

Content Policy

By virtue of the fact that the publication is a student conceived, planned and produced publication, as well as a product of an academic program, there are certain guidelines which must be put into practice ethically and legally. Journalistic in nature, the publication attempts to inform and entertain its audience in a broad, fair, and accurate manner on all subjects that affect readers in the areas of lifestyles, academics, clubs, and sports. The entire student body of prospective readers constitutes the target audience for the book with secondary audiences including parents, school personnel, community members, and other scholastic journalism groups. Content focuses on coverage that will meet the wants and needs of the majority of the student body.

While the staff not only allows, but also encourages, constructive criticism of any part of the yearbook, before or after distribution, final authority for the content rests solely in the hands of student journalists and their ability to discern fair reporting. Despite the court ruling in *Hazelwood vs. Kuhlmeier*, administrators will rely on the adviser and staff to make content decisions because Colorado is a Tinker State. Under the Tinker Decision, students are responsible for the content of the book using tasteful discretion. No material, opinionated or otherwise, will be printed which is libelous, irresponsible, advocates an illegal activity, or which the staffers and/or adviser deem in poor taste.

Portrait Policy

All students and school personnel must have their portraits taken with the official school portrait photographer to be included in the current volume of the yearbook. Seniors who choose to have their pictures taken by an outside photographer must have their photos turned in to the yearbook staff for processing by **mid-October of that corresponding school year**. Any Senior who submits a photo past this deadline will not have their photo represented in the book. Seniors who submit photos to be included in the portrait section of the yearbook will understand that under certain conditions they will not receive their submitted photos back.

Book Sales Policy

(Upon Adviser Approval) Exchanges can be made for books with minor flaws if no writing has been done in the book. If a book has been written in, then no exchange can be made unless the adviser feels the flaw in the book is of major proportion (pages missing, manufacture error, and/or pages upside-down). It will be the responsibility of the buyer to provide proof of purchase if the staff can provide no record of the purchase. A valid receipt or cancelled check deposited in the yearbook account will constitute proof of purchase.

Obituary Policy

Should a student and/or school personnel die during the current coverage period, the staff will treat the death in a tasteful, respectful manner. The portrait of that individual will appear as it would under normal circumstances. In addition, a ¼-½ page tribute (depending on space available) will be placed in the ad section that will feature pictures of the individual and the words “In Memoriam” or “In Memory of,” including the dates of birth and death. Larger ad space may not be purchased.

Business/Personal (PDA, Baby, Senior Tributes) Ad Policy

All yearbook ad sales are final. The purchaser understands that the Mesa Ridge High School Yearbook is a student created document and as such may have imperfections; although the yearbook staff will strive for perfection. If a name is misspelled in the yearbook, please accept our sincere apologies; however, there will be no discounts or refunds in this event. Full refunds will only be awarded if an ad was purchased and was not present in the book. Partial refunds will only be given in the event of grievous/inexcusable errors caused by the yearbook staff. Here follows the only cases that constitute grievous/inexcusable errors: (1) any libel in a PDA message and (2) published ad size is smaller than the purchased ad size. All refunds must be approved by the Yearbook Adviser and Principal before compensation is awarded. Ads that contain copyrighted material will not be published in the yearbook and no refund will be given.

Aurasma App

Any one submitting Aurasma videos grants the adviser and yearbook staff permission to use and edit the videos as necessary for the yearbook. All videos, regardless of location in the yearbook, are subject to review, editing, and/or deletion by the publishing adviser and yearbook staff. Any videos submitted by students, parents, and/or community members must range from 5-30 seconds in length (Videos created and submitted by the yearbook staff are under no such time restrictions.). Submitters understand that not all videos will be used.

Book Distribution

Students will have the opportunity to pick up their yearbooks when they arrive in May at an Early Distribution party. A book that has been paid for will be held until the beginning of the following school year (1st day of classes), at which time the book will be released for sale to another student. There are no refunds given for this situation. Staff members, adviser, and/or school officials will not be held responsible for a book that has been released for sale after registration of the following school year.

Poor Staff Performance

Student staff members are held to the utmost standards of professionalism and maturity. This includes an expectation that staff members meet deadlines, complete assignments as appropriate, and represent the Mesa Ridge High School Yearbook in a respectful manner. As such, it will be the decision of the adviser to suggest a change of responsibility and/or removal from the yearbook staff, when necessary, to a student who does not perform the above responsibilities. If the staff member is an editor, he/she will be asked to step down as a leader. The specific position will then be granted to the next appropriate staff member as deemed by the pyramid of leadership responsibilities. Students who are asked to step down will be given three warnings and conferences with the adviser, before relinquishing their duties as editor of said position.

Activities Outside of School - Field Trips / Workshops

From time to time, it is expected that staff members run errands, including ad sales, equipment repairs, photography experiences, and/or staff training, for the yearbook staff. It is expected that said students use extreme caution while driving and/or riding in vehicles for this purpose. Students and their parents/guardians release the school, yearbook adviser, and district personnel of any liability that may occur while students are away from school property. It is also expected that students act in a mature and responsible manner when on errands such as described above. This includes, but is not limited to, abstaining from the use of alcohol, tobacco, drugs, and distracted driving. Any student who is reported as acting inappropriately while on errands for the staff shall be subject to immediate removal of leadership position, points deducted from grade, and/or removal from the yearbook staff, as deemed appropriate by the adviser and administration of Mesa Ridge High School.

The yearbook staff has a number of field trips that are designed to teach students many different publication and journalistic skills. Some of the content that will be covered on these field trips will include photography, feature story writing, caption writing, headline/subline creation, design, budget balancing, advertising, marketing, sales, and other skills. Field trips cost money and these fees can vary depending on the event and location of the field trip. Students will be responsible for covering the cost of their food (unless provided), snack food, transportation via bus (trips outside of Colorado Springs cost \$15 per student), and in some cases registration (State and National events sometimes have registration fees—usually around \$15-20 per student). Participation in these field trips are not mandatory; however, the staff build comradery, gain knowledge and understanding of media production/trends, and develop skills in a real world environment for use outside of yearbook. It is strongly encouraged that all staffers attend these field trips.

Grading

As this is a production-based course, you will be “paid” for the duties you perform in this class. The money you earn and the work you do or do not complete will equal the total amount of points you will receive for your final grade. Your grade is your responsibility. If you wish to succeed in this course, complete all your work in a timely and efficient manner. The grade book is divided into three different sections as described below.

Grades will be based upon a scale of:

100 - 90 = A	69 - 60 = D
89 - 80 = B	59 or less = F
79 - 70 = C	

❖ Section I (50% of Overall Grade): Deadlines: (*The total number of points for each deadline is 700.*)

Each Spread is broken up into 4 different evaluations to be completed by the Yearbook Adviser and corresponding editors.

- **Body Copy Evaluation: 200 points**
- **Photography Evaluation: 200 points**
- **Caption Evaluation: 200 points**
- **Deadline Completed on time: 100 points**

❖ Section II (20% of Overall Grade): Ad & Book Sales

- **Ad Sales: 100 points**

Each student is required to sell \$500 in ads during the summer and corresponding school year. Students will receive a percentage based on how much they sold out of 500.

In addition to receiving credit for each ad sold the staffer will receive \$5 off the final cost of their yearbook for each ad they sell.

❖ Section III (30% of Overall Grade): Production Grade

Assignments that teach you how to create the yearbook, become a better writer, photography days, editing parties, etc. will be placed in this category. In addition, you will receive weekly production grades that will also go in this category. You will hear more about this when school begins.

- Classroom Assignments
- Yearbook Role Assignments (Editor/Staffer)
- Photography Days
- Weekly Production Grade

Extra Credit

Extra credit will be given at the discretion of the adviser and only added to the Production Grade. There will be very few, if any, opportunities for extra credit. As a result, I suggest you do your work, and do it on time. However, should you cover for another staffer by taking over their photography day, conducting their interviews, completing their research, and/or finishing their spread then you will receive their points.

Attendance For each unexcused absence, you will be docked 5 points per day missed from your weekly production grade. For each tardy, you will be docked 2 points. Be on time! Your presence is important, without you the yearbook will not be able to meet its deadlines. You will also need to be prompt and prepared for weekly editor run meetings; without this information you will miss important updates, schedule changes, and requirements.

Publication/Yearbook Adviser Job Responsibilities

Adviser Mission Statement: As an adviser, I want to motivate my students to have enough pride in their school to put forth the effort to capture moments from a student perspective that is fun, positive, all inclusive, and visually creative in a professional and efficient manner. I will direct students to create a physical product, I will encourage them discover new perspectives representing the entire school community, and I will be proactive in creating an inclusive and positive environment that encourages collaboration and communication by being equal parts coach and cheerleader. My mission is to teach, guide, and organize/manage a classroom environment that is encouraging and educational which supports the development of life skills and connection with our community.

To do this I commit to:

- Keeping staff on task and on deadline
- Establishing job descriptions for student editors and staff
- Managing effective time management
- Managing effective project management, organization, and coordination
- Assisting the staff with recruiting new staff & finding interested students
- Teaching elements of yearbook journalism (writing, photography, design, software, etc)
- Teaching ethics and encouraging teamwork
- Teaching photography and helping with coverage, but I am not responsible for taking pictures
- Teaching proper camera and equipment management/responsibility
- Managing the yearbook budget/money and communicating it
- Running the yearbook as a small business
- Assisting staff with fundraising
- Being the conflict mediator
- Being the gatekeeper for my staff
- Being the protector and defender for my staff
- Reserving the final say and proofreading
- Evaluating and grading to keep the staff accountable
- Teaching the staff creative thinking and problem solving
- Teaching the staff transferable life skills - writing an email, answering the phone, interacting with adults
- Teaching professionalism/proper conduct for meeting with students and interview subjects
- Being the communication liaison with parents, faculty, community, etc.

Yearbook Staff Expectations/Requirements

All Yearbook Staff Members

- Organize the ladder
- Attend workshops
- Motivate staff members throughout the year
- Create a positive atmosphere for everyone (Leaves Negativity at the Door)
- Use planner to track events, photo opportunities, photography days, spreads, and deadlines
- Attend assigned club meetings and may cover for a staff member when necessary
- Assume full responsibility of all assignments taken, including reporting and writing, photography, planning, designing, and production tasks take correspond to their spreads.
- Develop an awareness of audience's needs.
- Complete Spread Planning Page and Evaluation Sheets on time.
- Meet all DEADLINES for all Spreads.
- Research event/sport/club thoroughly before attending.
- Conduct 3+ interviews from the HIT LIST and has interviewee sign interview transcript.
- Work with editors and other staffers to incorporate theme throughout book by including thematic elements and maintaining design throughout the book.
- Accept advice on assignments from editors/adviser and is willing to improve where needed.
- Participate fully in assigned photography day

Yearbook Staff Expectations/Requirements Continued . . .

Editor in Chief (EIC)

- Adviser's second in command – helps with teamwork, moral busting, and Deadline party planning
- Works with Adviser to evaluate and grade all spreads (evaluation sheets)
- Controls the HIT LIST and works with other editors to up-date/maintain the HIT LIST
- Completes all assigned spreads on-time and at a thorough and complete level.

Copy Editor

- Edits each story, caption, and headline thoroughly with each staffer by filling out the evaluation sheets and making revision notes on printed spread. (evaluation sheets)
- Presents information and teaches other staffers at meetings that will assist members in writing or editing.
- Reports common grammar/syntax errors to the Adviser.
- Maintains the HIT LIST by listing all students already quoted to ensure that a maximum number of students get covered.
- Completes all assigned spreads on-time and at a thorough and complete level

Design Editor

- Develops templates on Yearbook website system.
- Presents information and teaches other staffers at meetings that will help staff with production, design, theme development, computer systems and/or production process.
- Works with staffers to insure correct layouts/fonts for headlines, captions, information boxes, etc. (evaluation sheets)
- Assists staffers in the visual development of the opening, closing, division, and/or other theme pages.
- Completes all assigned spreads on-time and at a thorough and complete level

Photo Editor

- Maintains an up-to-date calendar of events, so photo opportunities, and photography days are not missed. (evaluation sheets)
- Organizes Adobe Bridge Folders.
- Maintains HIT LIST by listing all students already pictured to ensure maximum number of students get covered.
- Presents information and teaches other staffers photography (*1,2,3, horizontal, vertical, birdseye, wormseye*). (evaluation sheets)
- Maintains inventory of camera equipment.
- Completes all assigned spreads on-time and at a thorough and complete level

Index Editor

- Makes sure that every name on the page is spelled correctly according to the Master List (evaluation sheets)
- Makes sure that all students are tagged and indexed (evaluation sheets)
- Develops the Index and includes MODs and Secondary Coverage within the Spreads
- Up-dates the HIT LIST with all new students to the school
- Completes all assigned spreads on-time and at a thorough and complete level

Section Editor

- Makes sure that all staffers are using the section's theme and connecting elements (evaluation sheets)
- Makes sure that all pages/spreads have 1 dominant photo and includes MODs and Secondary Coverage (evaluation sheets)
- Completes all assigned spreads on-time and at a thorough and complete level