

# ROLE OF THE ADVISER

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## Roles of the Student Media Adviser

ad•vise (äd•vīz), v. t. [OF. aviser, fr. LL. advisare, fr. L. ad to + visum. See ADVICE.] 1. To give advice to; to recommend (a course of action) to; to counsel; warn. 2. To give information or notice to; to apprise; inform;—often with of.—Syn. See under advice.—v.i. To take counsel; consult;—followed by with; as, to advise with friends.—ad•viser, ad•visor (-vīzēr), n.

(from Webster's New Collegiate Dictionary, edition unknown)

# Student advocate & university liaison who...

Educates administrators, faculty and others about the role of student media, student leaders and the adviser

Clearly and pre-emptively communicates one's advising philosophy and style to superiors so they know what to expect when something occurs (the new adviser should decide primary role, whether student advocate or university policy person.)

Student advocate & university liaison who...

Establishes collegial, professional relationships  
with networks of people on campus

Conducts or assists student leaders in conducting public  
relations and keeping the community informed about  
the organization's successes

Source of continuity & institutional memory who...

Assists student leaders in recruiting, training  
and retention

Maintains resources of printed and other materials  
(both those internal to the organization and resources  
from colleagues, conferences and other media groups.)

## Source of continuity & institutional memory who...

With students, institutes and/or updates organizational, legal & ethical foundations, including:

- Constitution and bylaws

- Code of ethics

- Standard operating procedures, including job descriptions and the publication's policies on letters, corrections and other editorial matters

- Personnel, discipline & dismissal policies

- Rate card & advertising policies

Insures sound financial practices to provide for stable and continuous operations

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## Educator who...

Provides or facilitates training in all areas of editorial and production operations; coaching techniques; business and advertising; leadership; personnel management; etc.

Promotes critical thinking and effective decision making by students

Critiques work after publication

Gives frequent constructive criticism and praise

Models exemplary professional and ethical behavior

Sets & communicates boundaries regarding accessibility, schedules, conflicts of interest, etc.

Provides advice, often on both professional and personal matters

Gains student trust by words and deeds

Guides students toward careers



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## Resources

[Associated Collegiate Press](#)

[Poynter Institute](#)

[College Media Association](#)