



## Staff Manual

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## Introduction

### Purpose of the Staff Manual

This manual was painstakingly hand-crafted to help new staffers get quickly acquainted with how The Paw Print works, and to serve as a refresher course for seasoned Paw Print veterans.

It is imperative that time is taken to read through the entire manual. Inside you will find information on exactly what your responsibilities are, general rules and guidelines, some helpful Paw Print tips, as well as full reference section including The Paw Print Style guide.

Proper use of this manual will make your experience with The Paw Print as productive and efficient as possible.

### Letter from the Adviser...

Welcome to the *Paw Print*! You have been selected to join the staff because you have shown dedication and enthusiasm for writing and/or journalism that is welcomed on staff.

As a member of staff, you receive certain privileges that include freedom to come and go as you need to, free admission to all school activities, and on occasion, pizza. Any time you are on duty, you need to be wearing your press pass. I trust that you will represent our publication with responsibility and integrity at all times, with or without your press pass.

My mission for the *Paw Print* staff is to get a life. Get a life and then report on it. Go out into the community and experience what our area has to offer. Then, tell everyone about it by writing articles. In order to foster school spirit, we should have staff members at all types of school activities, games, dances, competitions, socials, and anything else that involves our student body.

You are the voice of the pack. That voice should be loud and proud.

I look forward to working with you as a group, as well as individually.

Kristen Morey

### Course Guidelines

#### Course Objectives

1. To unify the student body by publishing a school newspaper that is specifically addressed to Fremont High School and its unique community.
2. To publish articles that inform, persuade, and entertain readers, as well as being free from libel.
3. To learn new skills and practice those skills.
4. To learn how to work with a staff.
5. To learn how to complete an assignment on time.
6. To build relationships with peers and adults. To be able to share ideas and learn from others.
7. To learn from mistakes and always ask for help.

#### Course Assignments

1. Students will write a variety of articles.
2. Students will practice learned skills and teach others.
3. Students will participate in planning the issues to be printed.
4. Students will take pictures, write stories, outline, and headlines for stories.
5. Students will cooperatively work with other students on the staff. Ideas will be shared among peers and help will be given and received as the team works together.

## Staff

### Staff Rules

- ✓ Before seeking help, first try to solve problems on your own. An asset for journalists is resourcefulness.
- ✓ Avoid interrupting an editor or adviser when he or she is consulting or helping another staff member, unless asked to do so.
- ✓ Remember, other people probably think their problems are as important as yours. Interruptions are not only rude, but unfair.
- ✓ Tolerating rudeness breeds discord and resentment.

**Room Rules:** The first purpose of our room is to produce a newspaper. Therefore, some rules will be set in place for the ease and production.

- ✓ It is everyone's responsibility to keep the room clean. There is nothing worse than cleaning up after someone else. This includes the microwave, the fridge, lunch trays and any and all personal items/paperwork.
- ✓ The staff room is for staff only. It is a newspaper production room and I will not tolerate "friends" in the room who are not on staff. This is not a "hangout" spot for anyone.
- ✓ Like any other professional newspaper, you will use the computers for journalistic purposes only. These computers are the school's property, not yours.
- ✓ If you need to leave the room, you will be required to put your destination on the checkout board first. And you will only go by yourself, unless another journalist is working the assignment with you.
- ✓ You are to keep any papers you are working on saved on the G-drive (Times New Roman, 12pt font, single spaced, and no format). Each staff member has a file to use for themselves.
- ✓ Get used to keeping up with your stuff.

### Code of Conduct Contract for Staff Members

*To students accepted as members of the school newspaper staff:*

Participation on the school newspaper affords students with more freedom than most other classes. It also requires them to take responsibility and exhibit a high degree of maturity and good judgment.

As members of a group that produces a concrete product that will be distributed to and read by both students and adults, those named to the staff can expect to be held to accepted journalistic standards and ethical practices.

As individuals, they are recognized by many as representatives of the paper, whether actually on assignment or not.

Staff members agree to abide by the following code of conduct.

1. Staff members will not take advantage of the freedom given them to leave class to cover assignments and do other work for the paper. They will not use journalistic duties as an excuse for playing around outside of class, leaving the building or disturbing other classes.
2. Staff members will meet deadlines for assignments, rewrites and other newspaper projects. If a staff member finds that it may be difficult or impossible to meet a deadline, he or she will inform the editor and/or adviser at the earliest possible moment.
3. **Staff members understand that they are expected to devote time to completing assignments and other production work for the paper, just as they expect to do homework for any other class.** This means for a class that meets an hour a day, staff members are willing to devote the equivalent of up to five hours weekly, although this may not be required on a regular basis.
4. Staff members agree to produce at least 4 publishable articles each issue. This includes stories and headlines, graphics, and/or advertising—or its equivalent in adviser-approved effort.  
*Due to limitations of space, the work produced may not necessarily be published in the issue for which it receives credit. Such work not published in the print edition, will be published online.*
5. Newspaper staff members agree to abide by standards of good behavior, avoiding rudeness and disrespect to both students and faculty. They realize that the ability of a student press to cover sensitive issues may be questioned if individual they are observed acting in a childish or irresponsible manner.

*Staff members understand that failure to abide by the terms of this contract can lead to their being demoted or dismissed from the staff.*

## Job Descriptions

### Editor-in-Chief

1. Serves as a spokesperson for the staff, sets its tone and represents the paper in dealings with school administration and community.
2. Checks with principal, school offices, activity schedule and beat reporters for story leads before each issue, or delegates authority for one or more of these tasks.
3. Keeps track of all sports events, schedules, coaches, team rosters, records; assigns stories on basis of greatest interest to fans and fairness to participants.
4. Oversees staff assignments and checks with other editors to resolve problems and verify that work is progressing and deadlines are being met.
5. Writes the lead editorial, which represents the agreed-upon policy of the paper.
6. Consults with the adviser at least once a week outside of class.
7. Copy-edits assignments after they have undergone first revision, and then submits same to adviser. If time, the two sit down together to co-edit.
8. Responsible for overseeing layouts, progress and production of entire paper.
9. Writes stories and headlines, gives staff members guidance and makes suggestions for improvement.
10. Encouraged to be a creative leader who determines the direction the paper takes during his or her tenure as editor-in-chief.

### Junior Editor-in-Chief / Managing Editor

1. In addition to all Editor responsibilities, it is the Jr EIC's responsibility to make sure that the staff is working.
2. If individuals seem to have nothing to do, it is the Jr EIC's responsibility to find a job for that journalist.

### Editors

3. With input from the staff and other sources, makes up the list of news assignments for the coming issue.
4. Hands out assignments, discussing possible angles and approaches, tips on news sources, and the types of photos, graphics and sidebar material to gather. Checks on progress of reporters every class meeting.
5. Makes and keeps track of assignments, discussing progress and making suggestions for strengthening.
6. Sits down with reporter after preliminary research to discuss what elements to stress, additional sources to seek and additional questions to ask and answer.
7. Responsible for copy-editing first through final drafts.
8. After first revision or revisions, submits edited drafts to editor-in-chief.
9. Assigns self and writes stories and headlines.
10. Approves or rewrites headlines, photo captions and culines for stories. Checks to see that everyone in photos is identified correctly.
11. Does page layouts on computer or on paper for reproduction in InDesign.

### Advertising Manager

1. Responsible for overseeing the advertising activity of all staff members (including self).
2. Hands out possible leads, discussing possible angles and approaches.
3. Checks on progress of reporters every class meeting.
4. Monitors publication budget to make sure the publication has enough funds to meet projected print dates.
5. Keeps records of clients, payments due, payments processed, and late notices organized and current.
6. Makes sure the client's advertising needs are being met and that their concerns are being heard and taken care of.
7. Communicates with clients on payment process, including requesting payment from businesses that have failed to pay on time.
8. With input from staff, organizes the Paw Print booth during publication. This includes both digital and print.
9. Rotates the digital ads according to the pay schedule.

### Design Specialist

1. Does news page layouts on computer in InDesign for the entire paper.
2. Designs ads to customer satisfaction.
3. Designs in-house ads as design filler for print publication.
4. Required to be researching design elements of other publications during "downtime."
5. Helps journalists come up with package ideas and/or designs sidebar graphics and extras to go along with packages.
6. Updates InDesign templates after every publication

### Chief Photographer

1. Works closely with editors and seeks suggestions on elements desirable in photo illustrations assigned to accompany stories.
2. Originates ideas for photo stories or single shots that can hold their own as human interest items, spreads or features with the addition of cutlines.
3. Makes sure proper identification is obtained for all photos.
4. Oversees the taking and finishing of all photos taken for the paper.

## The Paw Print

5. Responsible for making sure of dates and times for special events, such as sports, so no one-time photo opportunities are missed.
6. Shows proofs of photos to assignment editor for choice of most effective shot and cutline/caption writing; crops and/or edits photos as needed.
7. With the approval of adviser and need of paper, works with other student photographers, on staff or freelance, and oversees their work.

### Journalist

1. Fulfills assignments by doing necessary research and interviews, submitting stories on or before assigned deadlines.
2. When first draft of assigned story is copy-edited and returned, has one full day to make suggested revision and resubmit. (With approval of editor, extension may be granted if further research is needed.)
3. Successive drafts will be reedited, then either approved or returned to reporter for further revision until written correctly in acceptable style.
4. Reporter also provides data for infographs and factoids for sidebars; suggests pull quotes; and writes needed cutlines and captions to accompany photos.
5. Should notify editor as soon as problem arises concerning deadline so a solution may be found or another story assigned.
6. If assignment will not pan out by deadline, the reporter, at the editor's discretion, can be given another assignment or have an editor okay an idea of writer's own.
7. In addition to reporting, each staff member not having an editorial or managerial position will be responsible for extra duty assignments.

### All Staff Members

1. As the basis for grading, each staff member is required to keep a reporter's portfolio, complete and ready to hand in after each publication.

### Reporter's Special Duties

1. Compiler of future book – Makes sure the future book is up-to-date, adding and deleting items as necessary. Filed by upcoming issues, the future book contains a list of scheduled activities that need coverage for that issue; copies of advance stories printed in previous issues that require follow-up; timely press releases that can be re-written as news briefs or researched further for stories; copies of beat coverage forms; and other possibilities for future issues.
2. Gofer for editors – Is on call to run errands for editors, checks on details and facts, does paste-up jobs and other necessary tasks. Duties include keeping track of supplies—pencils, scissors, etc., at end of each hour and reporting needs to adviser.
3. Pollster – Responsible for preparing and conducting opinion polls of students and/or faculty on a variety of subjects, including polls used as part of in-depth reports, readership surveys and info graphs running solo. Needs system for fair coverage, avoidance of repeaters.

### Code of Ethics

- Seek truth and report truth
  - Research stories thoroughly
    - Identify all sources
    - Access all sources
  - Present information and views without bias
    - Present all sides of a story objectively and fairly
    - Give every student an opportunity to be heard
  - Pursue accuracy
    - Avoid hearsay
    - Check and double check facts
    - Verify quotes with speaker before printing
- Respect the dignity and sensibility of all members of the school
  - Recognize that the primary audience is the student, but that the secondary audience must also be respected; faculty, administration, parents, students who attend other schools, etc.
  - Apply community standards of good taste in avoiding subjects or language that may offend audiences
  - Publish personal information about a member of the audience only after receiving permission from that individual
- Minimize harm
  - Consider the harm an article may render to one or more members of the audience
    - Who will be harmed
    - How will they be harmed
    - How much will they be harmed
  - Avoid stories that may unnecessarily embarrass the school community or members of the community
- Include in each issue stories about subjects that impact students. Meet all students' informational needs
  - Report outstanding performances and contributions to the school community by groups as well as individuals
  - Provide coverage of issues and news that impact students' lives
  - Provide comprehensive coverage of the school community, including all groups within the community
- Recognize that the school newspaper is a living history

**Publication Dates:**

The Paw Print will be published 4 times in the school year.

The following dates are when the Paw Print articles are due in final form.

Issue 1: Copy Deadline October 9<sup>th</sup>

Print October 23<sup>rd</sup>

Deliver October 26<sup>th</sup>

Issue 2: Copy Deadline December 22<sup>nd</sup>

Print January 8<sup>th</sup>

Deliver January 11<sup>th</sup>

Issue 3: Copy Deadline March 4<sup>th</sup>

Print March 11<sup>th</sup>

Deliver March 14<sup>th</sup>

Issue 4: Copy Deadline May 6<sup>th</sup>

Print May 13<sup>th</sup>

Deliver May 16<sup>th</sup>

**Guidelines for Writing Stories**

1. There should be two sources for each story.
2. Always check sources over and over again.
3. Get the story correct, don't guess.
4. Always take good notes.
5. Make the person you are interviewing feel comfortable. Remember you are there to do a story, not badger somebody.
6. If you are not sure about something when you are writing your story, go ask. You would rather have the story run correct than make somebody mad because you didn't ask.
7. Get to know the players and coaches by name. It will help when you are writing your story.
8. Explain what it all meant.
9. Use other publications for ideas on how to package the story.
10. The way to be a better reporter is to be curious, outgoing, honest, and fair. Other qualities are being charismatic, unbiased, informed, and comprehensive.
11. One of the best qualities of a good writer is being persevering.
12. Perseverance.
13. Persevere.
14. Write about the uncelebrated stories. The coach's wife who never sees her husband all year.
15. Don't live in the staff room. The stories are not in here, they are out there, waiting for you to get them.
16. Practice. Always practice.
17. Practice interviewing.
18. Practice taking pictures.
19. Practice writing stories.
20. Get good at one thing and do it well.



## The Paw Print Style Guide

### Attribution Verbs and Sequence

- In general, stick with “said” as neutral, conversational attribution verb.
  - *“added” and “noted” can work if used sparingly*
- Use attribution sequence “Morey said” rather than “said Morey” with this exception:
  - *“... said Morey, who is a nice person.”*
- In general, avoid placing attribution mid-sentence unless the quote is short and the pause creates a lyrical effect
  - *“It is,” Morey said, “the sanest way to handle attribution.”*
- When separating two sentences in a quote with attribution, end the attribution with a period:
  - *“Put a comma after this attribution,” Morey said. “That is the way.”*
- When quoting a student, the class comes before the name:
  - *“I went to prom,” Sophomore Anna Wilson said.*

### Punctuation/Formatting

- For consistency, please put a space before and after a dash.
- For consistency, please put a space before and after an ellipsis
  - *“If you don’t do this ... I will be very upset,” Morey said.*
- Please observe the AP Stylebook comma conventions for compound sentences:
  - If conjunction is between two independent clauses, it’s a coordinating conjunction requiring a comma before it (exception: very short sentence)
    - *I have a nice hat on my head, and I want to wear it for the rest of my life.*
  - In the absence of two independent clauses, no comma before the conjunction unless needed for clarity (happens rarely)
    - *I love this Fremont water bottle and will drink from it for years to come.*
- Offer one idea per paragraph.
- In general, limit paragraphs to one or three sentences.

### Some AP Style Reminders

- Title isn’t capitalized after name or on its own:
  - *Principal Rod Belnap*
  - *Rod Belnap, the principal.*
  - *The principal* isn’t coming to the school.
- Recent style change on cities that need state after requires state to be spelled out.
  - *Ogden, Utah; not Ogden, Ut.)*
- In general, spell out one through nine: *I had three months to prepare five sessions.*  
Some exceptions:
  - Ages: He is 7 years old.
  - Percentages: There’s a 5 percent chance you’ll botch this one.
  - Dates: My birthdays is June 3.
  - Dimensions: Your teacher is 6 feet 4 inches tall.
  - Write out *percent* (not %).
  - Email, not e-mail.
  - OK, not O.K. or okay.
  - In general, don’t create plurals with apostrophes: SUVs, not SUV’s.
  - Silver Wolves, Silver Wolf - Not Silverwolves
  - Fremont - Not Fremont High School or FHS (Omit entirely when not necessary)

Paw Print Code of Ethics  
Drawn from the SPJ Code of Ethics

Preamble

Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice.

Seek Truth and Report It

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.

Journalists should:

- ✓ Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
- ✓ Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- ✓ Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
- ✓ Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- ✓ Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
- ✓ Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations
- ✓ Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
- ✓ Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story
- ✓ Never plagiarize.
- ✓ Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- ✓ Examine their own cultural values and avoid imposing those values on others.
- ✓ Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- ✓ Support the open exchange of views, even views they find repugnant.
- ✓ Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- ✓ Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
- ✓ Distinguish news from advertising and shun hybrids that blur the lines between the two.
- ✓ Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

Minimize Harm

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Journalists should:

- ✓ Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- ✓ Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- ✓ Recognize that gathering and reporting information may cause harm or discomfort.
- ✓ Pursuit of the news is not a license for arrogance.
- ✓ Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention.
- ✓ Only an overriding public need can justify intrusion into anyone's privacy.
- ✓ Show good taste. Avoid pandering to lurid curiosity.
- ✓ Be cautious about identifying juvenile suspects or victims of sex crimes.
- ✓ Be judicious about naming criminal suspects before the formal filing of charges.
- ✓ Balance a criminal suspect's fair trial rights with the public's right to be informed.

### Act Independently

Journalists should be free of obligation to any interest other than the public's right to know.

Journalists should:

- ✓ Avoid conflicts of interest, real or perceived.
- ✓ Remain free of associations and activities that may compromise integrity or damage credibility.
- ✓ Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- ✓ Disclose unavoidable conflicts.
- ✓ Be vigilant and courageous about holding those with power accountable.
- ✓ Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.  
Be wary of sources offering information for favors or money; avoid bidding for news.

### Be Accountable

Journalists are accountable to their readers, listeners, viewers and each other.

Journalists should:

- ✓ Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
- ✓ Encourage the public to voice grievances against the news media.
- ✓ Admit mistakes and correct them promptly.
- ✓ Expose unethical practices of journalists and the news media.
- ✓ Abide by the same high standards to which they hold others.

Kristen Morey | June 28, 2014

## PAW PRINT EDITORIAL GUIDELINES

Drawn from the JEA sample combined editorial policy for high school media

*"Congress shall make no law...abridging the freedom of speech, or of the press...."*

*-The First Amendment to the Constitution of the United States of America*

*"The vigilant protection of constitutional freedoms is nowhere more vital than in the community of American schools."*

*-Tinker v. Des Moines Independent Community School District*

The Fremont Media Editorial Policy pertains to the newspaper, the Paw Print; and the website, packnews.wsd.net.

Fremont Media are the official student-produced media of news and information published/produced by FHS Media students. FHS Media has been established as designated public forums for student editors to inform and educate their readers as well as for the discussion of issues and concerns to their audience. It will be reviewed and possibly restrained by school officials prior to publication or distribution. Advisers may, and should coach and discuss content during the writing process.

### I. FREEDOM OF THE PRESS

As it is essential to preserve the freedom of the press in order to preserve a free society,

1. The media will serve the best interest of the students and faculty of Fremont High School, keeping itself free from any commercial obligations distracting from this purpose; this is defined by the media itself;
2. All media will vigorously resist all attempts at censorship, particularly pre-publication censorship;
3. All media retain the right to publish any and all material attained through an interview by a staff member of the publications staff, holding that the interviewee was made aware that the information could be published in any form at any time;
4. Student journalists may use print and electronic media to report news and information, to communicate with other students and individuals, to ask questions of and consult with experts and to gather material to meet their newsgathering and research needs;
5. FHS Media and its staff are protected by and bound to the principles of the First Amendment and other protections and limitations afforded by the Constitution and the various laws and court decisions implementing those principles;
6. FHS Media will not publish any material determined by administration, student editors or the student editorial board to be unprotected, that is, material that is libelous, obscene, materially disruptive of the school process, an unwarranted invasion of privacy, a violation of copyright or a promotion of products or services unlawful (illegal) as to minors as defined by state or federal law;
7. Definitions and examples for the above instances of unprotected speech can be found in Law of the Student Press published by the Student Press Law Center.

### II. THE EDITORIAL BOARD

1. The editorial board will consist of all student staff editors.
2. The editorial board decides on all decisions that pertain directly the FHS media and their interests.
3. No member of the editorial board shall have more than one vote on the board.
4. All members of the editorial board and the adviser will elect a replacement for board members who have been dismissed.
5. All members of the editorial board are expected to know their duties and jobs in the room and must understand the consequences of not fulfilling said jobs.
6. The student editor and staff who want appropriate outside legal advice regarding proposed content – should seek attorneys knowledgeable in media law such as those of the Student Press Law Center. Final content decisions and responsibility shall remain with the student editorial board.
7. The duly appointed editor or co-editors shall interpret and enforce this editorial policy.

### III. THE ADVISER

1. The adviser is a professional teaching staff member and is in charge of the class just as in a conventional classroom situation.
2. Is a journalism teacher that serves as a professional role model, motivator, catalyst for ideas and professionalism, and an educational resource.
3. Provides a journalistic, professional learning atmosphere for students by allowing them to make the decision of content for the media, intervening only when necessarily pertaining to the education of the student journalist.

4. Guides the newspaper staff in accordance with approved editorial policy and aids the educational process related to producing the newspaper.
5. May caution, act as legal consultant and educator of terms of unprotected speech.
6. Will keep abreast of the latest trends on journalism and share these with students.
7. Will submit the school newspaper, broadcast, and online content produced by the students to rating services and contests in order for the school publications staff to receive feedback.
8. Will forward any received correspondence and/or information to the appropriate editors.
9. Will provide information to the staff about journalism scholarships and other financial aid, and make available information and contacts concerning journalism as a career.
10. Will work with the faculty and administration to help them understand the freedoms accorded to the students and the professional goals of the school publications.
11. The adviser will offer advice and instruction, following the Code of Ethics for Advisers established by the Journalism Education Association as well as the Canons of Professional Journalism.

#### IV. CONTENT OF FHS MEDIA

##### A. INTRODUCTION

All content decisions will be made in occurrence to the following provisions, while keeping in mind that the overall purpose, role and goal of all FHS Media is to

1. Inform, interpret, and entertain their viewers through accurate and factual reports, where information has been thoroughly gathered and information has been completely verified;
2. Serve as an educational laboratory experience for those on staff;
3. Be accurate, fair, and impartial in its coverage of issues that affect the school community;
4. FHS Media will not avoid publishing a story solely on the basis of possible dissent or controversy;
5. Cover the total school population as effectively and accurately as possible;
6. The staff of FHS Media will strive to report all issues in a legal, objective, accurate and ethical manner, according to the Canons of Professional Journalism developed by the Society for Professional Journalists. The Canons of Professional Journalism include a code of ethics concerning accuracy, responsibility, integrity, conflict of interest, impartiality, fair play, freedom of the press, independence, sensationalism, personal privacy, obstruction of justice, creditability and advertising.

##### B. REGARDING PROFANITY

1. The media will not print unnecessary profanity.
2. The editorial board will make the decision on whether content is considered profane or whether it is a cultural or non-vulgar slang term.
3. The editorial board reserves the right to edit quotes for unnecessary profanity or unnecessarily offensive words, quotes that have been edited will be noted accordingly when published.
4. Any edited quote will be read back to the source prior to publishing and sources will have a chance to make changes.
5. Staff interviewers have the right to ask a source when necessary to repeat a quote without the use of profane language.

##### C. REGARDING STAFF WRITING

1. All writing in the media, other than letters to the editor and approved guest contributions, will be written by students of the journalism program and will not be accepted otherwise.
2. FHS students outside of the media staffs will have the opportunity to submit writing to the media.
3. Any writing submitted from an outside source for use will be accepted upon request of the editorial board or when open opportunities arise, and will be viewed by EICs and adviser for verification.
4. Any material submitted from an outside source can be edited by the editorial board and must comply with this policy.
5. Writing must be the original work of the writer and not previously published with any other publication, unless otherwise specified by the adviser and EICs.

##### D. REGARDING EDITORIALS

1. All editorials printed will be bylined as: "on behalf of Editorial Staff".
2. Editorial ideas may be submitted to the editorial board by all members of the appropriate staff.
3. All printed editorial subject matter will be determined by the editorial board.
4. The media will not publish any material for which there is evidence that the author is using the paper for inappropriate personal gain.
5. The media will endeavor to provide a chance for comment on all sides of a critical issue in the same edition.

6. The editorial board, which consists of the staff's student editors, will determine the content, including all unsigned editorials. The views stated in editorials represent that of a majority of the editorial board. Signed columns or reviews represent only the opinion of the author.

#### E. REGARDING CONTROVERSIAL ISSUES

1. All coverage of controversial issues will occur upon a timely subject.
2. All sides of the issue will be presented and reviewed so as to refrain from any bias, with exception of opinions.
3. In news, all sides of a school, community, city, state, national, or international political issue will be presented factually so as to inform rather than promote or endorse.
4. The media will not publish material that is unnecessarily obscene, libelous, unwarranted invasive of privacy.
5. The media will not attack
6. If question on the veracity of publication persists, the issue will be brought to the editorial board who must consider the following questions before publication of the piece:
  1. Why is it a concern?
  2. What is its journalistic purpose?
  3. Is the information accurate and complete?
  4. Are any important POV omitted?
  5. How would we feel if the story was about ourselves or someone we know?
  6. What are the consequences of the publication?
  7. Is there a logical explanation to anyone who challenges issue?
  8. Is it worth risking our credibility?
  9. What are the alternatives?

#### F. REGARDING BYLINES

1. All articles, graphics, photos, art, columns, pages, reviews, and other material creatively conceived, with exception to staff editorials, mug shots and cut-outs will be bylined with the producer's name.
2. All bylined writers will be held accountable for their work.
3. When more than one person has contributed creatively to a piece of work, any person who has contributed to the work must be bylined as a producer.

#### G. REGARDING NEWS AND FEATURES

1. The media will specialize in and emphasize on informing their readers of school news and unique students of the Fremont High School community.
2. The media will cover community, state, national, and international news if it is directly relevant to the school community, and includes local angle.
3. The media will strive to provide coverage to all school organizations and functions.
4. When faced with the undesirable news such as student or staff or faculty crimes, the publications will endeavor to publish the facts correctly, explain the issue, and put a stop to any speculative stories that inevitably develop.
5. Major district issues and news will be priority over school news (these major issues will be decided by the editorial board).

#### H. REGARDING DEATHS

1. Any current student, staff member, faculty member or building administrator that dies during the year will be recognized in the school media.
2. The media will publish factual information (date of birth, date of death, survivors, organizations, hobbies, interests) in a 300-word obituary including one mug shot if possible in the Paw Print, and Packnews.wsd.net
3. The school media will work to obtain permission from the deceased's family before publishing any information regarding the cause of death, if permission is not granted, the editorial board reserves the final say in publication of cause of death. Suicide will not be listed as a cause of death.
4. The school media will treat all deaths in a tasteful, respectful way.
5. An issue, or portion of an issue, should not be dedicated to or in memory of the deceased.

#### J. REGARDING ILLUSTRATIONS, PHOTOGRAPHS, GRAPHICS, ETC.

1. All cutlines will record the who and other necessary information in the photo.
2. All photographs must be captioned and bylined, with the exception of mugs.

3. Bylines are required on all online photos and galleries.
4. Any photographs that contain any inappropriate attire or actions must be reshot.
5. Artwork represents the interpretations of the artist, not necessarily of the staff or FHS.
6. The publications will not publish any photos, illustrations etc. that ridicule, demean, or misleadingly represent any individual or group.
7. Any manipulations changing the essential truth of the photo or illustration (i.e. staged or Photoshopped) will be clearly labeled if used.

#### K. REGARDING ERRORS

1. Concerns about errors in the school media may be submitted through the adviser, the phone number to the publication room is, email is PawPrint94@gmail.com
2. The editorial board retains the right to determine whether, in fact, an error has been made.
3. Known and/or found errors that are brought to the attention of the school media will be addressed regardless if realized by author, audience, or staff member.
4. Staff members will strive to correct errors prior to publication; however, if the editorial board determines a significant error is printed, the editorial board will determine the manner and timeliness of a correction.
5. Major corrections are determined by the editors and adviser.
6. If changes are made to a web story once a story has been posted, the change will be noted along with the date and time the change was made.

#### L. REGARDING ADVERTISING

1. The publications will not accept advertising for products that are illegal for minors to purchase and/or use.
2. Students not of legal age whose photographs appear in an advertisement of the publications are required to sign a model release form, as well as their legal guardian.
3. The publications will not run advertising without a proper signature on the advertising contract which explains terms of payment, content, size, publishing dates, includes attached layout which explains the terms of payment, content, and size.
4. The publications will not accept personal or classified advertising.
5. All ads need to be approved by editorial board, any ad not deemed appropriate by board will not run.
6. The publications will cease to publish advertising of any advertiser that does not meet payment obligations specified in school contact.
7. All advertisers will receive a complimentary subscription of the Paw Print (paper edition) in which their ad has run.
8. If a published advertisement is incorrect in substantive content, a reduced price or corrected run will be negotiated.
9. Web ads appear in a specified section of the website, each section is priced accordingly.
10. Advertising that appears in the media is not necessarily endorsed by the media or its staff members, editorial board or adviser.
11. All ads are billed on Oct. 1 unless alternative arrangements are made with the adviser.
12. Bills which are not settled by Nov 1<sup>st</sup> will incur an additional fee of 30% of original balance. An additional fee of 30% of the original balance will be added the first of each month until the bill is paid.

#### M. REGARDING DISTRIBUTION AND CIRCULATION

1. The paper will begin at no less than 8 pages in broadsheet format unless it is a special edition. The number of pages can however be altered if need be under the decision of the adviser and/or editorial board.
2. Weekly updates will be made to the website throughout the month during the school year. While less frequent, updates will be made to the site during breaks.
3. The school newspaper will be distributed free of charge to all students according to a distribution schedule approved by the adviser and editors. Newspapers will be distributed every 2-3 months, unless specified otherwise by the adviser and editorial board.
4. Current copies of the school newspaper will also be displayed in the library, main office, counselor's office and in the commons by the Silver Dollar.
5. Advertising revenues and fundraising are to be used to pay for the school media printing costs, supplies and other media expenses.
6. All budget surpluses are to be used for future production of the school media.
7. The paper will be distributed during 1st hour on day of publication
8. The school newspaper will accept subscriptions for the price of \$10 for the entire year.
9. Total press run each issue is approximately 1,500 unless specified otherwise by adviser or editorial board.
10. Exchange publications are received and displayed in journalism laboratory.
11. Exchange publications are mailed to other media rooms across the US.

#### N: INDIVIDUAL PORTRAIT POLICY

1. Photo omissions will only occur for students or faculty with written permission by the student and a member of the administration.
2. Editorial board reserves the right to review or omit questionable or inappropriate portraits.
3. Names in cutlines section will appear as supplied by the student during portrait day unless otherwise requested.

#### O: GROUP PORTRAIT POLICY

1. Any groups with school sponsors are eligible to take a photo for Fremont Media.
2. Fremont Media will cover school sponsored, board approved, and established clubs/sports. All other sports or clubs will be reviewed by the editorial board.
3. Editorial board reserves the right to review or omit questionable or inappropriate portraits.
4. Portraits will consist of group members and sponsors only. Props are not permitted without prior approval.
5. Face painting in group portraits is not permitted.

#### P: REGARDING LETTERS TO THE EDITOR AND ONLINE COMMENTS

1. Letters to editor will be printed in the opinion section of the newspaper or on the website.
2. Guidelines to write letters to the editor will be printed every issue in the opinion section of the paper and available online at [Packnews.wsd.net](http://Packnews.wsd.net)
3. Letters to the editor may be submitted to Ms. Morey's mailbox, dropbox outside of room B225 or emailed at this address: [PawPrint94@gmail.com](mailto:PawPrint94@gmail.com).
4. Letters to editor should not exceed 300 words, must be signed and must include writers address and phone number for verification.
5. Letters to the editor will be verified by a member of the editorial board to determine the authenticity of the writer.
6. No material will be printed where content is obscene, invasive of others' privacy, encouraging physical disruption of school activities, and/or implies libel.
7. The FHS Media editorial board reserves the right to withhold a letter or column or other submission and/or return it for revision if it contains unprotected speech or grammatical errors that could hamper its meaning. Deadlines for letters and columns will be determined by each year's student staff, allowing sufficient time for verification of authorship prior to publication.
8. The Paw Print will only publish one letter, per author, per issue.
9. All letters to the editor become the property of the school newspaper upon receipt and will not be returned to the author. A copy can be provided if requested.
10. Online comments will require a name and email address submitted that are verifiable.
11. Online comments will not automatically post. They will be reviewed and approved by editors and/or adviser.
12. Online comments that are found in violation of the editorial policy will not be posted.
13. Personal attacks are not allowed.

#### Q: REGARDING REVIEWS

1. The reviewer must have experience in the area in which they are reviewing.
2. All reviews will be bylined and all reviews will be expressed opinions of authors, the editorial board and newspaper staff does not express opinions on the subject matter.
3. All reviews will be to evaluate and inform, not to promote.
4. Evaluative criteria used will be determined by editorial board depending on whether the event or item being reviewed is professional or amateur in nature.
5. Review ideas may be submitted to the editorial board by all members of the FHS student body.
6. All reviews must first be reviewed by the opinions editor prior to publishing.
7. All reviews need to be reviewed and printed in a current and timely manner.

#### R: SOCIAL MEDIA

1. Social media will be used to promote FHS media, to promote published content and to engage the FHS community.
2. The editorial board reserves the right to remove comments that violate any provisions hitherto outlined by this policy.
3. Information posted on social media platforms should be held to the same standard as all other reporting in terms of information gathering and fact checking.
4. The official social media accounts should avoid promotion of events and remain objective, reporting what is fact. Reporters using personal social media to cover events should do the same as per the social media guidelines.
5. Information gained through social media channels should be verified through multiple channels before passing it along to others.
6. Audience engagement through social media should be done in a professional manner.
7. Staff members using apps to post updates to social media accounts should have separate apps for their personal account and for the school media accounts. This will limit the chance of a post being sent from the wrong account.



8. Transparency is important. Mistakes made on social media posts should be corrected as soon as possible and any deleted posts should be acknowledged in subsequent postings.

#### S: PUBLICITY

1. The goal of the media marketing is to promote and expand the media viewing audience.
2. The publicity team will work with all aspects of the media.
3. Contests are run by members of the staff and regulated by the EICs.
4. Every contest must have its own set of rules which will be posted in a place visible to the student body and contest participants. Online is a minimum requirement.
5. All contest rules will be posted online.
6. All contest rules are to be tailored and agreed upon by the editorial board before start of contest.
7. Members of media staffs will not be allowed to enter or win contests put on by the publicity team.
8. The publicity team will work to attend all major events held by the district or school with the intent of promotion.
9. All events or important dates known by adviser, staff members or editorial board will be passed along to the managing editor.
10. The managing editor will work to create a marketing team for each new event.
11. The managing editor will work with the web team to promote the publication through outside sources such as Facebook or Twitter.

#### T: PRIOR REVIEW POLICY

1. Sources will be able to have quotes read back at the time of interview or at reporter's initiative.
2. Sources will not be able to arbitrarily demand to read the reporters completed story and then perform editing tasks on that story.
3. The media reporters will endeavor to include the name and identity of all sources if reporter believes that doing so will not result in endangerment, harassment or any other form of undue physical, mental, emotional anguish for the source.
4. The media reporters will not, within all boundaries of law, reveal a source who asks to remain nameless.
5. All media interviewers will respect the interviewees rights to have information remain "off the record" if the fact is known before giving the information to the interviewer.

#### U: STUDENT & STAFF PUBLICATION POLICY

1. All students and staff of Fremont High School are eligible for publication in the FHS student media.
2. Any student or staff member wishing to 'opt out' of being published in the student media needs to fill out the appropriate 'opt out' form with the guidance office and alert the student media adviser of plans to 'opt out.'
3. All efforts will be made to keep students and staff who have 'opted out' of coverage from publication in the FHS Media

#### V: STAFF POLICY FOR SELECTION AND DISMISSAL

##### A. EDITOR AND STAFF SELECTION PROCESS

1. Editor in chief(s) and other editor level positions are chosen by faculty adviser, with input previous year's editorial board.
2. New and returning staff are judged by application, previous work, potential and perquisite class work.
3. Applicants are not turned down because of age, race, sex, religion, mental or physical handicap that do not impair journalistic responsibilities.
4. Staff applications are due at the end of 1<sup>st</sup> and 3<sup>rd</sup> quarter prior to registration.
5. The staff and editors are selected prior to registration. The adviser reserves the right to make changes to the list as he/she deems necessary after the registration deadline.
6. Editor titles and positions are not named until after all media have finalized publication for the previous year.

##### B. REGARDING STAFF DISMISSAL

1. All individuals involved with FHS media are considered a team, each member is expected to complete all assigned stories, pages, photos, etc. on or before the assigned deadline. Staff members, including editors, may be dismissed from their positions and/or the publications staff itself if any of following violations occur:
  1. continuously missed deadlines (dismissal procedures will take place by choice of adviser and EICs)
  2. Plagiarism
  3. Quote falsification
  4. Vandalism or theft of publication equipment
  5. Continuous negative or pessimistic attitude toward staff member or adviser

6. Submitting an advanced page design, story, photo or other publishable item to anyone outside the media staff without approval by the editorial board
  7. Two suspensions in one academic year
  8. Failing to fulfill job as outlined in job description
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2. Major infractions will result in immediate dismissal from staff duties and dismissal from class and staff at the end of semester (major infractions include but are not limited to following: plagiarism, vandalism, theft).
  3. Minor infractions will be given a written warning for the first one. The second one is immediate dismissal from staff duties and dismissal from class and staff at end of semester.
  4. Warnings will be written and signed by the adviser and editor-in-chiefs, as well as staff member in question.
  5. An editor will be stripped of his/her title if suspended.
  6. First misdemeanor or arrest will result in the loss of editor's title, and second will result in dismissal from staff.
  7. Each member of the editorial board and adviser will attend a meeting with potentially dismissed student to discuss the issue, adviser will make final decision.
  8. The academic nature of the school newspaper class allows removal of editors or staff members when school and/or established media policy is violated.
  9. The above list infractions could all result in dismissal however, staff dismissals are not limited to the listed infractions.
  10. A dismissed staff member receiving academic credit may be given a grade of F and will not be allowed to register for any other journalism courses (will not preempt school policy).
  11. Dismissal procedures are reviewed and approved by the editorial board
  12. The dismissed staff member may appeal their dismissal in writing to the editorial board within three school days following dismissal
  13. All dismissal appeals will be directed to the journalism administrator and the editorial board

## VI. QUERIES

1. Questions or complaints concerning material published in the media should be made in writing to the adviser and editor in chief(s) who will present the concern at the next scheduled editorial board meeting.
2. Complaints and suggestions may be emailed to PawPrint94@gmail.com or dropped off in the dropbox outside room B225.
3. Resolutions will be made within limits of deadlines.

## VII. PROFESSIONAL AFFILIATION

1. The FHS media should be a member of state, national, and/or international organizations.
2. The FHS media will work to be in contact with professional media as well as other individuals and companies in the communications field ranging from public relations and advertising to promotions and copy writing

## Social Media Guidelines for Student Journalists

Fremont Media encourages participants in its journalism programs to make use of social networking sites such as Instagram and Twitter, which are valuable reporting tools and promotional and distribution channels for our content. To ensure the highest journalistic standards in these programs, staff must abide by the following standards for social media use drawn from The Poynter Institute for Media Studies and the Society of Professional Journalists' Code of Ethics.

### **Ethical Principle: Act independently**

As stated in the SPJ Code of Ethics, journalists should be free of obligation to any interest other than the public's right to know. Actions that call into question a journalist's ability to report fairly on an issue harm not only that journalist but his or her news organization and fellow journalists. Students in the Fremont Media programs are bound by these standards in their use of social media regardless of whether they are at work:

- Recognize that your actions involving social networking sites, including those taken when you aren't working, affect the credibility of yourself, Fremont Media and other journalists participating in those programs.
- Avoid posting information to social networking sites or blogs that could embarrass you or your news organization or call into question your ability to act independently as a journalist. This includes expressing political views or opinions about newsmakers or sharing internal communications, even if you are participating in what is supposed to be a private group.
- In profiles and in use of privacy settings, restrict access to your most private information, including removing any mention of political leanings and information that could be misinterpreted as conveying a bias.
- Aggressively manage "friends" and followers and their comments. Delete comments that call into question your ability to act independently as a journalist and, if necessary, remove "friends" or followers who make such comments.
- Recognize that actions taken for journalistic reasons can be misinterpreted, such as signing on as a "fan" of a political campaign or interest group in order to follow updates. When appropriate, tell that group that you have signed on to look for story ideas. If identifying yourself as a follower of a campaign, interest group or political party, seek to follow sites of the other candidate/s, the other political party or groups on the other side of the issue.

### **Ethical Principle: Seek and Report the Truth**

As stated in the SPJ Code of Ethics, journalists should be honest, fair and courageous in gathering, reporting and interpreting information. Fremont Media recognizes that using social networking sites helps journalists find sources and develop story ideas as well as making personal and professional connections. Participants in these programs are bound by these standards when using social networking sites as a reporting tool:

- Recognize that use of social networking sites is just one way of gathering information. It is no substitute for face-to-face interviews and digging for information.
- Work offline to confirm information gathered via social networking sites. Seek through every means possible to interview sources in person or by phone to verify identities, claims and statements.
- Be transparent with your instructors, supervisors, editors and audience when using information drawn exclusively from a social networking site or messaging through a social networking site. Let them know how and in what context you contacted sources and gathered information and how you verified that information or sought to verify it.
- Seek diversity. Seeking diversity is an ethical principle as well as a journalistic goal, and social networking sites used exclusively or predominately as a way to report news can limit the inclusion of diverse views.

### **Ethical Principle: Minimize Harm**

As stated in the SPJ Code of Ethics, journalists should treat sources, subjects and colleagues as human beings deserving of respect. Participants in the Fremont Media programs are bound by these standards intended to minimize harm from the use of social networking sites as a reporting tool:

- Obtain informed consent from sources, disclosing who you are, what you are seeking and where your story will and/or could run. The informality of social networking sites makes it easier for potential sources to misunderstand your intentions and the impact of cooperating.
- Take care when dealing with minors and other vulnerable people who might not fully understand the consequences of cooperating with a journalist. If contacting a minor through a social networking site, make sure he or she connects you with a responsible adult when necessary.

Name \_\_\_\_\_ Student # \_\_\_\_\_

## Fremont High School Journalism Letter Application

Requirements: (Please circle those that apply to you.)

Must meet **one** of the following requirements:

1. Must have completed Journalism 1 and Advanced Journalism
2. Two years or more of Advanced Journalism
3. Based on outstanding achievements or talents, were asked by the adviser or editor-in-chief to join the staff as a senior or were promoted to editor as a senior.

Must meet **one** of the following requirements:

1. Must have published a minimum of one story per issue for the entire year (please list headlines and issues for each:
 

Headline _____	Issue _____
Headline _____	Issue _____
Headline _____	Issue _____
Headline _____	Issue _____
Headline _____	Issue _____
Headline _____	Issue _____
2. Work as editor
3. Work as business manager, advertising assistant, or photographer

Must meet **each** of the following requirements:

1. No N's or U's in citizenship grades
2. Attendance credit in good standing
3. Have received an A- or better journalism grade every term enrolled
4. Not have more than one missed deadline in one year's time

Major staff-related accomplishments

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***Please attach a current transcript and attendance report to this application.***