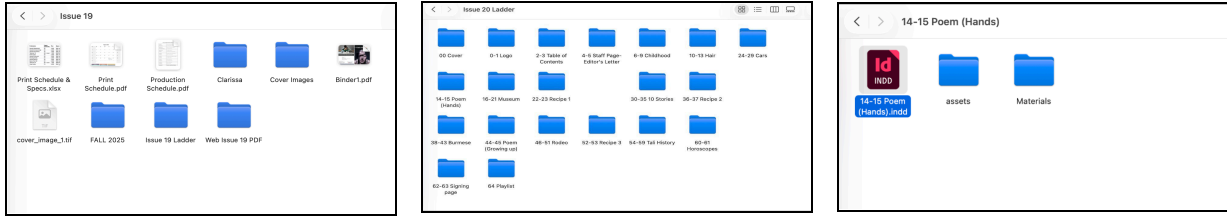


3. Log in with your Net ID and password, then select Cherry, Herald or Talisman

- For example, if you were updating the server for the 2026-2027 academic year, you would create a folder called 2026-2027. Inside that folder, create a design, mag photo, web photo, web video, web illos, marketing, Issue 21, and misc. For that academic year, you would create another subfolder within each of them labeled "Fall 2026" or "Spring 2026."
- After this, leave the rest to the editors! They should find their own way of organization on the server by making folders within folders and making sure it is organized in a way that their staff understands. For example, they can make a "Drop Here" or "Turn in Here" folder for staff use to turn in their photos. Whether they make a folder for each staffer and create folders within those with story names or consistently add folders with story names for them to drop photos into, they should find something that works! Editors should come up with a file naming convention for them to name their files and set a limit on the number of files they turn in so it doesn't get crowded. Photo editors should make a selects, toned, and ready to publish folder or something along those lines! Eventually, the design editor will also need to create a ladder within the server.

Example setups:

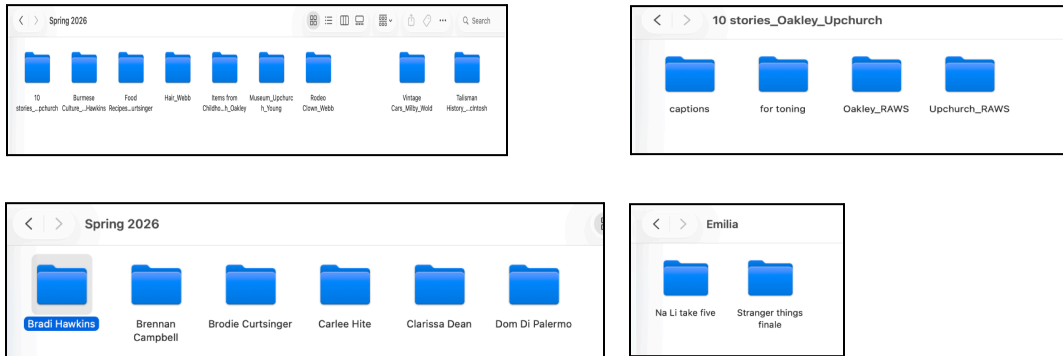
Issue and ladder folders:



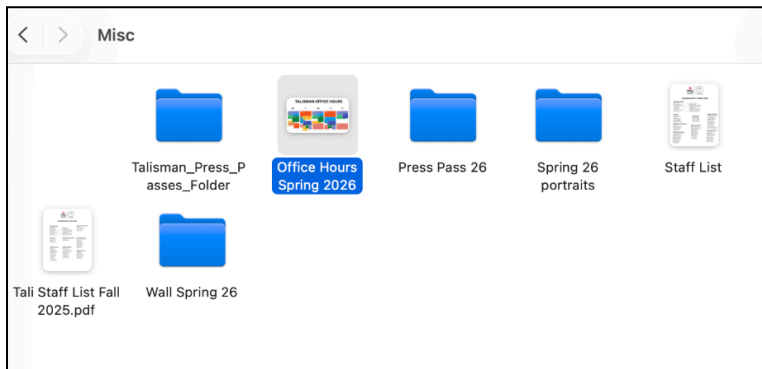
Design and marketing folders:



Magazine and website visuals folders:



Misc folder:

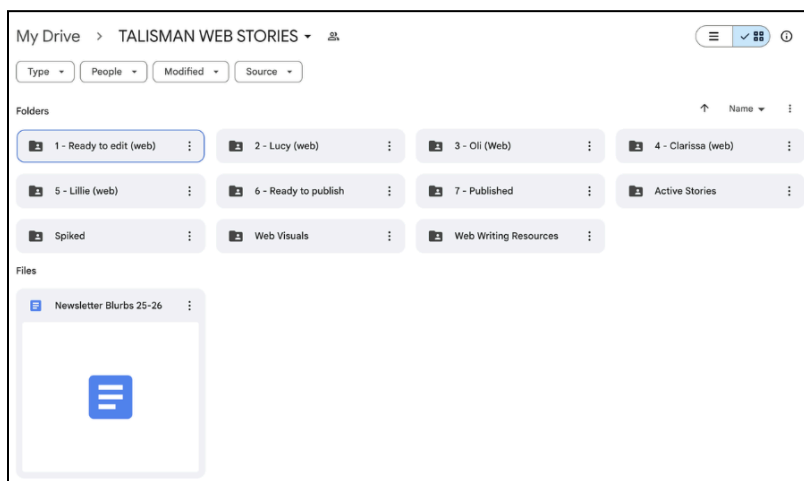


Update all Slack members, channels and Google Drive folders pre-semester.

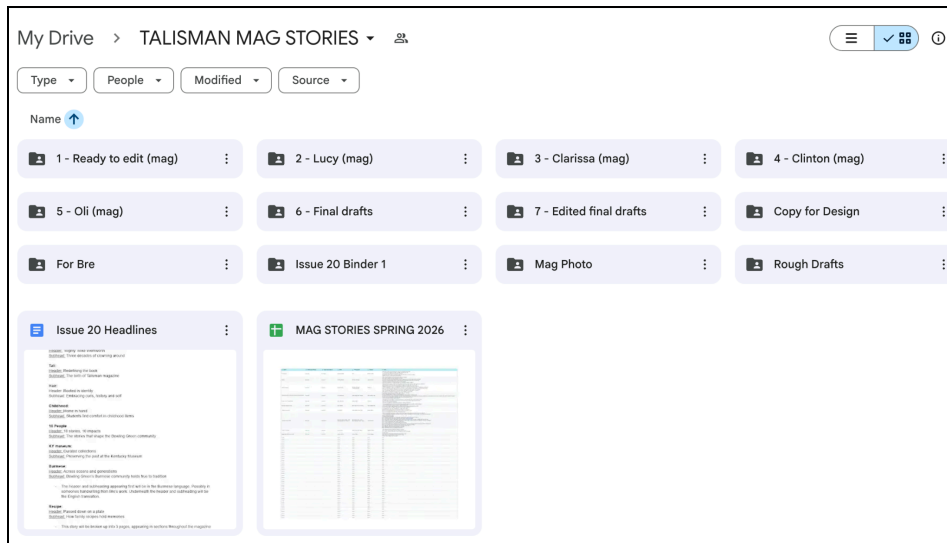
- Channels should be named short, preferably with the school year at the end of it, such as “edboard-26-27.” You and the adviser should be in ALL Slack channels at all times.
- First and foremost, an edboard channel should have been created before the last semester ended. All editorial board members, along with the adviser, should be in this channel. This is a space for all members to communicate.
- Close all previous channels from last semester by going to the channel, pressing the three dots in the upper right-hand corner, opening channel details, going to settings, and scrolling down to select “Delete this channel.” All channels should be deleted except for team Talisman, the current edboard channel, and the web feed channel.
- You do not have to manually add people to the team Talisman channel. As soon as a member accepts a Slack invite, they are automatically added to it. They do have to be added to everything else.
- A web editor's channel should be made, including all website editors. This is a space for web editors to communicate and send weekly rundowns/updates.
- Similarly, a mag editor's channel should be created, including all magazine editors. This is a space for mag editors to communicate and send updates.
- A caption channel should also be made. All writing editors, along with you and the adviser, should be in this channel. This is a space for the marketing team to send their captions for social media posts. When someone replies to it with edits, it is approved.
Example:
High School Musical Reel: Graduation is upon us, and we know some of you will be saying goodbye to your favorite seniors. Comment down below if you can relate
- A web queue channel should be made, including all website editors. This is a space to tag others when stories are in their folder on the Google Drive. Learn more about the Google Drive on page 46. This channel should only be used for tagging. You can reply to the threads, but do all other communication in the web editors' channel. The web visuals editor also tags writing editors when captions are ready to be edited. Two people must reply with “edited” in order for a caption to be approved and put into WordPress. When tagging, you say the name of

the story. The design editor should also tag you only when illustrations are on the drive. When you comment that it is approved, they know that they are good to go.

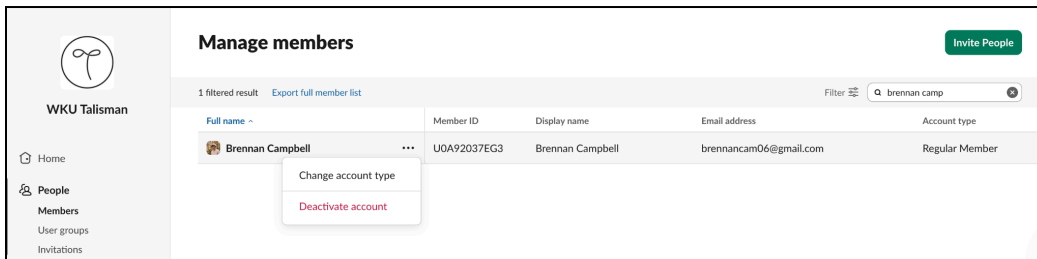
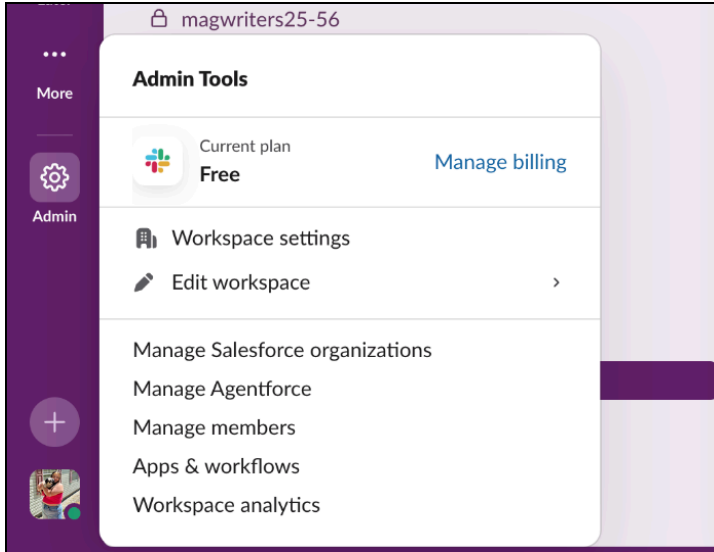
- A mag queue channel should also be created, operating the same way. When tagging, say the name of the story. This channel should only be used for tagging. You can reply to the threads, but do all other communication in the mag editors' channel. However, the difference is that for captions, instead of two people editing, all writing editors have to edit before they are approved.
- As you make the Slack webqueue channel. You should set up the folder names on the Google Drives always starting with a ready to edit folder, a folder with the copy editors name, a folder with the associate writing editors name, a folder with your name, a folder with the advisers name and then finally a folder with the website writing editors name followed by a ready to publish folder and a published folder. Make sure there is a sample document in the rough draft folder and a folder inside of the website visuals folder that is labeled for the current semester. Also create a new newsletter blurb document to be inside of the main folder.



- You should do the same thing with the magazine Google Drive, except instead of a web visuals folder, there will be a mag photo folder that eventually has story names within it. It is best to put “(web)” or “(mag)” beside each persons name on their folder so that editors know if they are moving something to the web queue or magazine queue. It can get confusing!



- You do not have to create a webfeed channel. That is automated on Slack. However, you do need to update the members to include all web editors. No communication is needed in this channel. There is an automated message sent to this channel every time a story is published on our website.
- Your first step to updating Slack accounts should be to first go through and remove everyone who has graduated in the prior semester. Don't remove all other members until you are sure they haven't reapplied. After applications close, finish removing them.
- To remove a member from Slack, select "Admin" on the far left and then "Workplace settings." From here, select "People" on the far left. After this, search the name of the person you want to deactivate and press the three dots next to their name. Then, press "Deactivate account." This completely removes them from Slack, and they will no longer be able to log in.



- To ensure everyone in a channel gets a notification for a message, type “@channel.”
- You can make your own custom emojis within Slack! You can do so by pressing [HERE](#), or by scrolling to the bottom of the Slack emoji menu on a computer.

Set your editor's salary over summer.

- For the 2025-2026 academic year, the budget was \$7,300. This means you have that much money to split between editors, designers, and marketing assistants. All other roles get paid through direct deposit or mailed checks. This budget does NOT include you. Your salary is determined by Student Publications.
- It is tricky when setting pay because you also have to take into account how many designers and marketing assistants you will have. It is best to urge your design editor and marketing manager to higher fastly and get it done so you can submit a salary. Once the salary is submitted, key

card access will be granted to the editor to enter Student Publications 24/7.

- The normal rates in the past have been trying to keep all editors at or around 900. There are instances where this won't be able to happen, and you will feel bad, but it is part of the job. Sometimes, the copy editor will get a little bit less because their job entails less, as does the associate writing editor position if that were to be in play.
- You will need to gather all 800 numbers, topper emails, and find out if they have another on-campus job, and compile all of that information into a spreadsheet to send to the operations coordinator and adviser.. If they do have an on-campus job, their pay will come all at once and show up on TopNet as a scholarship, but will be directly deposited when refunds are distributed.
- Get in contact with everyone who should be on salary as soon as you can, for this information, so you can get it submitted quickly.
- An example of a past salary spreadsheet can be found **HERE**.
 - Unhyperlinked due to sensitive information.

EXECUTIVE EDITOR RESPONSIBILITIES

Every week, you should hold editorial board meetings.

- Weekly editorial board meetings serve a purpose of getting and providing updates, giving announcements, making decisions and more.

- By your editorial board training before the semester begins, you should already have a day and time pre-picked to meet. These are mandatory and you should make sure everyone requests off of work to be there.
- Discussions each week may vary. Sometimes they can be short, and sometimes they can be long.
- Create an editorial board agenda to go by before each meeting so you don't forget anything. Past editorial board agendas can be found **HERE**.
 - Unhyperlinked due to sensitive information.
- Go through the web stories that are assigned and get updates on them.
- Depending on where the progress of the magazine is, ask how stories are, refer to the production schedule for upcoming deadlines and say anything else they should be expecting.
- In your production schedule, you should have set days where during editorial board meetings you finalize the magazine ladder, pick headlines, choose poems and discuss the cover.
- Refer to the marketing tracker and ask for updates about what social media posts to expect. It's always good to talk about Zine, depending on the progress of that.
- Do a fun ice breaker! Talisman can be overwhelming at times. Reiterate to put academics and mental/physical health first. Ask how people are!

The majority of this job consists of editing copy, captions and design.

- You are last (before the adviser) in the website and magazine queue for a reason. Primary editing should come from writing editors and the copy editor, or any other writing editors you may have at the time. Learn more about the website queue on page 4646 and the magazine queue on page 62.
- When a story gets to you, you must read the story and make edits in suggestion mode, as well as read every single other comment and reply to them if needed.
- Your job when editing is to look at everything. Whether it be structure, attribution, sourcing, AP style or simple things like a misspelled word. However, you are last because the goal is for your editorial board to pick up on these mistakes before you.

- All captions, whether it be for social media or for photos, should also be in AP style. As mentioned before, your goal is for your editors to do the editing. In the captions channel for social media, only one person needs to edit a caption. If you are online, go ahead and do it. But, if you don't encourage others to do it. In past experiences, it has primarily been the executive editors to do this. Learn more about social media captions on page 70.
- For photo captions, make sure that if there is only one photographer, that there are no photo creds in the caption, but if there is more than one, there are photo creds. Two people need to edit them before they are approved. See page 52 for more information.
- You also give feedback on all website illustrations. If something needs changed, speak up. During production night and even before, you need to not be afraid to change designs yourself. If something looks off, consult your design editor and change it.
- Remember, everything is YOUR call in the end. You make all decisions both editing wise and with all Talisman things in general.

Conflicts will arise, and that's okay! Editor's notes are you friend.

- For stories, there will be times where incorrect information is mentioned in the story and it is published. When this happens, inform the staff that they should contact their direct editor and you immediately.
- Take over communication from there. Be respectful and understand the mistake and correct it on WordPress if it is a website story. For magazine stories, this is trickier because you can't reprint the whole magazine. This is why fact-checking is extremely important. Take advantage of checking the source's contact information when necessary.
- When writing editors notes, always italicize it and explain the error and say it has been corrected. Editors notes should be the only time anything is italicized, because AP style does not allow it.
 - **EXAMPLE:**
Editor's Note: A previous version of this article was published, introducing the chapter name incorrectly. It has since been updated and corrected. Talisman regrets this error.

- When correcting a story, if the story has already been run in the newsletter, you must run it again the next week at the bottom of the story section including the editor's letter above the blurb. Learn more about the newsletter on page 78.
- Editor's Notes should also be included in stories that mention sensitive topics such as suicide, drug abuse, homelessness, ect.
 - **EXAMPLE:**
Editor's Note: This story contains sensitive information regarding suicide and drug abuse. If you are struggling with your mental health, please contact the WKU Counseling Center at 270-745-3159 or the National Suicide and Crisis Lifeline at 988.
- When mistakes happen in stories, the responsible staffer is required to fill out a corrections form with their direct editor to keep on record. The form is located on Talisman's Google Forms and can be found [HERE](#).
- Aside from story conflicts, conflicts may arise within staff or editors. Stress the importance of respecting one another, not gossiping and communicating if problems arise.
- Problems with regular staff members should be communicated to their direct editor and you should be aware, but it should be resolved by their direct editor. If you need to step in, then do so! Encourage meeting up together and talking face to face. That works best! Remember, in the end, you have the authority to terminate positions if things get out of hand.

Every month you will be required to submit payroll.

- Payroll submission is for everyone who is not on salary, which is everyone except designers, marketing assistants and editors.
- Ask the front desk what day of the month you should have things submitted by. In the past, it has been the 15th.
- To keep track of everything, it is a good idea to keep a running spreadsheet of all website stories that have been published and all contributors. In the Talisman tracker used in the past, there has been a separate tab to keep track of this. For an example, view the tab **HERE** and learn more about the tracker on page 26.
 - Unhyperlinked due to sensitive information.

- To submit pay, go to <https://wkustudentpubs.com/paybill/> and fill in all required information.

Example of filled out information:

Student Publications Pay Bill

Publication *

Herald
 Talisman
 Cherry Creative

Select Talisman Staffer

First Name * Last Name *

WKU ID number *

Email address *

Email address *

example@example.com

Street Address *

City * State *

Zipcode *

Content Type *

Writing
 Multimedia (Photo, Video, Illustration, Podcast)

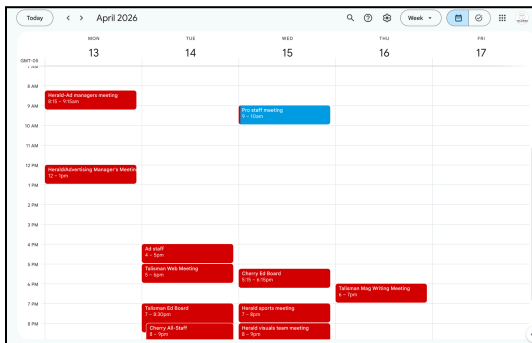
- To get the information required, you will need to send out a form to the Team Talisman channel and make everyone on staff fill it out. Do this in the beginning of the semester as people are hired. An example of the form can be found [HERE](#). A staffer packet will also have to be filled out by all staff members, which can be accessed [HERE](#).
- Below the address, select if the content is writing or multimedia and a box will automatically be generated below for you to write the title of the piece, provide a URL and to select the payment amount!
- You can select both at the same time if you need to pay someone for both. You can put multiple things on the same bill for one person to avoid doing individual ones for each story.

- Do not forget to pay people for poems that go in the zine and magazine. You also need to pay people for magazine stories after the magazine is released.

Use the conference room at your advantage, but use it correctly.

- The conference room can be used for meetings, interviews, brainstorming and more.
- However, you have to reserve the conference room. You can do so through Talisman's Google Calendar. Do not overlap with other scheduled events, especially Herald, Cherry Creative and Advertising.
- Keep in mind that other publications also use the conference room, so you need to get your staff to establish their meetings ASAP and put it on the calendar.
- Once you are done using the conference room, all extra chairs should be placed back into the lobby and the TV should be turned off.
- You will also be in the conference room once a semester for a schedule committee meeting. During these meetings, you will provide updates on Talisman. In the spring semester, interviews will take place during these meetings for the next Herald Editor-In-Chief and Talisman Executive Editor.

Example of booked events in the calendar:



Being organized is probably one of the most important aspects of this job.

- It is very important to keep track of every single little thing. Some people may be able to do it in a non-organized way, but most of the time, you will not. You will need some sort of system to keep up with everything.

- An example of a good organization system is a Google Sheets with many tabs. Look at a past example of one **HERE**, or even copy it and use the exact thing!
 - Unhyperlinked due to sensitive information.
- Each tab on the spreadsheet represents a different thing. The first tab is simply a to-do list and a column for reminders.
- There is also a tab with a list of the entire Talisman staff and another with all meetings with another one important dates written down.
- The fifth and sixth tabs keeps track of every single aspect of a website and magazine story. Here you can update the story progress, photo progress or design progress and keep track of what is published or completed.
- The seventh tab is your own personal magazine ladder. There should also be a shared magazine tracker with a ladder included for all editors to share. However, it can be nice to have everything in the same spreadsheet.
- The last two tabs deal with pay. The eighth one includes every story that has been published, the title, the URL, the contributors and what they will be paid. The last tab includes all pay information for each member. The document that was mentioned on page 24 concerning pay information is hooked to this tab and updates automatically as people fill it out.
- As stories are done or published or pay is submitted, you can highlight that section gray and strikethrough it so it doesn't get confusing. This may not work for you, but it has worked for many others.

BEGINNING THE SEMESTER

At the beginning of the semester have a full staff meeting ASAP!

- The meeting should consist of every single person on staff, every single editor and the advisers. It is the most important meeting of the year.

- You should have a powerpoint prepared to go over and present to everyone. Normally you can use a projector to project it onto the wall above the Talisman office that can be found in the front office.
- Set up a place for headshots! A backdrop and a light will need to be used. You can have your photo editors do it, or the adviser. As soon as staff enters the meeting, direct them to the headshot location, which can be set up in the basement or set up in the lobby.
- Have a stack of W-9 forms on hand. It is a good idea to have editors stand at both doors and hand a W-9 to each person walking in. Every single person needs to fill this out, even editors. They cannot get paid without it.
- It is also a good idea to go ahead and have your marketing manager create a staff highlights form before the meeting to meet the team highlights on socials. This could be projected on the wall for people to fill out. You could also go ahead and project a QR code for pay information onto the wall. See page 26 for more pay form information. Along with this, make sure everyone fills out the staffer packet, which could also be projected on the wall. Learn more about the staffer packet on page 24.
- Once everyone has done this, begin your powerpoint. If the professional staff has planned a Student Publication-wide training, announce that and inform all staffers to attend.
- Go over the organizational chart and office hours chart shown on page 31. Have all editors introduce themselves!
- Go over basic house rules, such as entering the building, parking and the office!
 - The building is open from 8:00 a.m. to 4:30 p.m. If you need in the building before or after this time, ring the doorbell and someone will let you in! If you are in the office and ever hear the doorbell ring, answer it!
 - All editors WKU ID's will give them access to the building 24/7.
 - You are allowed to park at Student Publications after 4:30. However, in order to do this you must have a valid WKU parking permit. Mimosa Lot has always been one of the most ticketed lots.
 - Staffers are always welcome to come to the Talisman office and say hi, work on homework, or come into their editors office hours!
- Give a short lesson on pitching stories!

- Explain that pitches are clear ideas and not topics. For example, instead of pitching “mental health,” a better pitch would be “how WKU students are using peer support groups to fight burnout.” Encourage staff to already have sources they can use.
- When pitching, editors need to know why it matters, who should care and who is involved.
- Explain that there will be times staffers may get a story they don’t like or didn’t pitch. However, that is a part of journalism.
- Explain how to conduct a proper interview.
 - All staffers should find time to meet with their sources. All written copy requires at least three human sources and website articles do not count, but can still be used.
 - Yes or no questions are okay, but encourage staff to try to ask more open ended questions to get more information.
 - **Instead of:** Did you feel happy when you got the award?
 - **Say:** Can you walk me through how you felt the moment you received your award?
 - The most important question to ask is if they have anything else they would like to add and thank them for their time.
 - Explain conflicts of interests, which means they cannot interview anyone they personally are friends or have a relationship with.
 - Recommend that staffers take notes, but also voice record the interview for clarification and also ask sources to orally spell their name.
 - Staffers should gather all necessary information first, such as names, pronouns, hometowns, contact information and school year or occupation.
 - The first priority is to have face-to-face interviews. However, if a time cannot be worked out, phone call and Zoom interviews are acceptable if attributed correctly
 - **EXAMPLE:** ____ said via phone
- Go over communication within staff.
 - As soon as a staffer is assigned something, they should immediately get in contact with their partner and make a group chat on Slack to discuss the angle. Encourage that they all go to photoshoots and interviews together.
 - If staffers encounter communication problems, they should contact their direct editor ASAP. Stress communicating problems before they happen.
 - If something comes up and staffers are unable to do a story they are assigned, they should let their direct editor know ASAP.
 - Let them know to not be afraid to also hold editors accountable!

- Stress that due dates are non negotiable. If problems arise, they should communicate with their editor so things can be fixed or extensions can be given.
- Go over the goals and expectations that you and your editorial board chose at your first meeting! Go to page 13 to learn more about goals and expectations!
- Go over the expectations of meetings. Each staff member has meetings taking place at different times. Staffers should communicate with their editors if they cannot attend. Stress that meetings are important and they should not be on their phones unless they are pitching or be disrespectful
- Read Talisman's mission statement to everyone which is:
 - Who we are:
 - The eclectic, evolving record of life on the Hill
 - A student-led publication
 - Western's Talisman, a keepsake of authentic experiences
 - Our audience:
 - WKU and the wider Bowling Green community
 - What we do:
 - Serve our campus by uplifting voices
 - Challenge readers to view life and culture from a variety of perspectives
- Go over Student Publications code of ethics which is:
 - Seek truth and report it
 - Ethical journalism should be accurate and impartial
 - Minimize harm
 - Treat sources, subjects, colleagues and members of the public as human beings deserving of respect
 - Act independently
 - Serve the public, avoid conflicts of interest and do not accept gifts from sources
 - Be accountable and transparent
 - Take responsibility; respond quickly to questions about accuracy, clarity and fairness; acknowledge mistakes and correct them
- Explain the corrections form that will need to be filled out if mistakes arise on a story. Encourage staff to learn from mistakes and triple check all information. Learn more about the corrections form on page 23.

- Have your copy editor give a brief introduction to AP style! Focus on dates, numbers, cities and local stylebook rules. Learn more about AP style on page 32.
- Have your marketing manager go over audiences and engagements. Let the staff know who their stories are reaching and what is the most popular. Ask them to give interest and outreach tips or even go over the past semester's analytics. They can also go over the social template they will be using for stories if they need photographers to shoot something a certain way for it to fit.
- Announce the magazine theme!
- Break off into marketing, magazine and website staff. Magazine staff: Do introductions, go over the production schedule, explain Google Drive, explain the server, explain the style guide, explain the tracker and pitch story ideas. Assignments should be chosen and sent out the same day as the meeting.
 - Website staff: Do introductions, explain web content, explain Google Drive, explain the tracker, explain the server, and pitch story ideas. Assignments should be chosen and sent out the same day as the meeting.
 - Marketing staff: Brainstorm content ideas, explain the tracker, go over all templates and discuss Zine.
- Instead of having everyone come at once, in the past, the meeting has been formatted with the website and marketing staff coming first and the magazine staff coming second, with the presentation taking place on the time the magazine staff arrives while website and marketing staff are still present. Some people are on multiple staffs, so this will give them the opportunity to go to both individual meetings instead of one.
- Click [HERE](#) for an example of a full staff meeting powerpoint and click [HERE](#) for a past agenda.

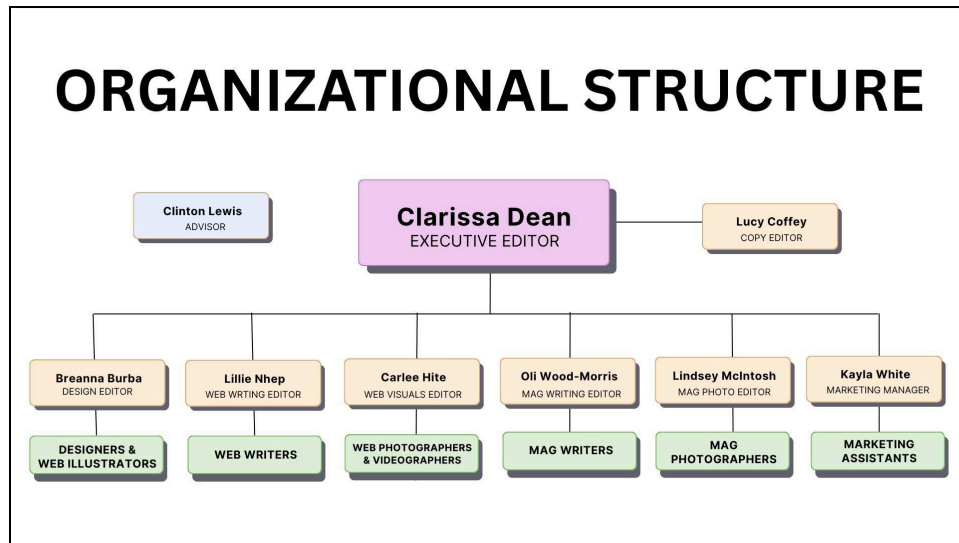
EDITORIAL LEADERSHIP

It is important to understand the hierarchy of the editorial board.

- Making an organizational chart and sending it out to all staffers can help establish leadership and let staff know who they report to. This is

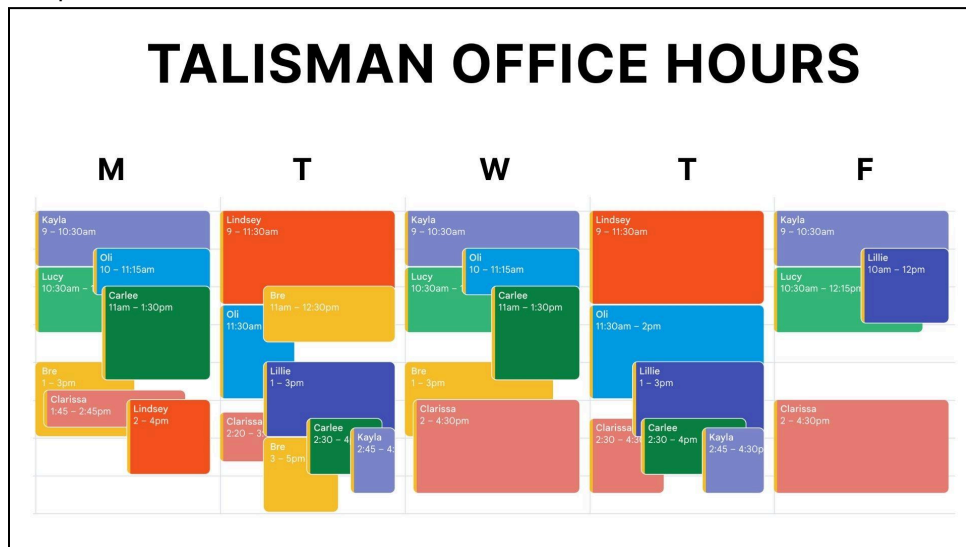
also good to go over at the full staff meeting at the beginning of the semester.

Example:



- Putting all the editors office hours on a Google Calendar and printing it out is also a good idea. Send this out in the team Talisman channel so staff can refer to it. Print it out and hang it on the office doors.

Example:



AP STYLE

Follow our local style guide!

- Our local styleguide is available online at apstylebook.com. Go to page 5 for the login information.

- For Kentucky specifically, the following towns do NOT need the state after them:
 - Somerset, Elizabethtown, Glasgow, Louisville, Lexington, BG, Owensboro
- If you are naming a place that is in Bowling Green, you do not have to say “in Bowling Green.”
- Never spell out Western Kentucky University. It is WKU on all references.
- Many building names on campus are simplified down. You should always check the local stylebook for all building names to be sure! You do not have to put abbreviations in parentheses when spelling out buildings on first reference for campus buildings. Here are some tricky examples:
 - **E.A Diddle Arena:**
First reference: Diddle Arena
Second reference: Diddle
 - **Houchens-Smith Stadium**
First reference: Houchens-Smith Stadium
Second reference: Smith Stadium
 - **Nick Denes Field:**
WKU’s baseball field on all references.
 - **Commons:**
the Commons on all references.
 - **Honors College:**
First reference: Mahurin Honors College and International Center
Second reference: HCIC
- When introducing a student, there is a specific way to format it. It is very important that all writers and photographers get their first and last names, year, hometown, major and contact information. Format introductions like this:
 - Freshman John Doe, a biology major from Paducah, Kentucky ...”
- The H in “Hill” is always capitalized, and so is the W in “Western.”
- Never capitalize editorial board position names unless it is the first word of a sentence.
- Always capitalize “Issue” when referring to one of the magazines.

- When writing the full name of one of our magazines, include quotations around the theme word.
 - **EXAMPLE:** Issue 20: “Nostalgia”

Normal AP style basics and reminders!

- Titles
 - Capitalize job titles only before names:
 - **CORRECT:** President Donald Trump
 - **INCORRECT:** Donald Trump, the president
 - Use quotation marks for books, shows, movies, songs or speeches
 - **EXAMPLE:** “The Great Gatsby”
- Capitalization
 - Use sentence case for headlines and subheadings
 - **CORRECT:** Phi Beta Sigma welcomes new members
 - **INCORRECT:** Phi Beta Sigma Welcomes New Members
 - Also use sentence case for headlines or subheadings including a pull quote or colons. In pull quotes, do not use quotation marks, use a single apostrophe and place it outside of the colon.
 - **CORRECT:** ‘Pillars of the community:’ Tulip businesses bloom
 - **INCORRECT:** “Pillars of the Community”: Tuip businesses bloom
 - Capitalize:
 - The first word of a sentence.
 - All proper nouns.
 - Formal organization names.
- Punctuation
 - Never use an oxford comma, which is the comma before the end of a list, normally before “and” or “or.”
 - **CORRECT:** I have apples, oranges and bananas.
 - **INCORRECT:** I have apples, oranges, and bananas.
 - All periods and commas go inside of quotation marks.
 - **CORRECT:** “My favorite color is red,” Doe said.
 - **INCORRECT:** “My favorite color is red”, Doe said.
 - Hyphenate compound modifiers
 - **EXAMPLE:** This is a high-quality product.
 - Use an em dash (--) without spaces for emphasis.
- Abbreviations
 - Always spell out abbreviations on first reference and put the abbreviation in parentheses. After this, it can be referred to by the abbreviation for the remainder of the story.
 - **EXAMPLE:** Federal Bureau of Investigation (FBI)
 - Do not use periods in abbreviations such as CEO, URL or ATM.

- Numbers
 - Spell out numbers 1-9.; Use numerals for 10
 - Always use numerals for ages, percentages, dates, money, dimensions, time.
- Dates & Times
 - Format: April 5 (not April 5th)
 - You do not have to include the current year when saying dates.
 - Use lowercase letters with periods: a.m., p.m.
 - Don't use a colon for exact hours: 11 a.m., 6 p.m.
- States and Datelines
 - Spell out U.S. state names in body text! No abbreviations!
 - Any other town that is not a dateline city per the AP stylebook needs a state following it!
 - No abbreviations for states
- The usage of alumni's is commonly mistaken. Remember:
 - Alumnus: Used for male or non-binary graduates.
 - Alumna: Used for female graduates.
- Never editorialize or insert your opinion into a story or caption if it is not an opinion piece.
 - Saying that someone is "enjoying" something without attributing it back to them is an opinion. Everything must be attributed back to something or someone. In classes, we are taught to not overuse "said." However, in Talisman, we do have to use attribution for everything.
 - Always use "said" for humans. Use "according to" for websites. Use "stated" for official documents.
 - **CORRECT:** Smith said she is enjoying the day out.
 - **INCORRECT:** Smith is enjoying the day out.
 - Saying that someone is "enjoying" something without attributing it back to them is an opinion.
- For a direct quote of two or more sentences, place attribution after the first complete sentence. All quotes get their own graf.
 - **Example:** "The Talisman is my favorite magazine," Williams said. "I read it all the time."
- Do not write like you are writing an essay or english paper. Use shorter paragraphs. Keep it around three sentences.
- Never ever italicize anything besides editors notes!

Captions also need to be in AP style, both in social media and photos!

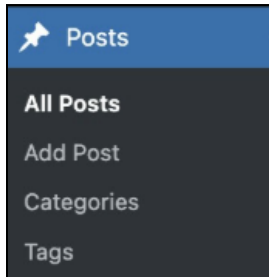
- The caption should add information, not narrate what viewers can already see. A strong caption should tell the viewer:
 - Who is in the photo?
 - What is happening?
 - When and where is it happening?
 - Why does it matter or connect to the story?
- Always write in present tense and when naming more than one person:
 - Identify them left to right.
 - Include full names on first reference.
 - Include age, title, or role when relevant.
- Avoid vague phrases like: “is pictured,” “stands,” or “poses.” Instead, describe action or meaning.
 - **CORRECT:** John Smith trims a brisket during the morning rush at Rian’s Fatted Calf Meat Shoppe.
 - **INCORRECT:** John Smith is pictured at work.
- The caption should add information, not narrate what viewers can already see.
 - **CORRECT:** Sophomore photojournalism student John Smith documents campus protests as part of his capstone project.
 - **INCORRECT:** John Smith is pictured at a protest.

WEBSITE MANAGEMENT

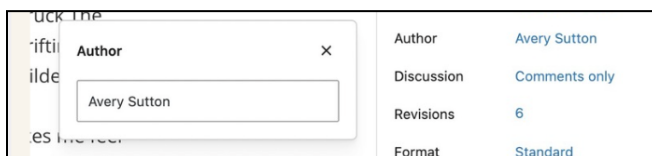
Talismans website is managed by WordPress.

- WordPress can be tricky to learn, but once you get the hang of it, it’s not that bad. Here is a step by step:

- Once the written story is ready for publishing, the website writing editor should log into WordPress, hover over “Posts” on the left-hand side, and press “Add post.”



- Then, they should copy and paste the title where it says “Add Title” and remember that in AP style, only the first letter in the first word is capitalized unless it is referring to a proper noun.
- After this, they should copy and paste the story into the “Type / to choose a block.,” re-read it and make sure all formatting is correct.
- They should go to the right-hand side and press “Post” and change the author’s name from their name to the writer’s name. If the story has multiple writers make the author “Talisman.”



- All contributors must be be credited at the top of every story.



- Then, they should go back to finish building the post. Scroll down and select the appropriate categories. Always select “Featured 1-3.” For example, if the story is about something WKU-related, the category would be “Our Hill.”

Categories

Search Categories

- Beyond the Hill
 - Events
 - Profiles
- Featured 1-3
- Magazine
 - From the Magazine
 - Issues
 - Time

[Add Category](#)

SELECT THE PRIMARY CATEGORY

Featured 1-3

[Learn more](#)

- They should scroll to the bottom and type an SEO keyword. This should be a word or phrase that is frequently repeated throughout the story.

SEO Readability Schema Social

Focus keyphrase

Antique

Get related keyphrases

Search appearance

- The slug should be the title of the story with dashes in between each word. Or, the slug can be a few words from the title. The meta description should be a short summary of the story, one or two sentences. When you create the SEO Keyterm and Meta Description, the colors of smiley faces will appear. Play around with different wordings and lengths to try and get green smiley faces, but sometimes it won't happen all the time.

Slug

from-the-magazine-for-the-love-of-the-old

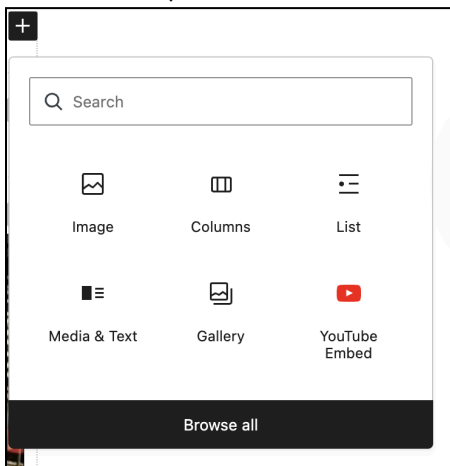
Meta description Use AI Insert variable

Thrifting and antiquing connect individuals with history, sustainability and community through the stories behind every secondhand find.

- Last, use tags that reference the story! Always tag the author and visuals, as well as the categories. Anything that is relevant!



- Once the website writing editor is finished, press save and tag the website photo editor or design editor in the web queue, saying “INSERT TITLE in WordPress” to let them know it is ready for photos or illustrations to be added.
- Illustrations, videos and photos can be added by placing your cursor at the end of a paragraph and pressing space. Then, the black plus sign should be pressed to select a block.



- The image button should be clicked and content should then be uploaded and placed into WordPress.

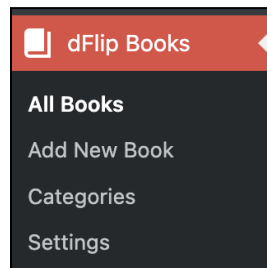
- To add a caption, select the picture and press the box with dots on the bottom, then insert the caption. Photo credits should not be given in the caption if there is only one photographer. From here, you can also resize the image, justify it and more.



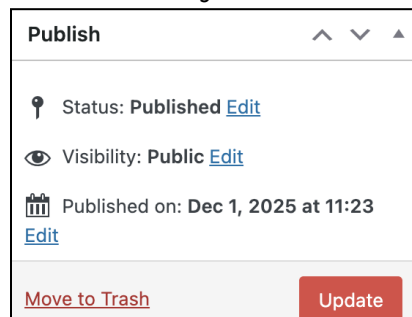
- A header, or "feature image" should also be added by navigating to the right hand sidebar under "Posts" and choosing to select a feature image at the top. Editors should be sure that the caption is also there on the right hand side.

The screenshot shows a content management system interface. On the left, there is a post titled "Take Five: Diane McDonald" with a feature image of Diane McDonald. Below the image are "Replace" and "Remove" buttons. On the right, there is a sidebar titled "ATTACHMENT DETAILS" for the image. The details include the filename "3W9A6933-e1776361813458.jpg", the date "April 16, 2026", the size "83 KB", and the dimensions "1500 by 620 pixels". There are links for "Edit Image" and "Move to Trash". Below these details are input fields for "Alt Text", "Title" (with the value "3W9A6933"), and "Caption" (with the value "Diane McDonald, assistant professor of advertising and public").

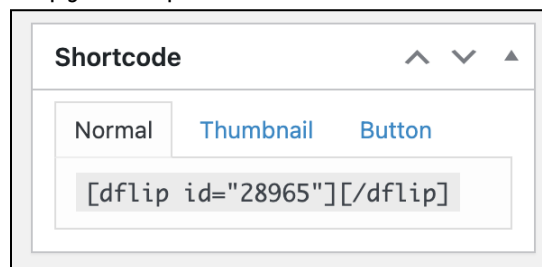
- Make sure things are being placed where they make sense within the story.
- Editors should play around with blocks for different media placement.
- After everything is in WordPress, you will be tagged!
- When you are tagged in the webqueue, it is your responsibility to go in and look over everything, and then publish it. You also have the option to schedule it.
- Don't forget throughout the semester to post the playlist online as well as magazine issues and zines.
 - To do this, you will need a PDF of the entire zine or magazine. Go to the right hand side and hover over "dFlip Books." Then, select "Add New Book."



- Choose "Select PDF" and go to "Upload Files." Then, select the correct PDF.
- Scroll down and publish it. This will not make it visible on the website yet.

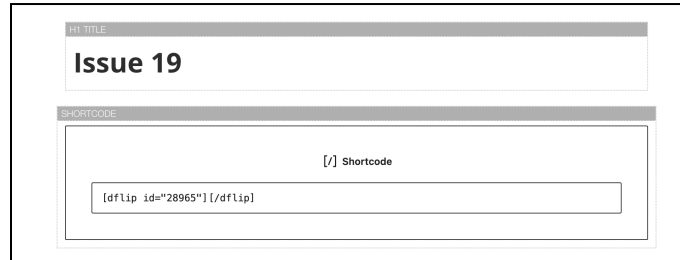


- Copy and paste the automated shortcode it gives you.



- Go to add a new WordPress post and title it the issue or zine name. Then, on the first line press the plus sign and select shortcode and copy and paste the code there. It is best to not publish it until the morning of distribution.

-

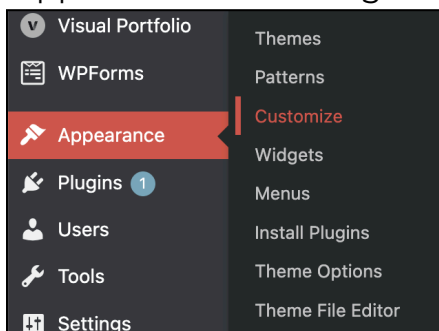


- Scroll all the way down under “15 ZINE OPTIONS” and on the “HERO OPTIONS” tab, select the first layout in the second row.

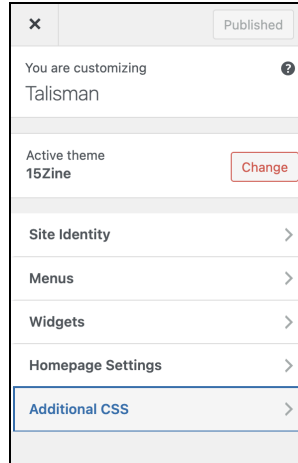


- Make the featured image a PDF of the cover. Then press publish! Learn more about featured images on page 39.

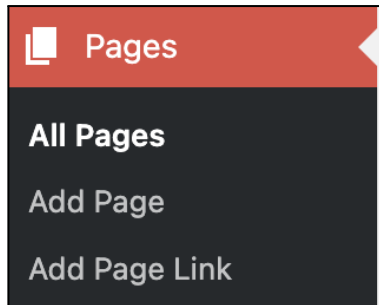
- It is also your responsibility to edit the overall look of the website if needed. All customizations can be done through selecting “Appearance” on the right hand side and selecting “Customize.”



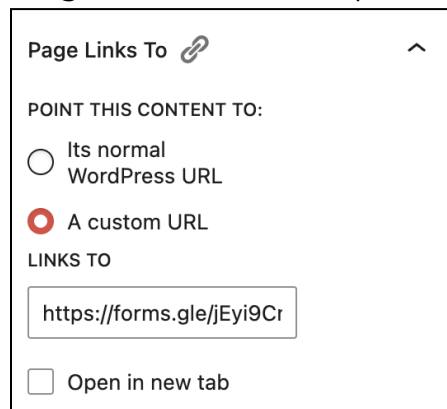
- From here, you will be able to change the site title, site logo, header names, footer names and more.



- When you open applications you will also have to make sure that the link WKUTalisman.com/jobs still works. If it doesn't, go to "Pages" on the side and press "All pages."

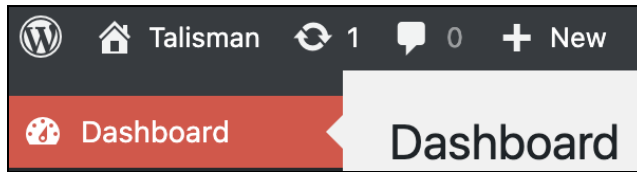


- Scroll down to "Jobs." Go to the left hand side and scroll down to "Page links to," then update the application link!

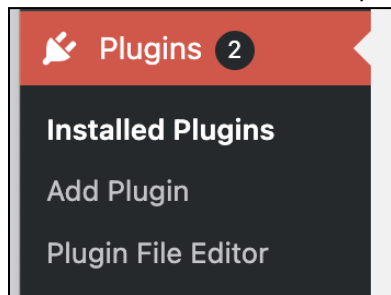


- To update the link for poetry submissions. You do the same thing as you did for the link to job applications! Don't forget to close applications when you're done.
- It is also your responsibility to approve comments. When someone comments on a story, there will be a notification on the comment icon

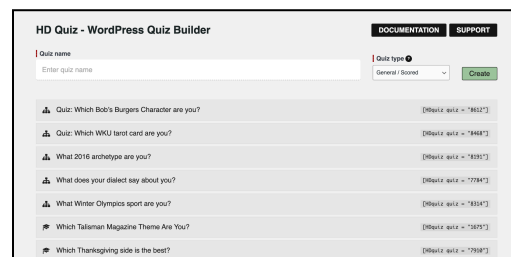
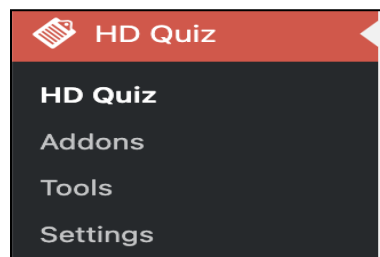
on WordPress on the top menu bar. Press it and view comments to approve!



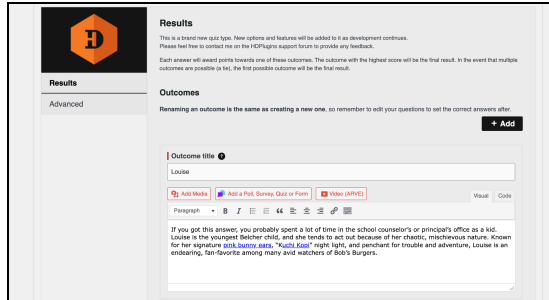
- You can also almost always find a plugin to install for everything you need. For example, there are plugins installed for photos to become a gallery! However, do not overload plugins, it will take up a lot of storage.
 - To view, add or delete plugins, go to the left hand side on WordPress and select plugins!



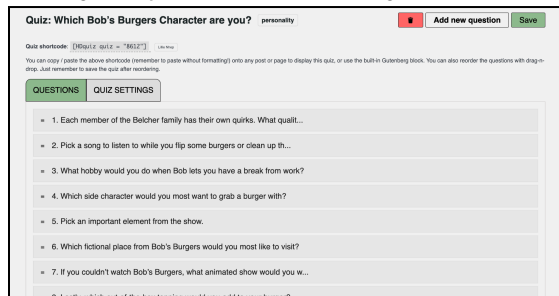
- Quizzes are a little more tricky to put together on WordPress. When they are written, they should be formatted in a way that provides the question, at least 4 answer choices and the same number of outcomes as the answer choices. Click [HERE](#) for an example.
 - To put it on WordPress, you will create a new post like normal and put the title and credits at the top. The title should always include "Quiz:" in it. There should also always be a quick blurb written to go above the quiz. Add in the author, tags, SEO, slug, categories, keyword and meta description as normal, then save the draft.
 - Go back out to the left hand side and select "HD Quiz." Type in the name of the quiz, the quiz type (which should be personality most of the time, and press create.



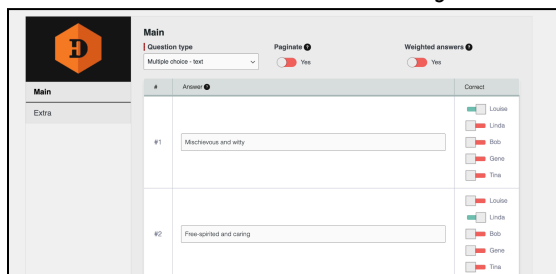
- Go to questions and type all of your results in. Make sure you press save every time.



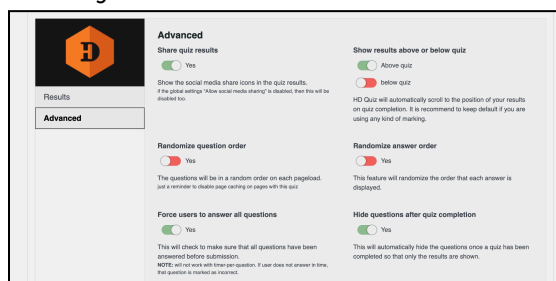
- Go to questions and add in your questions and answers! Make sure you press save every time.



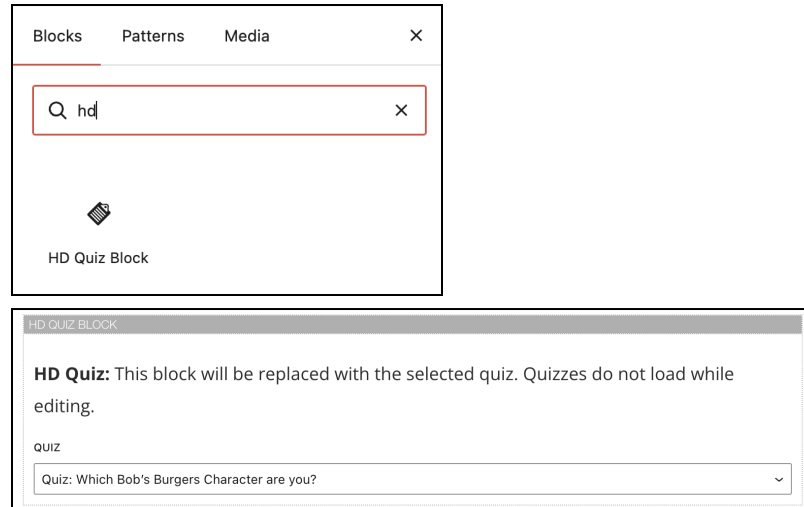
- Make sure that you are choosing which outcome it should go to on the side. Press save every time.



- Choose any advanced settings you may want. Here is what they usually are on:



- Once you're done, go back to your drafted post and add in the HD Quiz block, then select which quiz you would like to insert. After the illustrations and/or photos have been added, make sure to preview and make sure the quiz actually works before publishing.



- There are many things in the block section you can choose from. YouTube and Spotify embeds are frequently used and there are many different ways to layout photos using blocks. However, when playing around with the photo layouts, frequently preview to ensure the captions are still visible.
- Remember that you are the one publishing everything. You should always read through everything and check the website editors' work. WordPress work should primarily be performed by the website editors.
- If you don't want to publish right away, you can always schedule to publish. When you do this, make sure you also schedule a message in the web queue channel telling the marketing team that it's published.

The pre-existing website tracker is very helpful!

- You can access the tracker by clicking [HERE](#). The tracker consists of three tabs. The first one is a pitches tab, where editors can record pitches during meetings. It allows a spot for the name of the pitch, if it is approved or not, staffers who are interested, the date of the event if it is an event, staffers who are interested in covering it, and a place for notes about it. The pitch tab can be very helpful when deciding what assignments to give out.
- The second tab is an assignment tab, where staffers can view their assignments, who their partners are and any notes they may need. There is also a spot for due dates and aiming to publish dates. There are progress rows for editors to update the progress on each story.

- The last tab is simply a staff list, which makes it easier to see everyone's name at once when assigning.
- All website staff should have access to this, but only viewing access. Only editors should have editing access.
- It is common for staffers to think that just because a pitch has been approved on the pitch tab, they are assigned that story. That is not the case. Staffers will not always get the stories they pitch and just because it says approved on the pitch tab, does not mean it is officially assigned. Assignments are final when sent in Slack and on the assignment tab.

The website staff should have weekly or bi-weekly meetings.

- Website meetings are held weekly or bi-weekly in the conference room to keep the team aligned on current and upcoming content.
- During these meetings, staffers provide updates on the progress of their assigned stories, including reporting, writing, and editing stages.
- Writers are expected to come prepared with at least one new story idea or pitch to contribute to the publication's content pipeline.
- Editors use this time to give feedback, help refine pitches, and ensure coverage is balanced and timely.
- These meetings also serve as a space to troubleshoot challenges, ask questions, and collaborate with other staff members.
- Attendance and participation are important, as meetings help maintain communication, accountability, and consistency across the website team.

Editing of website stories is managed through the Google Drive Folder.

- Click [HERE](#) for a link to the web Google Drive folder!
- Stories start in the "ROUGH DRAFTS" folder. The website writing editor should make copies of the "Sample Document" and change things accordingly such as due date, author and title. The title of the document is usually the person's name, the story name and the due date in all capital letters. A sample website document can be found [HERE](#).
 - **EXAMPLE:** JANE: WKU RESTAURANT GROUP 3/7

- You and the website writing editor will decide if associate writing editor (if positioned) and/or advisor need to lay eyes on copy. Make sure everyone is editing in suggestion mode!
- Staffers should place their story in the ready-to-edit folder once they believe it is ready for edits. From here, the website writing editor should make first edits then tag the copy editor in the webqueue channel. As tags happen, make sure they are physically moving the story to the correct folder as well.
- The copy editor should make edits and tag associate writing editors in the webqueue channel who then tags the associate writing editor if they are participating in editing. If not, the copy editor should tag you in the queue. Or, if the associate writing editor edits, they should tag you.
- You should now edit the story, including the newsletter blurb and headline. If you think the adviser should look at the story, tag them. If not, tag the website writing editor to look over all edits and Slack the staffer to make their final edits. If the adviser participates in edits, they should tag the website writing editor instead.
- Once staffer is done, the web writing editor makes final edits and moves the story to ready to publish and begins the WordPress process. Once published, the story should be moved to the published folder.

Here are some writing guides from past editors:

Writing Tips n' Tricks

By Emma Collins

Most important book ever that all of y'all will need: AP Stylebook

- You'll need this for class eventually, so why not get it now?

Second best option: APstylebook.com

- On the student pubs computers, type in APstylebook.com/WKU to get WKU-specific style guides (only works on student pubs computers)
 - Wondering what to call PFT in your piece? Look it up at APstylebook.com/WKU

Important grammar/style tips that are easily forgotten but make your writing amazing:

The comma

- Commas are only used to separate ideas if both ideas are complete sentences
 - I ate bread and ran. → *Can't be broken up into 2 sentences, so no comma*
 - I ate bread, and I ran. → *Can be broken up into 2 sentences, so yes comma*
 - He said he liked to eat bread and said running is his favorite thing. → *Can't be broken up into 2 sentences, so no comma*
 - He said he liked to eat bread, and he said running is his favorite thing. → *Can be broken up into 2 sentences, so yes comma*
- The Oxford comma is dead :(don't use it (R.I.P. oxford comma)

Everything is always past tense (for the most part)

- Always refer to the individual by his/her last name, except on first reference
- Never use Mr., Mrs., Dr., etc. unless you work for the New York Times which would be amazing.

Reporting basics that make your pieces stellar:

1. Leads:

- EVERY article needs a lead, no exceptions
- There are many kinds of leads:
 - Summary news lead: answers the five W's, and maybe the H
 - Used in a typical news story, examples: most of the Herald's news pieces
 - Anecdotal lead: Starts with a story.
 - It helps introduce the character or theme immediately

- Scene setter lead: starts with a scene
 - This puts the reader in the place immediately.
- What is not a lead? Quotes are never leads!
 - An exception may be made if it's a killer quote, but odds are no quote will ever be killer-enough to deserve to be the lead. So, in general, no quote should ever be a lead.
- How do I decide what to use? Well, this is the Talisman, so stay away from summary news leads. Anything else (except quotes) is a go.
- Still struggling with a lead? Explain the article's main idea to a friend in one sentence. If you did it right, everything you said in that one sentence is information that needs to go in the lead.
- What if I can't find a lead? There's always a lead. Keep looking.

Basics to writing a piece that everyone probably knows, but hey we all need refreshers:

1. Finding story ideas:

- Story ideas are literally everywhere. You probably walked by several on your way here. In general, stories can be found on:
 - Facebook- Every group on campus has a page.
 - Twitter- Most groups have a Twitter; also, people love to complain on Twitter. Type in WKU and see all the hate, especially for parking.
 - Flyers/bulletin boards- These advertise events, speakers, meetings, movies. Waiting for class to start? Read the flyers (or try to make friends).
 - Friends/classmates- People are often the best resource!
 - Professors/classes- Professors love to complain.
 - Other news sources (BG Daily, WBKO)
 - People around you- Listen in on conversations
- It helps if everyone comes with a story idea to every meeting. It doesn't even have to be one you want to write. Just come with something.

2. Finding sources:

- How do I find a source? Sources are everywhere! Depending on the story, you can take a man-on-the-street approach and ask random strangers. If it's an event or a group, there's usually a PR person. If it's a piece on a topic like mental health, find some experts.
 - Pro tip: WKU has an online directory of every WKU faculty, staff and student. It's a life saver.

- What's not a source? Friends, family, neighbors and those people who are basically family but aren't.
 - Along those same lines, you can't report on something that you are connected to. If you're on the forensics team, then you can't report on them. BUT, you can tell another writer to report on them.

3. Interviewing sources

- Always try to conduct interviews in person.
 - If the person can't do an in-person interview, then do a phone interview. If that still doesn't work (do whatever you can to make it work first), then use email. The very, very, very last resort is social media/texting. And honestly, if they will only speak to you via social media/texting, then they're probably not a great source anyway.
- Contact sources as soon as possible after a story is assigned!
 - They are probably busy, too, so don't wait until the last minute to email them and ask for an interview that day. It's inconsiderate and makes the Talisman look unprofessional.
- If it's an in-person interview, I would suggest recording the interview. You can also record phone interviews (in KY you don't even have to tell the other person you're recording) on a handheld recorder.
 - Plz, plz, plz don't rely only on a recorder because one day it will fail and then you will be sad because you lost your whole interview, and I will be sad for you, and no one wants to be sad. Take notes too (there could be a whole class on note-taking, but the main thing is, don't write down everything that is said; just pull out the important parts and the useful quotes).
 - Pro tip: Transcribe immediately!

4. Putting everything together!!

- If you did enough reporting, writing it should be one of the easiest part.
- Make sure you have a nut graf!
 - What is a nut graf? It's a paragraph just under the lead that tells the reader why this story is worth reading/why it has been written.
 - It needs to be in the first four to five paragraphs of a piece. It answers the five W's that would be answered in a summary news lead.
- Always fact check your work.
 - Are names spelled correctly?
 - Are dates correct?
 - Are the quotes correct?
 - Are they attributed properly?

- For Talisman, always get the student's name, hometown and year in school. If the person isn't a student, get where they live and their job if it's relevant. You also may want to check pronouns as well.
- Look for holes in your story. Fill them in if you find any (this is why it's a good idea to not procrastinate. If you start early, you always have time to go back for a second interview).
- Tighten your work
 - Remove unnecessary words, condense sentences and make sure it's easy to read.

5. Copy edit your work:

- All pieces will be edited, but you should still copy edit your own work using your AP stylebook.
 - Are dates written correctly?
 - Are addresses written correctly?
 - Are numbers 1-9 spelled out?
 - Are numbers 10+ written correctly?
 - Are all the Oxford commas gone?
 - Did you handle abbreviations correctly?
 - Do subjects and verbs agree?

HOW TO WRITE A STORY Story Structures

- **Inverted Pyramid**
 - Most important facts go at the top.
 - Information given in descending order.
 - You can read the beginning of the story without necessarily reading the end.
- **Hourglass**
 - Most important facts go at the top.
 - It shifts to chronological order.
 - It is one of the more challenging story structures to use.
 - The beginning gives five W's (who, what, when, where, why) and then transitions (how it happened) into chronology of the complexities.
- **Circle**
 - The story begins with a quote or anecdote and connects back to that same anecdote at the end.
 - The body of the paragraph broadens into the bigger story.
- **Block**
 - Sections are separated by topic.
 - It is typically used with subheadings.
 - Each subheading offers a new idea to the story.

All website visuals are also included in the Google Drive.

- After photos, illustrations or videos are turned in on the story, the design or photo editor should make selects and edit if needed.
- Then, folders should be made with each story in the “Website Visuals” folder.
- The website visual editor or design editor should put the photos, illustrations or videos here with the caption information if applicable before tagging in the queue channel so that everyone has access.
- When tagging, if it is photos, the website visual editor should tag all writing editors, including you. Then, two people need to edit captions before they are approved. Once two people reply to the thread in the webqueue channel, that means the photos are approved.
 - To edit captions, writing editors should go to the folder the photos are in and press the photos individually. Then, they should select the three dots in the top right and press “Details.” They should then scroll all the way down to view the caption and edit it. They should press enter to save the edited version.
- If it is a illustration or a video, the design editor or website visuals editor should tag you only. Once you view it, comment “approved” on the thread. If you think something should be changed, let the editor know. Then, they should re-upload it and re-tag you.
- If it is a photo or illustration, the editors should label the file name with “SOCIALS” to let the marketing team know which photos or illustrations (or both) the editor would like on social media.
- The photo department does not like when Jody Richards Hall’s studio is overloaded with he basement of Student Publications has a studio. The studio should be used only for Talisman reasons. The photographer must be accompanied by an editor at all times. The link to reserve the studio can be found [HERE](#).

Here are some visuals guides from a past editor:

Visuals Tips n' Tricks

By Emily Moses

- Pinterest is your best friend! Make inspiration boards and share them with your staff. Also share articles and visuals you like with your staff.
- Have critiques mid semester and at the end to keep your staffers in the loop about how they're doing on staff.
- Do more than just negatively critique, encourage always!
- Get to know each individual's shooting or design style and assign assignments accordingly.
- Be more selective of what photos, illustrations or videos go on social media.
- Create a three strikes out plan geared towards problem staffers and for those who cannot meet deadlines or consistently perform poorly.
- Keep a clean calendar of deadlines.
- Create an organized way of dropping photos on the server.
- It's important to encourage and critique often so staffers are progressing
- Team bonding takes effort through plans and doesn't come naturally.

Talisman does a lot of different types of content!

| | |
|---|---|
| <p>270 Chronicles</p> <p><u>Include this blurb at the top in italics:</u></p> <p><i>The 270 Chronicles tells stories within Bowling Green's 270 area code, 270 words at a time, featuring niche events, organizations and people that make up our local community.</i></p> | <p>The 270 Chronicles tells stories within Bowling Green's 270 area code, 270 words at a time. Inspired by IndyStar's 317 Project, the 270 Chronicles features niche events, organizations and people that make up our local community. They can also be fast to get out for content. These can be great for new writers, photographers and illustrators. <u>Only one source is required for these, preferably two.</u></p> <p>Click HERE for an example.</p> |
| <p>Tali Toss Up</p> <p><u>Include this blurb at the top in italics and change it up depending on the topic:</u></p> <p><i>The Tali Toss Up is a series dedicated to our staff voicing their opinions on why something is better than the other. In this case, Talisman copy editor Lucy Coffey and website writing editor Lillie Nhep argue to establish which iconic character's team is better from the novel-based film: "Twilight."</i></p> | <p>The Tali Toss Up is a series dedicated to our staff voicing their opinions on why something is better than the other. They can be really cute and fast stories. If you ever need a filler to get something out fast, this is a great idea. These are also great for new writers. These pieces usually call for an illustrator instead of a photographer. <u>No sources are required for this.</u></p> <p>Click HERE for an example.</p> |
| <p>Galleries</p> | <p>Galleries are photos with captions laid out on the website with no written copy besides a blurb at the top written by the website visuals editor. We also can do event galleries when there isn't enough for a written story.</p> <p>Click HERE for an example.</p> |

| | |
|---|--|
| <p>Quizzes</p> | <p>You can also make quizzes for our audience to take! These pieces usually call for an illustrator instead of a photographer. <u>No sources are required for this.</u></p> <p>Click HERE for an example.</p> |
| <p>Listicles</p> | <p>Listicles include things such as top 5's. They are easy and fun to get out! Past coverage includes the top 5 worst places to study, the top 5 movies to watch, top 10 menu items, ect. This can also fall into the opinion piece category. <u>No sources are required for this.</u></p> <p>Click HERE for an example.</p> |
| <p>Opinion</p> <p><u>If the article is sensitive, include this blurb at the top in italics:</u></p> <p><i>Editor's Note: The opinions expressed below in this article are those of the writer and are not meant to represent Talisman as a publication.</i></p> | <p>Opinion pieces cover your own opinion. Opinion pieces are great. However, people tend to love writing them. Slow down on them. They are good here and there, but not always compelling. These pieces usually call for an illustrator instead of a photographer. <u>No sources are required for this, but are extremely encouraged!</u></p> <p>Click HERE for an example.</p> |
| <p>Tali Topics</p> <p><u>Include this blurb at the top in italics:</u></p> <p><i>Tali Topics is a monthly series where staffers make recommendations.</i></p> | <p>Tali Topics is a monthly series where staff members make recommendations on anything and everything. There should be a new one come out every month. It is best when paired with a writer, illustrator and photographer. However, photographers and illustrators are free to write on these as well. <u>No sources are required for this.</u></p> <p>Click HERE for an example.</p> |

| | |
|---|--|
| Features / Profiles | <p>A feature or profile is an overview of something. These are most important and the heart and soul of Talisman. Dive deeper into these types of articles which draw more attention to our audience. The longer, the better.</p> <p>Click HERE for an example.</p> |
| Tali Tries | <p>Tali Tries is a series where one or more person on our staff tries something new and then writes or documents their opinions on it. Pair people up, go out and try things! <u>No sources are required for this, but are encouraged.</u></p> <p>Click HERE for an example..</p> |
| Event Coverage | <p>Event coverage is when you cover an event on or off campus. All event coverage must be turned in the day of to be published the day after. Consider pre-event coverage as well. Cover things before they happen to draw attention to things. Sometimes, we bomboard our website with event coverage. This is not needed. Don't make it the main focus. We are not Herald.</p> <p>Click HERE for an example of pre-event coverage.</p> <p>Click HERE for an example of regular event coverage.</p> |
| <p>Take 5</p> <p><u>Include this blurb at the top in italics:</u></p> | <p>Take 5 is a series where a writer and photographer sit down with a professor or someone who works on campus and learns five new things</p> |

Welcome to “Take Five,” a column where we sit down with WKU faculty and staff members to learn about five things they love.

about them, whether it is school related or non-school related. If an illustrator is on the story, make sure the writer or photographer asks what the five things will be pre-interview so they can go ahead and start illustrating each thing. Only one source is required for these.

Click [HERE](#) for an example.

- New ideas can always come about. Nothing has to necessarily stick to a certain type of content genre. It is most important to remember that Talisman thrives on feature stories.
- Talisman does not cover sports unless it is an event such as the “Bat out for Breast Cancer” event that baseball once held. Leave sports to Herald.
- It is important to consistently assign different categories so they stay relevant on our website. But, do not spam too many of the same categories at once.
- Opinion pieces tend to be staffers' favorite thing to write. We should not spam these pieces on our website constantly.
- When assigning stories, make sure the editors are not showing favoritism. Do not give the same people stories over and over again. Spread assignments out among staffers. If it is event coverage, the editors should make sure they are available before officially assigning it.
- It is completely up to the website editors of what gets assigned. However, they should be working together to pick assignments and not have one person be in control the entire time.
- Website editors should make sure all information is correct on their tracker before sending out official assignments on Slack. The notes column on the assignment tab can be very helpful guidance to staffers. Learn more about the tracker on page 45.
- If it is a complicated story, website editors should consider making a group chat with them to explain it more in depth.

Deadlines and aiming to publish dates are extremely important.

- After every single meeting, website editors should send a weekly run-down of assignments to the web editors channel. This should include the name of the piece, the due date and when they are aiming to get it published. This helps in letting everyone know if it is urgent and needs through the queue faster, what to be on the lookout for and helps the marketing manager divide work up between their staff.

- **Example:**

WEEKLY RUNDOWN

Take Five: Diane McDonald
DUE 4/15 / PUB 4/17

Tali Topics
DUE: 4/16 / PUB 4/20

Gallery: weather getting warmer
DUE 4/19 / PUB 4/21

WKU Opera Theatre "Trial by Jury"
DUE 4/19 / PUB 4/20

More info on stories & progress [HERE](#).

- Our website should aim to publish at least 3 things each week, so that there is enough content for the weekly newsletter. Learn more about the newsletter on page NUMBER.
- Aiming to publish dates should be followed as closely as possible. There is also a whiteboard calendar in the office that is also used to keep track of when things will be published.
- When making these dates, editors should take into consideration how long it will take for the editing process.
- Website editors should also space these dates out evenly so the website isn't spammed with content all at once and then vacant for a while afterwards.
- If due dates change, make sure the aiming to publish dates are changing as well and being updated on trackers.

MAGAZINE MANAGEMENT

Magazine assignments should come out on the same day as pitching!

- After the full staff meeting, where staffers should have pitched, all magazine editors should sit down to choose assignments. Learn more about full staff meetings on page 27.
- As mentioned before, you should think about how many pages the magazine will have when your magazine editors start hiring. Do not overload staff because it can be hard to fit a lot of stories.
 - Fall magazines usually have around 48 pages and spring magazines usually have around 68 pages.
- All writers need to have an assignment. If it is an assignment like the “10 stories, 10 impacts” story from Issue 20: “Nostalgia,” two writers are acceptable. One writer can also be designated to strictly horoscopes.
- Photographers can be more flexible and you can easily assign more than one photographer on the same story.
- Each designer should get their own spread. Two designers cannot be on the same InDesign file, so they are unable to have a story with a partner. You can also double up designers. Give the strongest ones more than one story.
- The design editor is usually the one who does the cover, inside cover, logo page (if needed), horoscopes, back cover, inside back cover and hiring ad. However, it does not always have to be this way.
 - The design editor should be working with the magazine photo editor, who is responsible for shooting the cover and inside cover, to create the cover.
- Remember, it is completely okay, and sometimes better, to have less stories but stories that are long and in depth. Don’t give out so many stories that the magazine gets crowded.

Use the magazine tracker to keep up with assignments and progress.

- The previously used magazine tracker can be found [HERE](#).
- After assignments are chosen, put them on the tracker on the assignments tab. This tab allows you to put the article, writing status, caption status, all contributors names and notes for staffers to refer to.

- The second tab is the ladder tab. The ladder includes where things will be in the magazine, official headlines and all contributors names. Learn more about the ladder on page 61.
- The last tab is just a copy of the staff production schedule so staffers can refer to it easier.
- Make sure that only editors have editing permission. Staffers should only have viewing permissions. Share the link to them and make sure they refer to it

You should have a full magazine staff meeting after the first writing and photo deadline.

- After every editor has edited first drafts of writing and given feedback to the photographers, conduct a full magazine staff immediately.
- It is best to pre-plan this meeting and include it in the production schedule so everyone can clear their schedules in advance. This will be the most important meeting for the magazine staff of the semester.
- Beforehand, they should be instructed to review their feedback and come to the meeting prepared with how they are moving forward.
- For many writers and photographers, this will be the first time they meet their designer. A huge purpose of this meeting is for designers to be prepared for what content they will receive so they can start brainstorming.
- The structure of the meeting usually involves announcements of what is coming up next on the production schedule and then breakout groups where everyone meets with their partner.
- It can be hard to ensure everyone meets with their partners if they are assigned multiple things. If this is the case, create a structure of groups and set a timer for around 15 minutes before they switch off. Click [HERE](#) for a past example of a structure.
 - If a staffer is not there, an editor should fill their spot and then update that staffer on what happened.
 - It is also a good idea to project the groups onto the wall for staff to manually read!

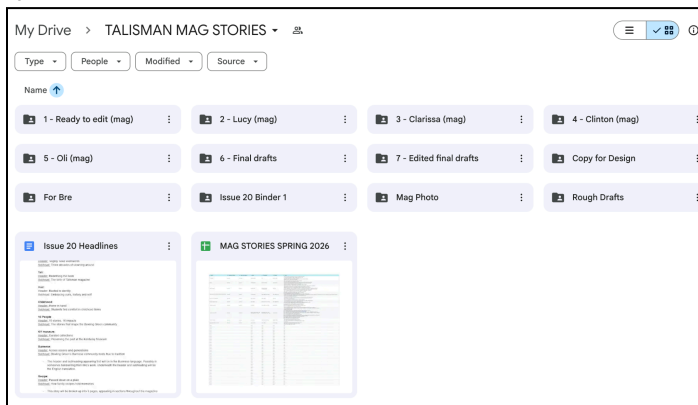
Between the first and final writing and photo deadline, make the ladder, choose poems, make the playlist, make headlines and choose a cover model!

- It is best to designate a day in the production schedule where you will pick poems, headlines, make the ladder and choose a cover model during an editorial board meeting. When choosing this designated editorial board meeting date, also take into consideration that the zine also includes the playlist and a poem, not just the magazine.
- Ladders are usually made in Google Sheets and determine the page numbers of all stories.
 - Of course the cover, inside cover, staff page and editors letter will always come first. Horoscopes and a hiring ad usually comes last along with the playlist.
 - If you choose multiple poems, scatter them throughout the magazine!
 - Be in contact with Advertising and Cherry Creative to get advertisements for the magazine.
 - If there is a recipe story, consider also scattering the three recipes throughout the magazine.
 - Click [HERE](#) is an example of a ladder for a magazine with 48 pages.
 - Click [HERE](#) is an example of a ladder for a magazine with 64 pages.
- Open poem submissions and cover model applications (if needed, sometimes the cover is just an illustration) about a week before the full staff meeting and have them open until before your editorial board meeting where the picks take place.
- Choose headlines together with editors at the designated editorial board meeting. You should have writers, photographers and editors give suggestions for them during the first deadline. Remember, magazine stories require a regular headline and a subheading.
- Send a message out in the editorial board channel about a week before the designated editorial board meeting asking for song suggestions. Make sure everyone contributes. At the meeting, narrow all the songs down.
 - You can have as many songs as you want on the actual playlist on Spotify. However, keep the magazine list to around 13 and zine list around six.

- Don't make the playlist public on Spotify until the Zine is released. Also, make the cover of the playlist the magazine playlist design, which should also be a social post.
- The playlist should also be posted on the website with the slug being "www.wkotalisman.com/playlist-20" but replacing 20 with the issue number. This should also be done before the zine is released.
- Click [HERE](#) to view a past playlist.

The magazine writing queue functions almost the same way as the website writing queue.

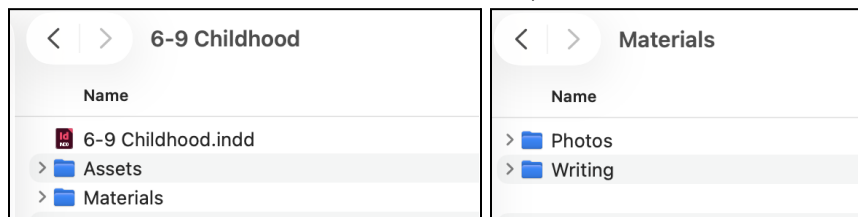
- Click [HERE](#) for a link to the existing Google Drive for the magazine queue.



- Stories start in the “Rough Drafts” folder. Mag writing editors should make copies of the “Sample Document” and change things accordingly such as due date, author and title. The same sample document as the website writing sample document and can be found [HERE](#).
- Staffers should place their story in the ready to edit folder once they believe it is ready for edits. From here, the magazine writing editor should make first edits then tag the copy editor in the magqueue channel. The copy editor makes edits and tags associate writing editor in the queue if there is one. Then, they will tag the executive editor. If there isn't an associate writing editor, the copy editor should tag the executive editor. After this, the executive editor will tag the adviser and the adviser will tag the magazine writing editor to look over all edits and text the staffer to let them know their edits are done.
- On the final deadline, the staffer should place the final story into the “Final drafts” folder. From here, the story goes through the queue again in the same folder. If the story needs to go back to the staffer, it should.

After everything is completely done, the magazine photo editor should read over it one last time and make direct edits, then let the executive editor know who does the same and then place the story in the “Edited final drafts” folder.

- Don’t forget that you are responsible for writing the editors letter and the design editor and magazine photo editor should collaborate on the cover section, or do it alone depending on if it is a combination of design and photo or just a design or just a photo.
- After this, the executive editor should make a copy of each document and format it for design. Do not have a space in-between paragraphs. Put the headline at the top along with all contributors. Name the document the headline of the story. Place this in the “Copy for Design” folder when finished as well as placing it on the server.
 - In the server under the ladder folder, individual ladder story folders should be made with a pre-made InDesign document and a folder that says “Materials.” The folder that says “Materials” will contain two other folders that say “Writing” and “Photos.” Place the document that is in “Copy for Design” on Google Drive into the writing folder on the server for each story. You should also do this for the about the cover blurb, mission statement and poems.



The magazine photo queue also operates in the magazine Google Drive and is very similar to the website visuals queue.

- You should have worked in caption deadlines for the editorial board to follow in the production schedule. Learn more about the production schedule on page 13.
- Once all photos are selected after the second writing and photo deadline, the magazine photo editor should put all photos on the drive in the “Mag Photo” folder, selecting the appropriate semester folder and placing them in the folder with that story title. Photos do not need to be toned at this point.

- Once all photos are there with captions, the magazine photo editor should tag all writing editors in the mag queue channel. Instead of only two people needed to edit captions like it is on the web, everyone needs to edit. Editors can also leave comments if something needs clarification.
- To edit captions, writing editors should go to the folder the photos are in and press the photos individually. Then, they should select the three dots in the top right and press “Details.” They should then scroll all the way down to view the caption and edit it. They should press enter to save the edited version. Designers will also access photo captions from here.
- Once everyone has replied to the thread with “edited,” that lets the photo editor know they are good to go in and review captions and get clarification on things from the photographer if needed.
- There should also be a date mentioned on the production schedule where all content must be sent to design, including writing, photos and captions. As mentioned before, the writing must be put onto the server. It works the same way. For the time being, you can put the untoned photos on the server in the same place as the writing, except in the photo folder and not the writing folder. Learn more about this on page 63. It can be JPG’s for now
- There should also be a separate date for the magazine photo editor to have all photo selections toned, which should also fall before the second design critique. Toning for print is slightly different than toning for online. Refer to [THIS](#) magazine photo toning guide.
- Toned photos should also be placed on the server in the materials folder for each story in the photos and toned folder for designers to use. Toned files must be uploaded as TIFF’s.
- Don’t forget that the magazine photo editor is also responsible for shooting the cover and your editor’s letter portrait that will also need to be toned.

Two design deadlines should be worked into the production schedule, which will also serve as a critique meeting.

- Make sure the times of these meetings are said in the beginning of the semester so everyone can clear their schedules and take off work.

- All designers should meet in the conference room and project all files onto the TV for a critique. The design editor should also encourage other staffers to chime in with critique and ideas for others.
- At the first critique, a full fledged spread is not expected, but a full fledged idea is. At the second critique, every single thing should be placed on the spread.
- After the second critique, you should sit down with the design editor and create a binder.
 - To create the binder, export all spreads as a PDF from InDesign. Then, use Adobe Acrobat to combine all PDF;s together into a larger PDF.
- Send out the binder to the full mag staff channel and have set dates worked into the production schedule for people to leave comments and make suggestions on. Editors must also comment on the binder.
 - Put the PDF on a Google Drive folder to send out. To make comments, press the comment bubble at the top right and drag your mouse over an area to comment.
 - Click [HERE](#) to look at a previous binder.
- Designers aren't expected to work on their designs between the final design critique and first production night, but are welcome and encouraged to.
- There will more than likely be things in the binder that just aren't correct, such as page numbers or captions. Tell staffers to not leave comments about things that you know are wrong. It will crowd the binder and take up space.

Talisman follows a style guide for design, but go outside of the box!

- You and the design editor have free range to change anything in the style guide!
- A copy of the style guide along with a tip sheet on InDesign can be found [HERE](#).
- The style guide provides everything from font sizes, fonts for certain things, pull quote information, drop cap information and caption information.

- The tip sheet provides some reminders and basic instructions for how to use InDesign.
- Don't feel so confined to a style guide. Of course, make some things similar. But, get really creative. Experiment with different fonts. Do funky illustrations or designs. Do fun collages. Do all the fun things!

Production nights are the most important nights of the semester for magazine editors.

- On the first production night, all magazine editors and designers should be present.
- Designers should begin by going through the binder and fixing comments that were left on their designs.
- Designers should relink every single image to ensure the toned image is there, along with checking every single caption.
- The magazine photo editor should walk around and look at the photos the designers chose to use and make any suggestions.
- Designers should make any finishing touches they want on their pages, then they are free to go.
- When each designer leaves, writing editors, including you and the adviser, should begin looking over all of the writing and captions a final time. It is good to have a structure to ensure everyone has looked at everything
 - An idea is to use the magazine queue again to look over all writing.
 - In the past, we have used a whiteboard and put tally marks next to the stories we have read and looked over.
 - You could also add a column to the ladder to help keep track. An example of this can be found [HERE](#)
 - By using the ladder, the design editor can mark when the designs are done, the photo editor can mark when photos and captions are done and approved and the writing editors can keep track of who has read what and when it is complete.
- After all designers leave for the night, find a stopping point. It is a good idea at the end of the night before everyone leaves to either create a

new binder for everyone to go by the next night, or print every spread out in preparation for the next night or both.

- I recommend printing pages out. It helps you to see if photo tones are good and how the layout physically looks.
- The second night you should finish up everything that started from the previous night. This night does not include designers, only the magazine editors and advisers. You should not leave until the magazine is submitted.
- It is normal to feel like at times people don't have anything to do. Sometimes people are needed randomly, so it is important for all magazine editors to be present, even if there's a gap where they aren't doing anything.
- Consider adding a third production night that is small and takes place before the second design critique. It has been done in the past and helped speed up the process of reading over everything again. It also gave editors a chance to leave comments and thoughts on the design before the final design critique. Every magazine editor except the design editor is required to attend. Decide on a third night quickly into the semester so people can take off work. Click [HERE](#) to view a google document used in the past for a mini production night.
- Make sure that every single thing is in CMYK and not RGB. Also, always use "Black" and never "Registration." It may look the same, but it does not print the same.
 - RGB's will not print correctly. If an illustration, cutout or background was manually created and inserted it needs to be in CMYK. If it isn't, drag the file into Photoshop and select "Image" from the top menu. From here, select "Mode" and choose "CMYK Color" Then, re-export as a PSD file and relink it in InDesign.
- Once everyone is confident in everything, start making PDF's First, not including the inside cover, cover, inside back cover and back cover, download all pages individually and not as spreads. Insert these into Adobe Acrobat and combine them into one singular PDF. For the cover, inside cover, back cover and inside cover, download them as is in one file. Name this one "Tali20_outside," but replace 20 with the current issue number. For the other bigger combined PDF, name it "Tali20_inside," also changing the 20 to the current issue number. So, in total, you should be submitting two separate PDFs.
- The magazine is submitted and printed through Print Media. The adviser should be in contact with them. When every PDF is ready to

submit, go to their website which can be found [HERE](#) and press “Upload” and follow the directions. Or, go straight to the upload link which can be found here and enter the password “printmedia.”

After you submit the magazine, be on the lookout for the proof!

- A proof is an example of what the magazine will look like when printed. The purpose is for you to look over everything before it is actually printed. Most of the time, it will arrive within 3 days.
- More than likely, it will not be on the same paper that the rest will be printed on.
- The proof is yours to keep. When it arrives, let all magazine editors know immediately. Everyone should plan to get to the office at one point that day and look through the proof. It is a good idea for editors to leave post-it notes if they notice any mistakes or anything that should be changed.
- After everyone has made comments, you should sit down with your editors and fix everything that needs to be fixed. Then send Print Media updated PDF's of all pages that were changed.
- It is important to get the magazine re-submitted the same day the proof arrives or it will delay delivery. Shoot for 6 hours.

Before the magazine arrives, you should plan distribution days.

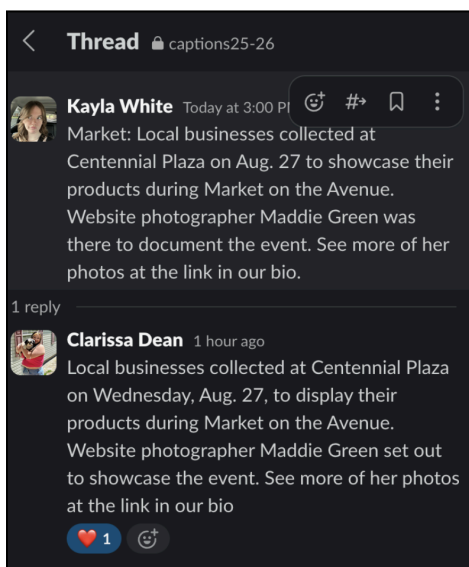
- As mentioned before, production nights, delivery dates and distribution dates should be given to you and the adviser over summer. However, you may change anything besides the day you have to submit the magazine.
- Before production night, plan an unboxing party and invite the whole Talisman staff to come join you and the editors as you open the first box together. Tell them that they should not show the magazine to anyone before distribution or post anything on socials, but, they can take copies. Normally, unboxing parties take place on the delivery date.
- For the fall issue, there is usually one distribution day after delivery and another small one in the beginning of the spring semester.
- For the spring issue, there are usually 2 consecutive distribution days.

- You can choose with your team where you should distribute. In the past, tables have been reserved at DSU, staff has stood outside the Commons, and the Commons and EST bus stop. You can do a combination of all!
- Also put copies of the magazine in stands around campus, such as Grise, Jody Richards, etc.
- Make sure to send out a sign up sheet to all staff members in the team Talisman channel a week or two in advance of distribution. All editors should also miss office hours to attend. A past example of a sign up sheet can be found [HERE](#).
- If you reserve a table at DSU, try to make the table appealing. Have a tablecloth. Give out stickers. Do anything! This also goes for Zine distribution, which you can learn more about on page 76.
 - Reserve a spot in DSU by clicking [HERE](#).

MARKETING MANAGEMENT

All story posts on social media should use the same template depending on which platform.

- After you publish a story, you should tag the marketing team in the web queue channel.
- After this, the marketer assigned should go to the captions channel and type their caption in AP style. There is no need to tag anyone. A writing editor or yourself should comment with the edited version if it needs edits. Include a shortened title in the beginning of the message so editors know what story the caption is going with.



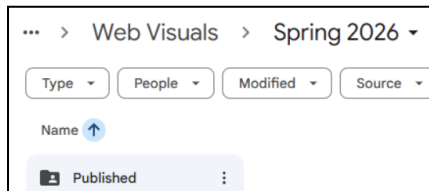
- It is important to remember to reshare all posts onto the Instagram and Facebook stories as soon as it is published. The story should include a message or a link to the story. It should also be added to a highlight if there is one. For example, website story reshares should be added to the website story highlight. If a staffer is not available to add to stories at the time of posting, they should let someone know so it can be picked up.
- Do not forget to add all website stories to LinkTree after each post as well. Things such as cover model applications, poetry submissions and job applications should also be on LinkTree and pinned if they are relevant.

- Click [HERE](#) to access a guide to posting made by a previous marketing manager.

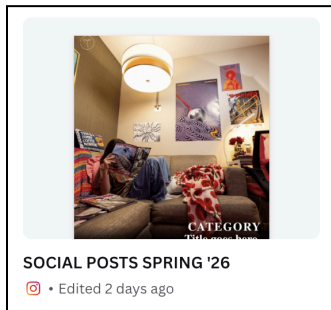
Graphics

Story posts:

- Canva should be used to make all social media graphics for Instagram.
- The first step is logging into the website Google Drive and going to the “Web Visuals” folder, pressing the semester folder and going to “Published.” From here there will be a folder with the story name. The website visuals editor should have marked some images for socials, which are the images that should be downloaded.



- All photos should be uploaded to Canva. There is an existing Canva document that will be used all semester long for creating story posts with a template.



- The template should be duplicated and moved to the bottom, where the photos should be inserted into the template.
- For the first slide, the most interesting photo should be used. The title and category should be added. If there is a category inside of the title, it should be omitted and added into the category spot. All contributors should be credited and can be found either on the website or marketing tracker. Learn more about the marketing tracker on page 75.
- The second slide will be used for most stories, but never galleries. The second slide should have an interesting excerpt of the story inserted. It

doesn't have to be the first paragraph, but it can. Make sure all grammar and punctuation stay the same. It can be resized and made to fit.

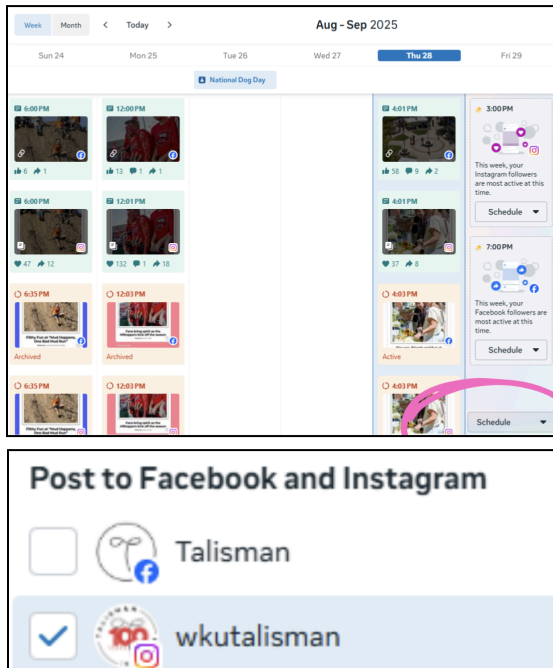
- A third slide is optional, but encouraged if there are enough good photos.
- Page four should always be used unless the story only has one photo or illustration. It should include "READ MORE AT WKUTALISMAN.COM"
- Once all graphics are made, staffers should download them and send them to the marketing channel, where an editor will accept or edit them.
- Make sure that the Talisman logo is visible on all pages!

Gallery posts:

- Stories should be added the same way and most of the time include a "split" photo. These can also be added to regular story posts.
- On the first page, do the same thing as story posts and choose the most interesting photo first and put the title and credit contributors.
- Gallery photos should still be marked by the website visuals editor. Gallery photos may not always have any photos to be split, but if they do, the website visuals editor should specify it.
 - However, if there is a photo that a marketer thinks would be a nice split but isn't, they should ask their editors.
 - If a photo is split, it must be resized so that the right side of the first photo and left side of the second photo align.
- Including captions to the photo is possible. You do not need to put "Photo by" unless there are multiple photographers in the story.
- The last slide is the same as the last slide on the story posts, but should say "SEE MORE AT WKUTALISMAN.COM."
- After graphics are complete, they should also be sent to the marketing channel for an editor to accept or edit.

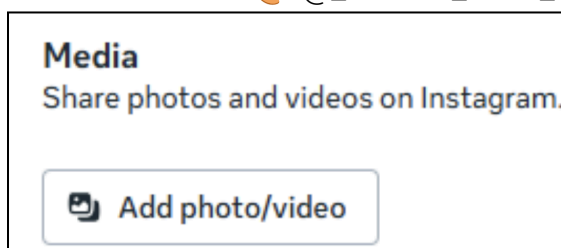
Scheduling

- Meta Business Suite should be used for Facebook and Instagram captions, unless there are too many slides for Instagram. It can also be used to schedule Facebook and Instagram stories.
- After logging in, staffers should navigate to “planner,” choose a day to schedule the story and then press “schedule.” Make sure to only post to Instagram or Facebook, not both at the same time.

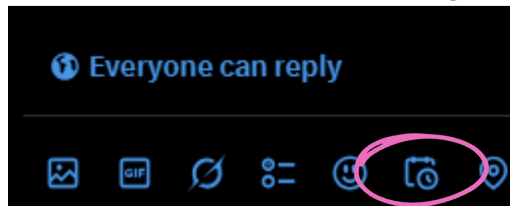


- For Instagram, staffers should add in the graphics and make sure they are in the right order. Then, copy and paste the edited caption into the space for it. Add emojis underneath for the authors, photographers and/or illustrators and tag their Instagram. If they do not have Instagram, type their name. A list of all Instagram accounts on staff can be found in the marketing tracker. Learn more about the marketing tracker on page 75.

- EXAMPLE: 🖋️: @_clarissa_dean_
📷: @_clarissa_dean_
🎨: @_clarissa_dean_



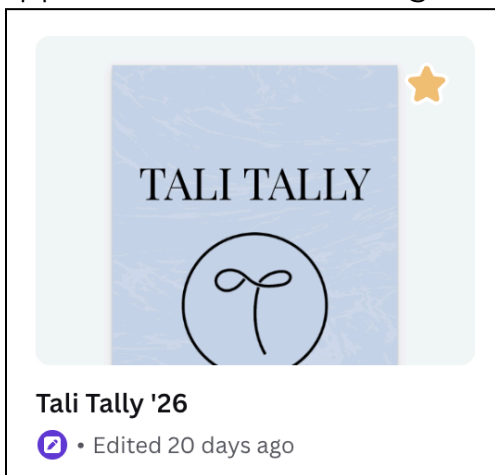
- After this the date and time should be set and scheduled. It is best to schedule posts no later than 10:00 a.m. and no later than 6:00 p.m, always on the exact hour. If multiple stories or posts are coming out in the same day, make sure they are spaced out in time.
- For Facebook, no graphics are needed. Just the caption should be copied and pasted, but instead of saying “link in our bio,” change it to “link below” and link the story. There is no need to attribute or tag and should be scheduled to come out at the same time as Instagram. Schedule Facebook posts the same way as Instagram posts.
- For X, there are no graphics. Just the caption should be copied and pasted, but instead of saying “link in our bio,” change it to “link below” and link the story. There is no need to attribute or tag. The caption may have to be edited down for character length. Make sure it is still grammatically correct.
 - Posts on X cannot be done through Meta Business. However, they can be done directly from the app by pressing the calendar icon with a clock inside of it. Schedule X posts to come out at the same time as Facebook and Instagram posts.



Don't forget about other content besides story posts for socials!

- Meet the team posts should go out at the beginning of each semester.
- Senior highlights should go out at the end of each semester.
- TikToks and reels should come out frequently.
 - Reels can be fun and trendy or story related!
 - If a Tali Toss Up is being done on the website, it is good to go outside with a big piece of paper and have people physically do tally marks on what side they agree with.
 - Man on the street videos can get really popular.
 - Behind the scenes of shooting the cover is also really important along with a behind the scenes of production night.
 - ALL REELS SHOULD ALSO BE POSTED TO TIKTOK.

- The marketing team should do magazine countdown posts starting at the largest number. Correlate the number of posts with the number of stories and have each design give a hint as to what that story will entail.
- Promote hiring, poetry submissions and cover models on socials!
- Do something fun with the editorial board such as a day in the life or editorial board essentials.
- All video posted to the website should also be posted to social media. If it is a video accompanying a story, marketers should post the video a couple days after the regular story post as a “in case you missed it” post.
- Bloopers should also come out with every podcast episode. Learn more about the podcast on page 81.
- Marketers should do “Tali Tally” posts on Instagram stories each Monday highlighting three stories from the past week. They should go by the template pre-made on Canva for the graphics and also get them approved in the marketing channel before scheduling.



If you have a tracker, it can be easier to keep up with posts!

- An example of a past marketing tracker can be found **HERE**.
 - Unhyperlinked due to sensitive information.
- In the tracker, you can keep track of who is assigned to post each post and the progress on that post.
- This also gives the marketing team a view of story progress.

- The Zine information and production schedule should also be added in as well as a list of all passwords and Instagram usernames.
- You can also have notes for each staffer as well as notes for the marketing manager.
- A Tali Tally section is also good so you can remember who is assigned to each week.
- An automated content calendar gives you an idea of what to expect throughout the month.

Our marketing team produces a semesterly Zine!

- It is helpful to make a zine production schedule to follow. See an example Zine production schedule on page NUMBER. A mini Zine ladder is also always helpful. The ladder can show who is assigned to what.

| ASSIGNED TO | GRAPHIC |
|------------------|--------------------|
| Breanna Burba | Cover |
| Breanna Burba | Poem (2 Pages) |
| Lorenzo Vargas | Name |
| Kaitlyn Webb | Outfit picker |
| Charlotte Miller | Quiz |
| Lorenzo Vargas | iSpy |
| Charlotte Miller | Recipe |
| Kaya White | Playlist (2 Pages) |
| Kayla White | Theme |
| Breanna Burba | Back Cover |

- The design editor is usually responsible for the front and back cover along with the poem. The marketing manager is usually responsible for the playlist and theme. All other pages are usually divided up among marketing assistants
- In the past, the Zine has usually been 6 pages, which equals 12 spreads. There has always been a recipe included along with some fun games!
- Zine ideas should be generated during the first full staff meeting and assigned shortly after.
- Make sure that you are choosing the playlist and poems early enough to also account for the zine, not just the magazine.
- Designated marketing meetings should have zine critiques and all designs should be made on Talisman's Canva account.

- Hint: Talisman has access to Canva premium! When you are on Canva, press Talisman's profile icon in the bottom left and change to "Ragan Harrington's Classroom!" This gives staffers more access
- After the zines are finished, they should be downloaded and transferred to InDesign.
 - Make sure that on InDesign, you have it laid out in 6 spreads. Put 4 rectangles on each page (8 on each spread) that are 5 inches tall and 3.6 inches wide. Then, link the individual pages into each box. You will have 2 rows of the same thing on each spread.
 - Inserting it into InDesign can be tricky. First, you should have the cover (page 1) and back cover (page 12) next to each other, followed by page 2 and page 11 next to each other and so on. It helps if you put page numbers outside of the grid to help.

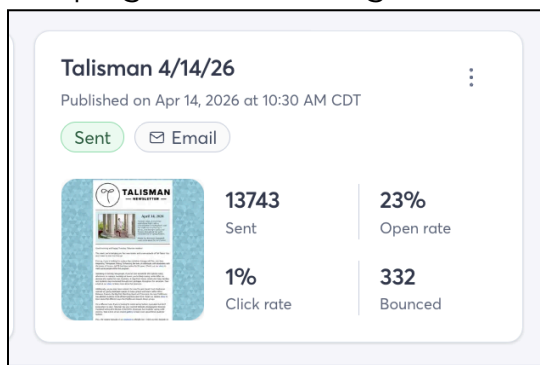


- If you get confused, you can always go back on the server and look how past zines were laid out on InDesign.
- After it is successfully on InDesign, print around 150-200 copies with 11 x 17 dimensions. You can use the Student Publications printer. Ask an adviser to use the nicer paper.
- After everything is printed, cut, fold and staple everything!
- For distribution, reserve a table at DSU. Remember, we do free portraits with every Zine distribution. You can click [HERE](#) to reserve it. You will only need 1 table with 2 chairs but also will need space next to your table to set up a backdrop for portraits, which also means you need to be near an outlet.

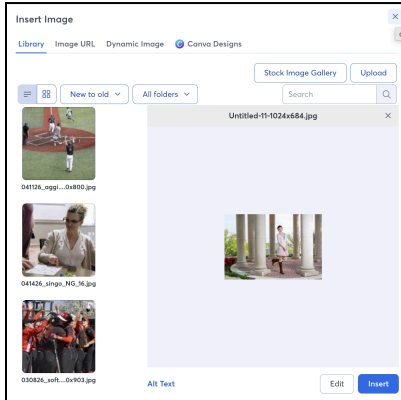
- Don't forget to send out a sign up sheet in the team Talisman channel for distribution! A past sign up sheet can be found [HERE](#).
- For portraits, make a QR code that links to a Google Form people can scan to enter their emails if they have gotten a free portrait. After everything is over, you should download the photos, tweak if needed, and make an album on Facebook adding all photos to it. After this, use Talisman's gmail account to send a link to the album to all emails that filled out the form.

Talisman releases a weekly newsletter!

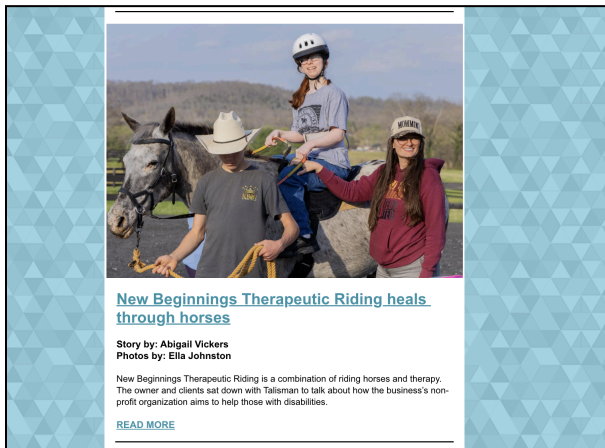
- Choose a day of the week and time to release the newsletter consistently each week. In the past, it has been Tuesdays at 10:30 a.m. It is good to play around with it and watch analytics to see when it does best. However, be mindful that Herald sends out a daily newsletter at 8:00 a.m. and we do not want to clash with theirs.
- The marketing manager is responsible for creating the newsletter every week, but may delegate some of it to staffers. If an associate writing editor is in position, they should also look over the newsletter weekly. However, you are in charge of writing a blurb for it, looking over it and publishing it.
- A document to house all newsletter blurbs can be found in the website Google Drive. Learn more about the drive on page 46. The blurb should consist of a welcome, publication updates and a quick overview of what stories to expect in this newsletter. Past newsletter blurbs can be found [HERE](#).
- Constant Contact is used to create and send out all newsletters. To start out, make a copy of a previous newsletter by scrolling down to "Recent campaigns" and finding a Talisman newsletter.



- At the top, the marketing manager should insert a image from the stories inside the newsletter that they think was really good and provide the caption and credits to the photographer. Below this, your blurb should be copied and pasted.
- To upload images, select the image you want to replace and upload a new one.



- For each story highlight, leave lines for separation. Include the title and story credits and then copy and paste the story blurb into the text slot. The story blurb can be found on the writer's documents on the Google Drive. Search for the story name and when you find it, the blurb will appear at the top. It is the website writing editor's job to write these.



Deadline: 3/9

By: Brennan Hoskins (Photo: Brennan Campbell)

Sources (you MUST have at least 3 HUMAN sources): (It's okay to use articles, but it does not count as a source.)
 Source name, year/occupation, hometown, pronouns, contact info

Patricia Minter, WKU professor, "A small town in East Tennessee" (she would not elaborate), she/her, 270-996-0425

Brian "Slim" Nash, Fountain Square Towing owner, Terre Haute IN, he/him, 270-392-0776

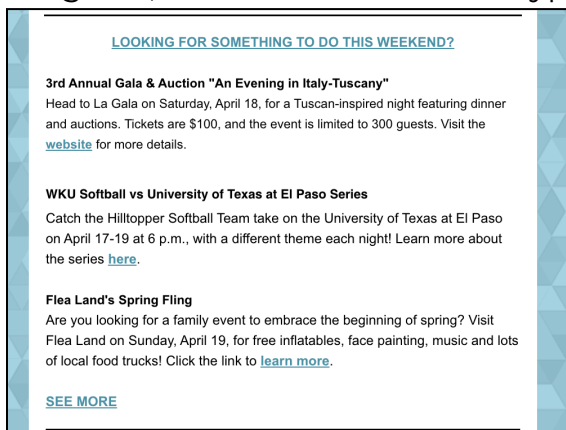
Lucinda Anderson, BG Fairness advocate, Bowling Green KY, she/her, 270-791-5671

Headline: (Opinion: LGBTQ+ Rights in Bowling Green)

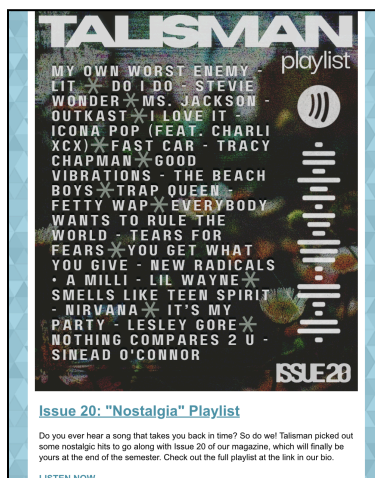
Newsletter Blurb: (For Editor to Do)

More than 30 years after the Stonewall riots, Bowling Green has still not passed a "Fairness Ordinance" advocating for the LGBTQ+ community. Local activists sit down with website writer Brennan Hoskins to share their push for change and equal protection. Read more to see how they are using their voice.

- If an editor's note is included in a story, it should also be included above the blurb in italics. Additionally, if an editor's note has been added to a story that has already run in the newsletter, it should be run again at the bottom including the editor's letter.
- Make sure that all titles and “READ MORE” text sections are hyperlinked to the story.
- The marketing manager is also responsible for a “LOOKING FOR SOMETHING TO DO THIS WEEKEND” section, where even suggestions are given, which should also be hyperlinked.



- If a podcast is coming out for the newsletter, don't forget to also include it! The blurb for this should be written by the marketing manager.
- Include other content when possible such as hiring ads, poetry submissions, cover model applications, theme announcements ect. Blurbs for these should also be written by the marketing manager.



- The marketing manager should also give the newsletter a catchy name.
- Once you have looked over everything, press “Continue” to schedule and change the address bar from “WKU Herald” to “WKU Talisman,” select to send it to the Talisman email list and you are good to schedule it!

Tali Takes, our podcast also falls under marketing!

- If you can accumulate a small podcast staff, that would be ideal. If not, have a few people run it!
- Ideally, there only needs to be a host, a videographer and an editor. Three people is great to have!
- Bring in fun guests such as professors, students, campus workers etc. to have your host interview.
- In the past, we have published bi-weekly, with filming taking place the week before on an off week. Try to schedule a set time and invite guests to make that specific time. But, if they can't make it work, work with their schedule instead.
- For filming, in the past we have done a 3 camera setup with one camera facing each person and one camera with both people in view. We have also used 2 lights in the past pointing at each person. We film in the basement in front of the old Talisman yearbooks.
- All materials for the podcast can be found on the server, in older years. Some materials are under 2025-26 -> Tali Takes -> Materials. Here you can find the intro and outro, the blooper intro, the music, blooper static and blooper beeps. Learn more about the server on page 14.
- The RAW file should be put on the server in a correct folder made by you, as well as the final version and bloopers.
- It is your responsibility to publish it on the website. You can YouTube embed it. Learn more about the website on page 36. Publish it the day before the newsletter comes out so that it can be linked to the newsletter.
- It should also be published on Talisman's YouTube and Spotify.

- For Spotify, you will have to log in to Spotify for Creators and upload the podcast as normal.
 - Make sure you are adding a description for all three platforms.
- Bloopers should go live on socials after the newsletter goes out. It is easy to edit bloopers on Canva!
- Click [HERE](#) for an example of a past podcast.