

# EHS MEDIA

The Publications Program of Englewood High School

- The Pirateer newsmagazine
- [www.thepirateer.com](http://www.thepirateer.com) online news site
  - The Pirate Log yearbook
- PirateTV, broadcasting on thepirateer.com
- Englewood High School social media

Facebook (EnglewoodHighSchool), Twitter (@TECPirates), Instagram (ehs\_pirates\_media)

## 2020-2021

# **EHS MEDIA Handbook**

**2020-2021**

## **The Pir teer**

**Englewood High School Media**

**Direct all questions and correspondence to:**

**The Pirateer**

**3800 S Logan Street**

**Englewood, Co. 80113**

**(303) 806-2200**

**Website: <http://thepirateer.com/>**

**There's a reason for everything we do as journalists,  
and there's a philosophy behind our decisions.  
(and readers deserve to know what it is)**

**April 2020 (latest update)**

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## TABLE OF CONTENTS

<b>Media Philosophy</b>	4
Our Vision	
Our Mission	
Our Plan	
<b>Freedom of the Press</b>	7
Colorado Student Free Expression Law	
Editorial Board	
Staff of the Pirateer (print, web, social media, broadcasting, yearbook)	8
Commentaries and columns	
Letters to the Editor	
<b>Society of Professional Journalists-Code of Ethics</b>	9
<b>EHS/JEA Media Editorial Policy</b>	10
Content of EHS Media	
Introduction	12
Regarding Profanity	13
Regarding Staff Writing	13
Regarding editorials	13
Regarding controversial issues	14
Regarding bylines	14
Regarding news and features	14
Regarding deaths	15
Regarding illustrations, photographs, graphics, etc.	15
Regarding errors	16
Regarding advertising	16
Individual Portrait policy	17

Group Portrait policy	18
Regarding letters to the editor	18
Reviews	19
Social Media policy	19
Publicity	20
Prior review policy (see Colorado Student Free Expression Law)	20
Editor/Staff selection process	21
Staff Dismissal	22
Queries	23
Professional Affiliation	23
<b>Constitution and By-laws of Colorado High School Activities Association</b>	24
As related to EHS Journalism Activities (press/sideline rules)	25
<b>Academic awards for high school journalists</b>	27
<b>CSMA sponsored Journalism activities</b>	27
<b>Graduation honors and cords</b>	28
<b>Take Down Requests</b>	29
<b>EHS Media Procedures</b>	31
Code of Conduct	32
Job Descriptions	34
Staff Norms	35
Equipment Contract	36
<b>EHS Media Guidelines</b>	37
Style Guide	38
Content & Essentials	41
Sports Photography	42
Rules for Travel	43
<b>Statement and Signatures</b>	44

## EHS Media Philosophy

### Our Vision

Journalism students are empowered to develop an awareness of and appreciation for the foundations of the First Amendment and ethical issues in the media, demonstrate the ability to think critically, creatively and independently, demonstrate the ability to write correctly and clearly in forms and styles appropriate for scholarly research as well as the communication professions, audiences and purposes they serve, and develop an awareness of and appreciation for the diversity of groups in a global society in relationship to communications.

### Our Mission

The mission of a solid Broadcast/Journalism education is to prepare students in all aspects of news gathering and reporting on all platforms available to the public. Students will be given opportunities to develop the knowledge, skills, attitudes, and behaviors needed for:

1. Becoming responsible citizens and leaders in family, community, and work settings.
2. Promoting optimal journalistic and ethical behavior.
3. Balancing time management in relation to assignments and deadlines.
4. Successful life management, employment, and career development.
5. Functioning effectively as providers of quality content.
6. Appreciating human worth and accepting responsibility for one's actions and success in family and work life.

### Our Plan

In order to achieve this mission we must:

1. Put routines and structures in place to hold students accountable and to progress monitor themselves.
  2. Create a tool-box of strategies students can refer to throughout their career in Broadcast/Journalism.
  3. Create and maintain strategies including self-advocacy, communicating effectively, awareness around quality news decisions and judgement, locating and utilizing resources, and time management skills.
- Utilize ICap and Naviance resources to support students in taking the necessary steps to achieve their goal.

Understand the skills needed to function well in a fast paced environment.

Gaining awareness of human worth by providing community service opportunities, building a culture of responsibility in the classroom, and being more aware of their place in society and their impact on multiple environments.

**The goals** of the *Pirateer*, the student media of Englewood High School, are to inform, educate, and entertain its readers; to provide a forum for the Englewood community to express attitudes and opinions; to provide an educational opportunity for both the students who produce the *Pirateer* and for those who read it; and to provide a medium for commercial messages.

**The Pirateer receives** some Englewood Schools District funds, though this income is supplemented through the sale of advertising at the basic rate of approx \$8.50 per column inch. The *Pirateer* may also engage in fundraisers, as needed, to maintain the financial integrity of the newspaper.

**The newspaper is published** five (5) times per year, approximately once every five weeks when school is in session, beginning in September. It is distributed to students and staff free of charge, with a limit of five copies per issue. Possession of more than five copies of this publication with intent to prevent other individuals from reading an edition is illegal. Subscriptions are available for \$15 a year, and newspapers are mailed to subscribers. The *Pirateer* also participates in exchange programs with numerous schools throughout Colorado and the nation. Extra copies of the newspaper are distributed to the general public through feeder schools and administrative buildings.

**The Pirateer newspaper content** is also distributed on [www.thepirateer.com](http://www.thepirateer.com) website to reflect the activities and news interests of the students. Content is also added to the Englewood Facebook and Twitter page on a regular interval of approx. 2-3 news items per week.

**The Editorial Board** retains the right to choose all content and to determine story priority. This Board consists of Co-Editors-in-Chief, Managing Editors, News Editors, Opinions Editors, Features Editors, Lifestyles Editors, In-Depth Editors, Sports Editors, Graphics Editors, and Business Managers—with the adviser a non-voting member of the Board. This Board also oversees the finances of the publication as well as various production operations.

**Staff of the *Pirateer*** include students enrolled in the Journalism class or enrolled in Independent Study Journalism (with adviser approval). Prospective staff members are strongly encouraged to enroll in Beginning Journalism; however, students may also be enrolled in Journalism with adviser approval.

**All material**—writing (other than editorials), photography, or art—appearing in the newspaper will receive credit, with the method of credit being at the discretion of the Editorial Board.

**The *Pirateer* staff** will select editorial topics. These editorials will not be signed by the writer, but will reflect the opinion of the majority of the *Pirateer* staff. The Editorial Board takes full responsibility for all editorials.

**Commentaries and columns**, on the other hand, will be signed and reflect the views of the writer alone. They are not the official position of the *Pirateer*. Editorial cartoons fall into the same categories as commentaries.

**Any person with an interest** in the Englewood community who has an opinion to be voiced is encouraged to submit letters to the editor. All letters must be signed, but anonymity may be requested. It will be granted only if deemed necessary by the Editorial Board. Each request will be reviewed on a case by case basis. Letters may be submitted to the adviser's mailbox in the main office, brought to room 2119, mailed to the *Pirateer*, care of Englewood High School, or emailed to the publication. All signatures will be verified through a phone call or personal interview.

**Letters should be** fewer than 400 words in length. If excessive editing is needed, the letter will be returned for corrections. It is preferred that letters be typed, although handwritten copies will be accepted, if legible. The *Pirateer* reserves the right to edit any letter for grammatical errors, libelous

content or space limitations.

**The *Pirateer* will strive** to present information in a fair, impartial, accurate, and truthful manner. The newspaper will function in accord with all applicable laws, both in regards to the rights and restrictions of journalism. The Society of Professional Journalists Code of Ethics serves as the basis for the publication's ethical standards. The *Pirateer* and its staff are protected by and bound to the principles of the First Amendment and other protections and limitations afforded by the Constitution. The basis for the publication's legal positions include the Englewood Schools policy and regulations pertaining to school publications and Colorado Rev. Stat. 22-1-120, Student Exercise of Free Expression.

**The *Pirateer* will not avoid publishing a story** solely on the basis of possible dissent or controversy.

**Electronic media** (including online, broadcast and/or podcast media) produced by the name [www.thepirateer.com](http://www.thepirateer.com) or *Pirate TV* students are entitled to the same protections—and subjected to the same freedoms and responsibilities—as media produced for print publication. As such they will not be subject to prior review or restraint.

**Englewood Media editorial policy:** EHS Media (*Pirateer*, *PirateTV*, *Pirate Log Yearbook*, Facebook page and Twitter) are the official student-produced media of news and information published/produced by EHS Media students. EHS Media have been established as designated public forums for student editors to inform and educate their readers as well as for the discussion of issues of concern to their audience. It will not be reviewed or restrained by school officials prior to publication or distribution. Advisers may – and should coach and discuss content – during the writing process.

Because school officials do not engage in prior review, and the content of EHS Media is determined by and reflects only the views of the student staff and not school officials or the school itself, its student editorial board assume complete legal and financial liability for the content of the publication.

**EHS Media adheres to all applicable statutes applicable to scholastic media. Specifically, the First Amendment to the US Constitution, as well as the [Colorado Student Free Expression Law](#).**

**EHS Media will strive** to present information in a fair, impartial, accurate, and truthful manner. The media will function in accord with all applicable laws, both in regards to the rights and restrictions of journalism. The Society of Professional Journalists Code of Ethics serves as the basis for the publication's ethical standards. The Pirateer and its staff are protected by and bound to the principles of the First Amendment and other protections and limitations afforded by the Constitution. The basis for the publication's legal positions include the Englewood Schools policy and regulations pertaining to school publications and Colorado Rev. Stat. 22-1-120, Student Exercise of Free Expression.

**The Pirateer will not avoid publishing a story** solely on the basis of possible dissent or controversy.

## **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 Englewood High School, keeping itself free from any commercial obligations distracting from this purpose; this is defined by the media itself;
2. Any decisions affecting the publications on all levels will be made by the editorial board, the adviser is allowed to give legal advice and his/her opinion, but the final decision rests in the hands of the editorial board;
3. Only the editorial board may prevent material it judges to be in violation of the media editorial policy, from being printed;
4. All media will vigorously resist all attempts at censorship, particularly pre-publication censorship;
5. 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;
6. All student media referenced in this editorial policy are designated public forums;
7. 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;
8. EHS 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;
9. EHS Media will not publish any material determined by 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;
10. 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.

**The Editorial Board** retains the right to choose all content and to determine story priority. This Board consists of representative student editors from each of EHS Media publications — with the adviser a non-voting member of the Board.

**Staff of the Pirateer** include students enrolled in the Journalism (1, 2, 3) class, Broadcast Journalism 1, 2 class, Yearbook (1, 2, 3) class, or enrolled in Independent Study Journalism (with adviser approval). Prospective staff members are strongly encouraged to enroll in Beginning Journalism; however, students may also be enrolled in Journalism with adviser approval.

**Commentaries and columns**, on the other hand, will be signed and reflect the views of the writer alone. They are not the official position of the Pirateer. Editorial cartoons fall into the same categories as commentaries.

**Any person with an interest** in the Englewood community who has an opinion to be voiced is encouraged to submit letters to the editor. All letters must be signed, but anonymity may be requested. It will be granted only if deemed necessary by the Editorial Board. Each request will be reviewed on a case by case basis. Letters may be submitted to the adviser's mailbox in the main office, brought to room 2119, mailed to the Pirateer, care of Englewood High School, or emailed to the publication. All signatures will be verified through a phone call or personal interview.

**Letters should be** fewer than 400 words in length. If excessive editing is needed, the letter will be returned for corrections. It is preferred that letters be typed, although handwritten copies will be accepted, if legible. The Pirateer reserves the right to edit any letter for grammatical errors, libelous content or space limitations.

## 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.

The SPJ Code of Ethics is voluntarily embraced by thousands of journalists, regardless of place or platform, and is widely used in newsrooms and classrooms as a guide for ethical behavior. The code is intended not as a set of "rules" but as a resource for ethical decision-making. It is not — nor can it be under the First Amendment — legally enforceable.

The present version of the code was adopted by the 1996 SPJ National Convention, after months of study and debate among the Society's members. Sigma Delta Chi's first Code of Ethics was borrowed from the American Society of Newspaper Editors in 1926. In 1973, Sigma Delta Chi wrote its own code, which was revised in 1984, 1987 and 1996.

# Media Editorial Policy

## EHS/JEA (Journalism Education Association)

\*\*Detailed with local and national by-laws

REVISED 5/20/2018 (FROM <http://www.jeadigitalmedia.org/2011/07/11/sample-combined-editorial-policy-for-high-school-student-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 EHS Media Editorial Policy pertains to all EHS media, including the newsmagazine, the Pirateer; the yearbook, the Pirate Log; the website, thepirateer.com; and the broadcast division, PirateTV, and all social media platforms (Facebook (EnglewoodHighSchool), Twitter (@TECPirates), Instagram (ehs\_pirates\_media)).

EHS Media is the official student-produced media of news and information published/produced by EHS Media students. EHS Media have been established as designated public forums for student editors to inform and educate their readers as well as for the discussion of issues of concern to their audience. It will not be reviewed or restrained by school officials prior to publication or distribution. Advisers may – and should coach and discuss content – during the writing process.

Because school officials do not engage in prior review, and the content of WHS Media is determined by and reflects only the views of the student staff and not school officials or the school itself, its student editorial board and responsible student staff members assume complete legal and financial liability for the content of the publication.

### I. FREEDOM OF THE PRESS

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

The media will serve the best interest of the students and faculty of Englewood High School, keeping itself free from any commercial obligations distracting from this purpose; this is defined by the media itself;

Any decisions affecting the publications on all levels will be made by the editorial board, the adviser is allowed to give legal advice and his/her opinion, but the final decision rests in the hands of the editorial board;

Only the editorial board may prevent material it judges to be in violation of the media editorial policy, from being printed;

All media will vigorously resist all attempts at censorship, particularly pre-publication censorship;

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;

All student media referenced in this editorial policy are designated public forums;

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;

EHS 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;

EHS Media will not publish any material determined by 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;

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

The editorial board will consist of all student staff editors.

The editorial board decides on all decisions that pertain directly to the EHS media and their interests.

No member of the editorial board shall have more than one vote on the board.

All members of the editorial board and the adviser will elect a replacement for board members who have been dismissed.

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.

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.

The duly appointed editor or co-editors shall interpret and enforce this editorial policy.

## III. THE ADVISER

The adviser is a professional teaching staff member and is in charge of the class just as in a conventional classroom situation.

Is a certified journalism teacher that serves as a professional role model, motivator, catalyst for ideas and professionalism, and an educational resource.

Provides a journalistic, professional learning atmosphere for students by allowing them to make the decision of content for the media and ensuring the media will remain an open forum.

Guides the newspaper staff in accordance with approved editorial policy and aids the educational process related to producing the newspaper.

May caution, act as legal consultant and educator in terms of unprotected speech, but has no power over censorship or veto except for constitutionally valid reasons.

Will keep abreast of the latest trends on journalism and share these with students.

Will submit the school newspaper, yearbook, podcast, and online content produced by the students to rating services and contests in order for the school publications staff to receive feedback.

Will forward any received correspondence and/or information to the appropriate editors.

Will provide information to the staff about journalism scholarships and other financial aid, and make available information and contacts concerning journalism as a career.

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.

The adviser will not act as a censor or determine the content of the paper. 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. School officials shall not fire or otherwise discipline advisers for content in student media that is determined and published by the student staff

#### IV. THE BUILDING ADMINISTRATION

The Englewood High School administration will provide the students of EHS with a qualified journalism instructor to serve as a professional role model, adequate classroom equipment, and space for a sound journalism program.

EHS administration will offer equal opportunity to minority and/or marginalized students to participate in journalism programs.

EHS administration is not required to view and approve publication content before publishing.

#### V. CONTENT OF EHS 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 EHS Media is to

Inform, interpret, and entertain their viewers through accurate and factual reports, where information has been thoroughly gathered and information has been completely verified;

Serve as an educational laboratory experience for those on staff;

Be accurate, fair, and impartial in its coverage of issues that affect the school community;

EHS Media will not avoid publishing a story solely on the basis of possible dissent or controversy;

Cover the total school population as effectively and accurately as possible;

The staff of EHS 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, credibility and advertising.

#### B. REGARDING PROFANITY

The media will not print unnecessary profanity.

The editorial board will make the decision on whether content is considered profane or whether it is a cultural or non-vulgar slang term.

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.

Any edited quote will be read back to the source prior to publishing and sources will have a chance to make changes.

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

All writing in the media, other than letters to the editor in the newsmagazine, will be written by students of the journalism program and will not be accepted otherwise.

EHS students outside of the media staff will have the opportunity to submit writing to the media.

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 the adviser for verification.

Any material submitted from an outside source can be edited by the editorial board and must comply with this policy.

Writing must be the original work of the writer and not previously published in any publication. Plagiarism is unacceptable under any circumstances and will be grounds for class failure and removal from the staff. (see "Staff Dismissal")

If a journalist is using a primary source or resource word-for-word as part of, or a sidebar to an original story, proper attribution must be placed visibly on or near the content.

#### D. REGARDING EDITORIALS

All editorials printed will be bylined as: "on behalf of Editorial Staff".

Editorial ideas may be submitted to the editorial board by all members of the appropriate staff.

All printed editorial subject matter will be determined by the editorial board.

The media will not publish any material for which there is evidence that the author is using the paper for inappropriate personal gain.

The media will endeavor to provide a chance for comment on all sides of a critical issue in the same edition.

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

All coverage of controversial issues will occur upon a timely subject.

All sides of the issue will be presented and reviewed so as to refrain from any bias, with exception of opinions.

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.

The media will not publish material that is obscene, libelous, or unwarranted invasion of privacy.

The media will not attack

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:

- Why is it a concern?
- What is its journalistic purpose?
- Is the information accurate and complete?
- Are any important POV omitted?
- How would we feel if the story was about ourselves or someone we know?
- What are the consequences of the publication?
- Is there a logical explanation to anyone who challenges the issue?
- Is it worth risking our credibility?
- What are the alternatives?

#### F. REGARDING BYLINES

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 name of the EHS Media student journalist who created it.

All bylined writers will be held accountable for their work.

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

The media will specialize in and emphasize on informing their readers of school news and unique students of the Englewood High School community.

The media will cover community, state, national, and international news if it is directly relevant to the school community, and includes a local angle.

The media will strive to provide coverage to all school organizations and functions.

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.

Major district issues and news will be priority over school news (these major issues will be decided by the editorial board).

#### H. REGARDING DEATHS

Any current student, staff member, faculty member or building administrator that dies during the year will be recognized in the school media (with cooperation from the family).

The media will publish factual information (date of birth, date of death, survivors, organizations, hobbies, interests) in a 300-word obituary including one photo (if possible) in the Pirateer print issue and [www.thepirateer.com](http://www.thepirateer.com).

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.

The school media will treat all deaths in a tasteful, respectful way.

An issue, or portion of an issue, should not be dedicated to or in memory of the deceased.

Any current student, staff member, faculty member, or building administrator that dies during the year will be recognized in the school yearbook.

The school yearbook will publish factual information (date of birth, date of death, survivors, organizations, hobbies and interests) and one 1" x 2" mug shot (if possible) in a 1/8 page space.

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

All cutlines will record the who and other necessary information in the photo.

All photographs must be captioned and bylined, with the exception of mugs and cutouts.

Bylines are required on all online photos and galleries.

Any photographs that contain any inappropriate attire or actions, as outlined in the Englewood High School Student Handbook, will not be used and must be reshot.

Artwork represents the interpretations of the artist, not necessarily of the staff or EHS.

The publications will not publish any photos, illustrations etc. that ridicule, demean, or misleadingly represent any individual or group.

Electronic manipulations changing the essential truth of the photo or illustration will be clearly labeled if used.

Any visual elements used that are not the original work of a staff member must be used with written permission from the copyright owner and given proper attribution when published.

If PirateTV uses any music or graphics, the publication will be written permission and cite proper attribution in the broadcast (as a lower third graphic). This includes materials used under the Creative Commons licenses.

#### K. REGARDING ERRORS

Concerns about errors in the school media may be submitted through the adviser, the phone number to the publication room is 303-806-2266, email is [karla\\_shotts@engschools.net](mailto:karla_shotts@engschools.net).

The editorial board retains the right to determine whether, in fact, an error has been made.

Known and or found errors that are brought to the attention of EHS Media will be addressed. 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 time and manner of a correction.

If changes are made to a story (online or broadcast) once a story has been posted, the change will be noted along with the date and time the change was made. Changes and corrections to social media posts will be corrected as soon as the error is identified. The word "UPDATED" or "CORRECTED" will be placed at the top of the new social media post.

#### L. REGARDING ADVERTISING

The publications will not accept advertising for products that are illegal for minors to purchase and/or use.

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.

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, size.

The publications will not accept personal or classified advertising.

All ads need to be approved by the editorial board.

The publications will cease to publish advertising of any advertiser that does not meet payment obligations specified in school contract.

If a published advertisement is incorrect in substantive content, a reduced price or corrected run will be negotiated.

Web ads appear in a specific section of the website and randomly rotate through the area each time the page is refreshed.

Advertising that appears in the media is not necessarily endorsed by the media or its staff members, editorial board or adviser.

All ads are billed after each print issue unless alternative arrangements are made with the adviser.

Potential advertisers can obtain copies of the EHS Media advertising packet and contract for each media within EHS Media, by writing to [karla\\_shotts@engschools.net](mailto:karla_shotts@engschools.net)

#### M: REGARDING DISTRIBUTION AND CIRCULATION

The paper will begin at no less than 16 pages in magazine 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.

Weekly updates will be made to the website throughout the week during the school year. While less frequent, updates will be made to the site during breaks.

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 4-6 weeks, unless specified otherwise by the adviser and editorial board.

Current copies of the school newspaper will also be displayed in the library, main office, guidance office and in room 2119.

Advertising revenues and fundraising are to be used to pay for the school media printing costs, supplies and other media expenses.

All budget surpluses are to be used for future production of the school media.

The paper will be distributed during first hour on day of publication

The school newspaper will accept subscriptions for the price of \$15 for the entire year.

Total press run each issue is approximately 300 unless specified otherwise by adviser or editorial board.

Exchange publications are received and displayed in the journalism classroom (2119).

Exchange publications are mailed to other media rooms across the US.

The school yearbook will come out during a distribution event at the end of the current school year. (usually the second Friday in May) unless specified otherwise by the adviser and editorial board.

The school yearbook (Pirate Log) will be sold for a posted amount from the first day of school until the last day of school. Parent ads in the Pirate Log will be sold from the first day of school until December 1 (or the time appointed by the adviser as to not miss the publication date.

Total press run each issue of the yearbook is approximately 200.

#### N: INDIVIDUAL PORTRAIT POLICY

Senior portraits must be submitted to the yearbook staff.

All senior portraits must arrive to the yearbook staff by the posted date given to the yearbook staff by the senior portrait photographer.

Any senior who fails to get their yearbook portrait submitted in time will have their student ID picture in the yearbook senior section.

Portraits provided by the school photographer will be used for students in grades 9-12 and for the faculty members. Because of plant deadlines and the possibility of students missing portrait day, the yearbook staff is not responsible for unavailable portraits of students.

The section/grade placement of student portraits will be determined by the student's first semester status.

Grade designations will only be changed with written permission by a student, student's parent, and a member of the administration.

Photo omissions will only occur for students or faculty with written permission by the student and a member of the administration.

Editorial board reserves the right to review or omit questionable or inappropriate portraits.

Names in the mug section will appear as supplied by the student during portrait day unless otherwise requested.

Portraits will consist of one individual only. No other persons or props are permitted.

#### O: GROUP PORTRAIT POLICY

Any groups with school sponsors are eligible to take a group photo for the yearbook.

Yearbook will cover school sponsored, board approved, and established clubs/sports. All other sports or clubs will be reviewed by the editorial board.

Editorial board reserves the right to review or omit questionable or inappropriate portraits.

Portraits will consist of group members and sponsors only. Props are not permitted without prior approval.

Face painting in group portraits is not permitted.

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

Letters to the editor will be printed in the opinion section of the newspaper or on the website.

Guidelines to write letters to the editor will be printed every issue in the opinion section of the paper and available online at [thepirateer.com](http://thepirateer.com).

Letters to the editor may be submitted to Ms. Shotts at [karla\\_shotts@engschools.net](mailto:karla_shotts@engschools.net)

Letters to the editor should not exceed 300 words, must be signed and must include the writer's address and phone number for verification.

Letters to the editor will be verified by a member of the editorial board to determine the authenticity of the writer.

No material will be printed where content is obscene, invasive of others' privacy, encouraging physical disruption of school activities, and/or implies libel.

The EHS 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.

The Pirateer will only publish one letter, per author, per issue.

All letters to the editor become the property of the school newspaper upon receipt and will not be returned to the author.

Online comments will require a name and email address submitted that are verifiable.

Online comments will automatically post.

Alerts will be sent to staff editors each time a comment is posted to the site.

Online comments that are found in violation of the editorial policy will be removed as quickly as possible.

Personal attacks are not allowed.

#### Q: REGARDING REVIEWS

The reviewer must have experience in the area in which they are reviewing.

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.

All reviews will be to evaluate and inform, not to promote.

Evaluative criteria used will be determined by the editorial board depending on whether the event or item being reviewed is professional or amateur in nature.

Review ideas may be submitted to the editorial board by all members of the EHS media.

All reviews must first be reviewed by the opinions editor prior to publishing.

All reviews need to be reviewed and printed in a current and timely manner.

#### R: SOCIAL MEDIA

Operating as: Facebook (EnglewoodHighSchool), Twitter (@TECPirates), Instagram (ehs\_pirates\_media)

Social media platforms (listed above) will be used to promote the EHS Media, to promote published content and to engage the EHS community.

The Editorial Board reserves the right to remove posts that violate any provisions hitherto outlined by this policy.

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.

The official social media accounts should avoid biased promotion of events and remain objective, reporting what is fact. Content posted by specific clubs' accounts promoting events may be shared by the EHS Media accounts on a fair basis.

Information gained through social media channels should be verified through multiple channels or by confirming a source's validity before passing it along on a social media account. In breaking news situations, extreme caution will be exercised and speculation will never be published. Staff members posting from these accounts should make every effort to have a school administrator as a source in a situation where a breaking news event pertains directly to the school.

Audience engagement through social media should be done in a professional manner.

Mistakes made on social media posts should be corrected as soon as possible and any deleted posts should be acknowledged in subsequent postings. In the event that a personal post is inadvertently posted from a Media account, it will be immediately deleted. It will be acknowledged if deemed necessary by the Editorial Board.

Social media posts used for publication elsewhere must be verified to be a valid user. Permission must be granted from the author of the social media post before publication in the EHS Media.

Staff members using applications to post updates to social media accounts should have separate applications for their personal account and for the school media accounts. This will limit the chance of a post being sent from the wrong account.

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

The goal of media marketing is to promote and expand the media viewing audience.

The publicity team will work with all aspects of the media.

Contests are run by members of the Pirater staff and regulated by the school's marketing team and EICs.

Every contest must have its own set of rules which will be posted in a place visible to the student body and contest participants.

All contest rules will be posted online.

All contest rules are to be tailored and agreed upon by the editorial board before the start of contest.

Members of media staff will not be allowed to enter or win contests put on by the publicity team.

#### T: PRIOR REVIEW POLICY

Sources will be able to have quotes read back at the time of interview or at reporter's initiative.

Sources will not be able to arbitrarily demand to read the reporters completed story and then perform editing tasks on that story.

The media reporters will endeavor to include the name and identity of all sources if the reporter believes that doing so will not result in endangerment, harassment or any other form of undue physical, mental, emotional anguish for the source.

The media reporters will not, within all boundaries of law, reveal a source who asks to remain nameless.

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.

The media will not be reviewed by anyone outside of the editorial board aside from the adviser prior to its release to the public, the adviser is allowed to review the publication, but not required to, for the sole purpose of acting as legal consultant and educator in terms of unprotected speech; the adviser reading content is not considered prior review unless he/she makes changes or directs changes.

#### U: STUDENT & STAFF PUBLICATION POLICY

All students and staff of Englewood High School are eligible for publication in the EHS student media.

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.'

All efforts will be made to keep students and staff who have 'opted out' of coverage from publication in the EHS Media

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

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

Editor in chief(s) and other editor level positions are chosen by the faculty adviser, with input from the previous year's editorial board.

New and returning staff are judged by application, previous work, potential and prerequisite class work.

Applicants are not turned down because of age, race, sex, religion, mental or physical handicap that do not impair editorial responsibilities.

Staff applications are due in January of each year prior to registration.

The staff and editors are selected prior to registration each January. The adviser reserves the right to make changes to the list as he/she deems necessary after the registration deadline.

Editor titles and positions are not named until after all media have finalized publication for the previous year.

## B. REGARDING STAFF DISMISSAL

All individuals involved with EHS 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:

Continuously missed deadlines (dismissal procedures will take place by choice of adviser and EICs)

Plagiarism

Quote falsification

Vandalism or theft of publication equipment

Continuous negative or pessimistic attitude toward staff member or adviser

Submitting an advanced page design, story, photo or other publishable item to anyone outside the media staff without approval by the editorial board

Two suspensions in one academic year

Failing to fulfill job as outlined in job description

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).

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 the end of semester.

Warnings will be written and signed by the adviser and editor-in-chief, as well as staff member in question.

An editor will be stripped of his/her title if suspended.

Each member of the editorial board and adviser will attend a meeting with potentially dismissed student to discuss the issue, and the adviser will make the final decision.

The academic nature of the school newspaper class allows removal of editors or staff members when school and or established media policy is violated.

The above list infractions could all result in dismissal however, staff dismissals are not limited to the listed infractions.

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).

Dismissal procedures are reviewed and approved by the editorial board

The dismissed staff member may appeal their dismissal in writing to the editorial board within three school days following dismissal

All dismissal appeals will be directed to the editorial board, and possibly to the building principal as final arbiter

## VII. QUERIES

Questions or complaints concerning material published in the media should be made in writing to the editor in chief(s) who will present the concern at the next scheduled editorial board meeting.

Complaints and suggestions may be emailed to [karla\\_shotts@engschools.net](mailto:karla_shotts@engschools.net)

Resolutions will be made within limits of deadlines.

## VIII. PROFESSIONAL AFFILIATION

The EHS media should be a member of state, national, and/or international organizations.

The EHS media will work to be in contact with professional media such as the Englewood Herald, the Denver Post, local TV stations as well as other individuals and companies in the communications field ranging from public relations and advertising to promotions and copy writing.

- 1) Colorado Student Media Association
- 2) JEA-Journalism Education Association
- 3) NSPA-National Student Press Association



Articles and Sections from the : (July 2019)

CONSTITUTION AND BY-LAWS OF COLORADO HIGH SCHOOL ACTIVITIES ASSOCIATION that relate to Englewood High School Journalism Activities

**CHSAA Media Contacts:**

Bert Borgmann, Assistant Commissioner

[bborgmann@chsaa.org](mailto:bborgmann@chsaa.org)

Laikyn Cooper, Executive Administrative Assistant

[lcooper@chsaa.org](mailto:lcooper@chsaa.org)

For Media Information: [CHSAANow.com](http://CHSAANow.com)

**CHSAA Media Handbook:**

[http://www2.chsaa.org/media/pdf/Media\\_Outlet\\_Handbook\\_19\\_20.pdf](http://www2.chsaa.org/media/pdf/Media_Outlet_Handbook_19_20.pdf)

**Credential Request form:**

<https://chsaanow.com/credential/>

**HIGH SCHOOL PRESS PASSES:**

Press passes can be secured for high school journalists when their school has a team competing in a State Athletic Contest.

Englewood High School (typically) is allowed two (2) CHSAA press passes for out of district activities.

**PHOTOGRAPHER/SIDELINE MEDIA RESTRICTION RECOMMENDATIONS**  
(Recommendations from CHSAA Media Department and Sports Medicine Committee)

**BASEBALL, SOFTBALL**

In accordance with National Federation Rules, photographers may shoot on the field ONLY from designated areas. These areas must be marked as dead ball areas on the field. If no designation has been made, photographers will not be allowed on the field. Foul balls are the greatest danger here and learning to anticipate those is important.

**BASKETBALL**

Photos may be shot from the ends of the court (if room is available). Photographers should be a minimum of 10 feet off the playing court to allow both officials and players enough room to maneuver. No photographing of play may occur between the free throw lines extended or sidelines.

**CROSS COUNTRY**

Photos may be taken at any point during the race. However, when shooting the start, the photographers must give the field a minimum of 50 yards (100 yards is recommended) to give time to shoot the start and move to the side. Additionally, photographers may shoot the finish from either side, but may **NOT** be in the finish chute with the runners.

**FOOTBALL, SOCCER, LACROSSE, FIELD HOCKEY**

Photographers may shoot from any point on the sidelines, with the exception of the team boxes, (approximately 40-yard line to 40-yard line). Photographers must remain a minimum of 2 yards off the sideline to accommodate the game.

**GOLF**

Photographers should observe the etiquette of golf and observe quiet during all shots. Shooting photos from the side is allowed and photographers may shoot putting if they remain off the green. Be sensitive to the sounds and distraction motor drives on cameras can create and do not use if they distract the golfer.

**GYMNASTICS**

Always give the competitors a minimum of 10 feet from each apparatus and mat. Judges sight lines may not be broached.

**ICE HOCKEY**

Photographers may not shoot on the ice. When shooting from the seating area, please take care not to interfere with sight lines of others.

**SKIING**

Photographers may shoot at any point on the side of the course, including the start and finish. Photographers must remain off the course at all times.

**SPIRIT**

Photographers must remain 10 feet off the competitors' mat and may not shoot between the mat and judges, reserving uncluttered sight lines.

**SWIMMING AND DIVING**

Photographers may shoot from the corners of the bulkhead. They must be careful to provide officials with access to walk both sides of the pool. Photographers may only shoot from the awards stand or behind the officials' lines.

**TENNIS**

Photographers may shoot on the court at either side of the net. They may not move from that position until the players change sides. Shooting areas also include the corners of the court. Photographers at the net must not be standing.

**TRACK & FIELD**

Photographers may shoot all events, giving consideration to the safety of both participants and photographers. In the sprints and hurdles, photographers may shoot the finish head on as long as they provide a minimum of 50 meters cushion. For the field events, at no time will photographers be allowed on the shot or discus fields. Photographers should give a reasonable cushion to all competitors.

#### **VOLLEYBALL**

Photographers may shoot on the court, but must allow a 10-foot cushion off the playing court. Photographers must remain behind officials if shooting at the net.

#### **WRESTLING**

A minimum of 4 feet must be given from the mat. Photographers may not shoot from the team corners or interfere with any sight lines. Photographers should be seated or kneeling

## **AWARDS AND CONTESTS FOR STUDENTS**

All Journalism activities and contests sponsored by the CSMA, JEA, & NSPA

### **A. HIGH SCHOOL PRESS JOURNALISM DAY Date: EACH OCTOBER**

JOURNALISM (J-DAY) DAY is held each October at Colorado State University in Fort Collins.

Activities include:

1. Sessions for students and advisers
2. All-State Journalist staff meeting
3. Announcement of the winners in the 2017-18 Annual Publications Contests for Newspapers, Yearbooks, Newswriting and Journalistic Photography
4. Writing Contests in News Writing, Journalistic Photography, Feature Writing, and Yearbook

Design.

Registration deadline – October 1<sup>st</sup> of each year

### **B. ANNUAL PUBLICATIONS CONTESTS**

Newspaper Contest Deadline – ~April 15

Yearbook Contest Deadline – ~April 15

News Writing Contest Deadline – ~April 15

Journalistic Photography Contest Deadline – ~April 15

The results from the above contests will be announced during J-Day.

### **NEWSPAPER AND ONLINE NEWSPAPER CONTEST**

- A. SCOPE OF CONTEST:** This contest is limited to school newspapers and news magazines.
- B. SCORING AND RATINGS:** Awards will be based on the following scoring and ratings:  
Superior   Excellent   Honorable Mention
- C.** The following are types of newspapers accepted for the Newspaper Contest. Newspapers in this category are judged on such criteria as: News and feature coverage, editorials, sports, photography, in depth reporting, column writing, headlines, page design and layout, and advertising, if applicable.
  1. **OFFSET NEWSPAPERS:** Papers that are reproduced on an offset printing press but are not a page in the community newspaper.
  2. **ALL SELF-PUBLISHED NEWSPAPERS:** Papers that are reproduced on in-house copiers (i.e. photocopy machines, risographs, etc.).
  3. **PAGE IN THE LOCAL NEWSPAPER:** Papers

that are a page or two published in the community newspaper. 4. ONLINE NEWSPAPER: Papers that are published only online will be entered into this category. The judges will review the newspaper site during the judging period.

- D. Judges for the Newspaper Contest will be selected by the CSMA based on professional expertise in the field of newspaper.
- E. "NEWSPAPER BALLOT" Newspaper entries will be evaluated using the "Newspaper Ballot" which is available on the CSMA "Journalism" website.
- F. SUBMITTING SCHOOL NEWSPAPERS A newspaper entry must consist of four successive issues from the school year.
- G. CSMA guidelines for contests are outlined on the website <https://colostudentmedia.com/>

### **Graduation Honors and Cords:**

Quill and Scroll-Member since 11/17/1947

Quill and Scroll International Honorary Society for High School Journalists was organized April 10, 1926, at the University of Iowa by renowned pollster George H. Gallup and a group of high school advisers for the purpose of encouraging and recognizing individual student achievement in journalism and scholastic publication.

Since its founding, school charters have been granted to more than 11,300 high schools in all 50 states, the District of Columbia and 29 foreign countries. Media advisers in chartered schools are eligible to recommend outstanding high school journalism students for membership in Quill and Scroll International Honorary Society.

Members of Quill and Scroll Honor Society must be chosen from students enrolled in the high school who, at the time of their recommendation, meet the following requirements:

1. *They must be of sophomore, junior or senior classification.*
2. *They must have the equivalent of a B grade average, or be in the upper third of their class in general scholastic standing, either for the year of their election or for the cumulative total of all high school work.*
3. *They must have done superior work in some phase of journalism or school media work. They may be staffers of a magazine, newspaper, yearbook, news organization, online site or radio/television station at the school, or one conducted by an external organization.*
4. *They must be recommended by the supervisor or by the committee governing the media.*
5. *They must be approved by the Quill and Scroll Executive Director.*
6. *Induction Ceremony scripts: Candle Lighting Induction, Non-Candle Induction or listen to our podcast recording of the Induction Ceremony [here](#).*



## EHS Media Takedown requests

EHS Media follows state and national guidelines in reference to requests as follows:

### 1. **What's the reason for the demand?**

- Is it based on a claim the content in question was factually inaccurate and damaging to someone's reputation (in other words, libelous)?
- Or is it based on the fact the content in question is embarrassing to someone and reveals information they would rather not have exposed (an invasion of privacy)?
- Or perhaps the claim is the material infringes on someone else's copyright?
- Maybe the complaint is the person making the demand just doesn't like the content – it's offensive to them or conflicts with their perspective.

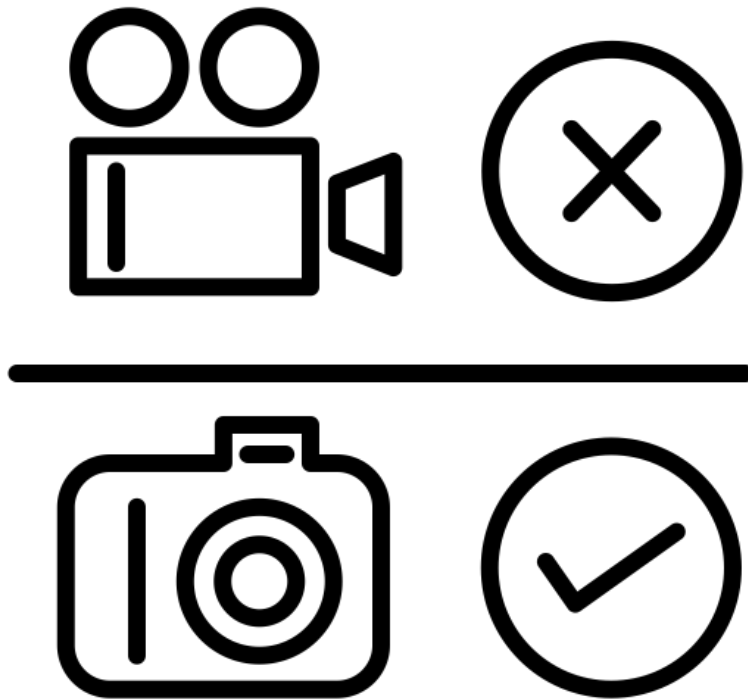
2. **"You've infringed my copyright,"** is a demand EHS Media takes seriously. Did the student news medium obtain permission to use the content before publication? Or is the use of the content what the law refers to as a "fair use?" (Generally, using a small part of a copyrighted work for news or commentary about the copyright owner of that work will be considered a fair use. For example, using an image from an album cover to illustrate a review of that album will always be considered a fair use.)
3. **"My privacy has been invaded."** Even if the content has been up for years, you may believe the fact you'll face consequences from it now (being asked about it by prospective employers, for example) is justification for demanding its removal from your website. The good news, legally, is if the content was not an unwarranted invasion of privacy at the time it was published, it can't be one subsequently.
4. **Concerns about damage to reputation** are one of the frequent justifications raised by those who demand content be taken down. Using the example above, a student

arrested and charged with the crime of vandalizing school property may raise the fact he was subsequently found not guilty of the crime or perhaps even the charges were dropped.

**Summary: EHS Media** will only respond to takedown demands when there is a solid journalistic or legal reason for doing so.

Source: <https://jeasprc.org/legal-considerations-for-responding-to-takedown-demands/>

# EHS Media Procedures



Created by Creative Mania  
from Noun Project

# EHS PRESS – CODE OF CONDUCT

## POLICIES & PROCEDURES

- Refer to Englewood High School's student handbook concerning policies on late work, attendance, tardies, exemptions, and academic dishonesty
- Remember Ms. Shotts has rules to follow too and will enforce all EHS discipline policies

## IN THE CLASSROOM

- **Professionalism:** Act in a professional manner at all times... you are representing yourself, our school, and me.
  - Do not curse, slander, provoke, or use any other language that is not becoming of a professional. Keep open communication with the adviser, editors, and other staff members. Respect, maintain, and be safe with: each other, yourself, materials, and equipment. Stay on task and work during the time provided. Be an active listener. Interviews are to be held in person unless otherwise okayed by the adviser. Use the truth always. Do not cause drama. Do not misspell names!!!!!! Check every single name every single time. Check the No-photo list.
- **Classroom Computers:** Classroom computers are for journalism use only; do not alter the computers' settings. Do not play games or stream music at any time on the computers. Students should use proper login to gain access to computers in the lab and should log out after each use. Please keep your passwords private. Keep all food and drinks away from computers.
- **Be neat and tidy:** Always check out equipment and report its condition to the adviser/equipment manager. Keep all journalism materials in the classroom and in order. Constantly clean and maintain the journalism room.
  - Push in your chair @ the end of class.
  - NO FOOD near computers! Just. Use. The. Tables.
  - The tables are not for sitting on. They break. A lot.
  - Please use the TRASH bins!
  - Do not draw on the whiteboards unless you have permission from Ms. Shotts
- **Personal Technology:** Use your music player and earbuds only when appropriate. Phones should be in your pocket, purse, or backpack during instructional time and meetings. Phones should NOT be out during instructional time, staff meetings, presentations, and other important times when you should be paying attention
- **Lunch Bunch:** *If you have the same lunch period as Ms. Shotts*, you are welcome to eat in the journalism room.

## LEAVING THE ROOM

- Pick up and sign out ONE Press Pass before the event you are about to cover. Press Pass must be worn in plain sight at any time the student is out of the classroom. Replacements are \$1.
- Repeat: **Sign out** when you go and **sign in** when you return.
- Remember you should be working and NOT disrupting classes, visiting with friends, or cafeteria.
- If it is necessary for you to leave the room to take a photo that's what you should be doing — working. It's not break/snack time.
- You are expected to have your Staff Press Pass with you during each class. If you do not have it you will not be allowed to leave the room.
- Journalism Press Passes allow you to leave the room after you have checked with Ms. Shotts and guarantees you safe passage in the halls while on Newspaper business. This badge DOES NOT guarantee you entry into other classes. That permission can only come from the classroom teacher.
- Journalism Press Passes allow you free entry into most school events. You must sign up for the event ahead of time, as most events require notification from Ms. Shotts for entry.
  - For games at Pirate Stadium, you must also obtain a CHSAA pass and display it along with your EHS Press Pass while shooting on the field.
- This Press Pass is a privilege, not a right. Misuse of this privilege will result in loss of privilege and disciplinary action, including the possibility of being removed from staff.

- I have a one-strike policy on this. If you break the rule, the privilege will be taken away, and you may be removed from the staff.

## OUTSIDE THE CLASSROOM

- **Professionalism:** Act in a professional manner at all times... you are representing yourself, our school, and me. Do not curse, slander, provoke, or use any other language that is not becoming of a professional. Do not cause drama. Do not interrupt another teacher for non-journalism business. Do not interrupt a teacher's class period more than once in a class period! Dress professionally when representing journalism – wear toed-shoes, and ladies, do not wear a skirt and attempt to take pictures at an event. Give up personal time to work on our publications...you may be asked to work after school, on weekends and even holidays. Do not post journalism photos on social media or blog sites without the instructor's approval; all use of journalism work on social media should be planned by the staff and/or adviser. Know the proper way to enter another teacher's classroom:
  - Introduce yourself
  - Ask if it's a good time to interview (a particular student)?"
  - Be speedy
  - Thank the teacher and the student
- **Preparedness:** Always carry your camera. Always carry your journalism folder or a small notebook: use it for quotes and coverage notetaking
- **Covering sporting events:** Covering a game/match means: arriving before it starts, staying the entire game, separate from the student section/other fans/your boyfriend or girlfriend, not participating in student cheering, and staying after it ends to get after-game shots and interviews. You must have a proper press badge, as well as your student ID and your journalism badge – NO EXCEPTIONS EVER. You also must adhere to the guidelines set forth by the coaches and stadium officials. Do NOT embarrass the journalism program by acting inappropriately while covering an event. You will not like the outcome.

# JOB DESCRIPTIONS

ALL STAFF	ALL EDITORS
<ul style="list-style-type: none"> <li>• Works on assigned stories, layouts, and spreads</li> <li>• Makes sure the proper design elements are used and that any adjustments to the template are approved by the editors</li> <li>• Interviews, secures quotes and establishes the background for the story or photo caption</li> <li>• Notes number of photos needed and how many are vertical or horizontal</li> <li>• Communicates photographic needs to the event photographer</li> <li>• Helps brainstorm coverage ideas</li> <li>• Responsible for taking his/her own photo assignment</li> <li>• Writes complete captions. On dominant and action/reaction/emotion photos, secures a quote to go with the caption</li> <li>• Works on special coverage; if the spread requires head-and-shoulder shots and a quote collection, that should begin immediately</li> </ul>	<p>Uphold all Staff Responsibilities in addition to:</p> <ul style="list-style-type: none"> <li>• Manage the publication's content and quality</li> <li>• Manages a staff of peers</li> <li>• Plan staff parties and outings, special holiday activities and birthday celebrations</li> <li>• Actively involved in creating the sales campaign</li> <li>• Develop coverage with staff members</li> <li>• Assign pages</li> </ul>

YEARBOOK EDITORS	NEWS MAGAZINE/PIRATE TV ROLES
<p><b>Editor-in-Chief (EIC)</b></p> <ul style="list-style-type: none"> <li>• Designs or oversees the cover and endsheet design and all theme-related content</li> <li>• Writes the colophon and Letter from the editor</li> <li>• Conducts staff meetings to review deadlines, as well as upcoming photo and copy coverage</li> <li>• Compiles the ladder diagram with the Adviser and approves any changes to the ladder</li> <li>• Checks and prepares all spreads for submission to the publisher</li> <li>• Establishes all deadlines, including staff rough and final deadlines</li> <li>• Edits and approves section spreads with Advisor</li> </ul>	<p><b>Editor-in-Chief (EIC)</b></p> <ul style="list-style-type: none"> <li>• Designs and oversees the cover design, font and color choices and ensures adequate implementation in each issue</li> <li>• Conducts staff meetings to review deadlines, as well as upcoming coverage</li> <li>• Compiles the ladder diagram with the Adviser and approves any changes to the ladder</li> <li>• Checks and prepares all spreads for submission to printer</li> <li>• Establishes all deadlines, including staff rough and final deadlines</li> <li>• Edits and approves all content prior to publication</li> <li>• Ensures all advertising is placed in each issue</li> </ul>
<p><b>Design Editor</b></p> <ul style="list-style-type: none"> <li>• Creates all layouts in the book (with input from other editors)</li> <li>• Approves all changes in design to ensure they are in line with the theme</li> <li>• Helps to train new staff about design standards</li> <li>• Maintains design stylesheet</li> <li>• Checks and prepares all spreads for submission to the publisher</li> </ul>	<p><b>Advertising Editor</b></p> <ul style="list-style-type: none"> <li>• Manages advertising sales for all print and online editions</li> <li>• Plans ad space with EIC and Adviser</li> <li>• Coaches and trains staff for ad design with Adviser</li> <li>• Communicates with purchasers for approval prior to publication</li> <li>• Sends ad proofs to purchasers</li> <li>• Follows up with purchaser with handwritten thank you note and supplies print copy</li> </ul>
<p><b>Copy Editor</b></p> <ul style="list-style-type: none"> <li>• Edits all stories, captions, and secondary coverage in the book</li> <li>• Helps to train new staff about journalistic writing (interviewing, captions, quote format, etc.)</li> <li>• Checks and prepares all copy prior to submission to adviser &amp; publisher</li> <li>• Maintains staff stylesheet</li> </ul>	<p><b>Copy Editor</b></p> <ul style="list-style-type: none"> <li>• Edits all stories, captions, and sidebars in the paper</li> <li>• Helps to train new staff about journalistic writing (interviewing, captions, quote format, etc.)</li> <li>• Checks and prepares all copy prior to submission to adviser &amp; publisher</li> <li>• Maintains staff stylesheet</li> </ul>
<p><b>Photography Editor</b></p> <ul style="list-style-type: none"> <li>• Approves all photography in the book</li> <li>• Helps to train new staff about photography</li> <li>• Coordinates photo assignments with staff</li> <li>• Checks and prepares all spreads for submission to the publisher</li> </ul>	<p><b>DIRECTORS/PRODUCERS</b></p> <ul style="list-style-type: none"> <li>• SPORTS - Build relationships with coaches to gather content and ensure adequate coverage, maintain schedules/scores</li> <li>• ONLINE - Manage online content publishing, maintain publishing calendar, coach staff on the website</li> <li>• ORGANIZATIONS - Build relationships with sponsors and student leadership to gather content and ensure adequate coverage, maintain the event calendar</li> <li>• SOCIAL MEDIA - Ensure social coverage of all stories, general school news, interact with the community</li> <li>• PIRATETV PRODUCER - Organize stories collected by PirateTV staff into newscast format (stacking, editing, writing teases)</li> </ul>

# STAFF NORMS

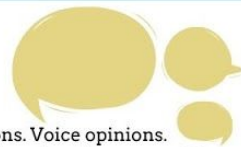
## 1. DO ALL THE THINGS

Everyone is a staffer first.  
Be comfortable grabbing a camera, conducting an interview, writing copy, fine tuning a spread design and being an ambassador for the Highlander yearbook staff.



## 2. COMMUNICATION

Know you have a voice. Use it. Ask questions. Voice opinions.  
Be proactive to troubleshoot concerns before they become problems.  
Keep up to date on GroupMe, Google Classroom.  
Clear is kind. Have courage to hear the truth with feedback.



## 3. ACCOUNTABILITY

This is a learning lab. Grow with the experience.  
Model expectations.  
Own those deadlines.  
Know the staff manual.



## 4. STEP UP

Take initiative.  
Be confident.  
Don't complain. Voice concerns. Offer new solutions.  
Be a journalist. Tell the story of Highland Park HS.



## 5. WORK HARD, PLAY HARD

Being a journalist for the Highlander yearbook is tough and takes a lot of energy. Be proud.  
Celebrate your hard work.  
Laugh. Play. Love.



Editor-in-Chiefs: \_\_\_\_\_  
Managing Editors: \_\_\_\_\_  
Junior Editors: \_\_\_\_\_

# EHS Press Equipment Contract

You will be working with expensive equipment in and out of school.  
Please carefully read the following release and initial each statement.

\_\_\_\_\_ I understand that part of this journalism class involves the use of equipment including cameras, lenses, camera bags, batteries, scanners, computers, microphones, and other equipment.

\_\_\_\_\_ I understand that it is my responsibility to care for any equipment in my possession or that I use and that I am responsible for any damage that occurs due to my negligence.

\_\_\_\_\_ I understand that equipment may be checked out for specific assignments, following department procedures.

\_\_\_\_\_ I understand that all equipment must be returned to the journalism department on the due date or a deduction from grade may be imposed for failure to return the equipment.

\_\_\_\_\_ I understand that I am responsible for any damage to or loss of equipment.

\_\_\_\_\_ I understand that the cost to repair equipment such as a camera is not fixed, rather depends on the damage done. I understand that if I damage or lose equipment, it is my obligation to pay for repairs or replacement of the item.

\_\_\_\_\_ I understand that when I return equipment to the room, I am to return it to its proper home.

\_\_\_\_\_ I understand that department equipment left lying around the room or other areas in the school may result in the loss of checkout privileges, temporarily or permanently which could lower my grade.

\_\_\_\_\_ I understand that failure to return equipment will result in a referral to the assistant principal, along with a bill for the cost of the equipment.

\_\_\_\_\_ I understand that I may use my own DSLR camera at any time rather than borrowing the journalism department's, but the instructor must have a record of all serial numbers, make and model of all equipment in order to avoid confusion of equipment.

## STUDENTS

**My signature below signifies that I have read all statements listed and will abide by such.**

Student Name (Print): \_\_\_\_\_

Student Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## PARENTS

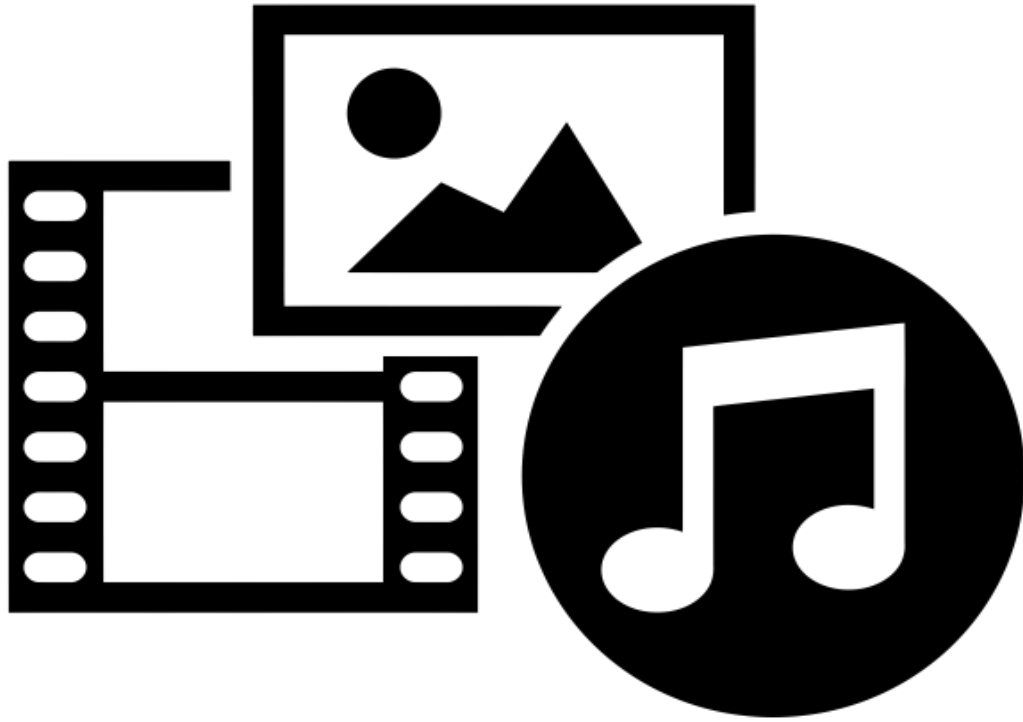
**My signature below signifies that I have read all statements listed and will abide by such.**

Parent or Guardian Name (Print): \_\_\_\_\_

Parent or Guardian Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

# EHS Media Guidelines



Created by misirlou  
from Noun Project

# Basic AP Style Guide for EHS (Pirateer) Press

## Names and Mascots

- All mascots are capitalized
- Capitalize titles: Band President John Smith, Principal
- Do not capitalize classifications: freshman Jordan Herrod
- Next mention adults keep their title – students trim to last name
- All women teachers: Use Ms. For title, unless asked person requests different
- Use the # for grades (with commas) in captions and full spelling in stories: James Moore, 9, said. (however, if a caption is all one grade, use the full spelling)
- Journalism adviser not advisor

## Capitalization

- Capitalizing Titles: Capitalize titles that come before a person's name. Ex: Principal Ryan West, Football Coach John Smith.
- However, do not capitalize titles that come after a name. Ex: Ryan West, principal. John Smith, football coach.
- Name of clubs are capitalized if they are specific: Chess Club, marching band, Student Council, Interact Club, choir
- Last year (2017) the AP changed the rule about capitalizing the internet. It no longer needs to be capitalized.
- Formal names of committees are capitalized: Campus Improvement Committee
- All months and days of the week
- Homecoming if it's a noun, but not as an adjective: homecoming dance
- JV always – varsity never
- Capitalize names of races and nationalities, but put descriptive adjectives in lower case
- If it's specific, capitalize all of it: Seven Lakes High School, Columbia Scholastic Press Association

## Quotes

- "This is the first sentence of a quote," title Firstname Lastname said. "This is the second sentence of the quote."
- Always use said - ONLY SAID
- Always break a long quote after the first full sentence to include attribution (who said it)
- Name said unless there is a long title: said Katie Moreno, adviser for two years.

## Dates

- Spell out names of months if they are used alone
- Abbreviate if they are used with a specific date: Jan., Feb., Aug., Sept., Oct., Nov., Dec.
- Do not abbreviate days of the week
- Dates should not use ordinal numbers (1st, 2nd, 3rd, etc.) when written as month/day. Not: EHS will play Littleton on May 1st. But: EHS will play Littleton on May 1.

## Punctuation Rules

- No comma before and in a series: Yearbook class is stressful, entertaining and fun.
- Hyphens are used for compound modifiers – two or more words that express a single concept – proceeds a noun
- Use a hyphen to link the words unless ending in ly: They are the first--place team. The team is in first place.
- Dash-- Use to denote an abrupt change in thought in a sentence of an emphatic pause: We will have a party next week – if we finish our deadline.
- Do not use ellipsis...
- Use one space after a period
- Don't use exclamation points!
- Use the apostrophe after the s in team names: girls' basketball, boys' soccer

## School Names

- Englewood High School can be EHS, however Englewood is acceptable
- Lady Pirates can be used. (This is tricky as it is a fluid, sport by sport reference)

## Numbers

- Spell out 0--9. Use the digits for 10 or more.
- Use numerals for ages, sums of money, time of day, percentages, house numerals, years, days of month, degrees of temperature, proportions, votes, scores, speeds, time of races, dimensions and serial numbers.
- Spell out numbers, no matter how large, when they begin sentences; rephrase the sentence if long numbers are awkward.
  - Exception: When starting a sentence with a year, do not write it out.
- Avoid subscripts: 1st, 2nd, 5th -- spell them out: first, second, fifth
- Hyphenate fractions – one--fourth
- Avoid unnecessary ciphers. Use \$1, not \$1.00; 1 p.m., not 1:00 p.m.
- 9:30 a.m., 10 p.m. midnight (notice the periods with no spaces)

## Titles

- Use boys and girls not men and women
- Team names must have apostrophe: girls' volleyball, boys' basketball
- Names of books, newspapers, movies, magazines and other publications are in italic
- Course grades are capitalized but not in quotes: Martinez earned an A in English last semester.
- Use international students not foreign students
- Texas and other state names are always spelled out – never use TX or Tx , even in an address
- Use former in place of EX: former football coach not ex-football coach
- Use theater not theatre (unless theatre is used as a building in which a production takes place – in our case refer to theatre as the PAC or Black Box)

## Captions

- For group photo naming use: front row, second row, third row, back row, do not capitalize and go from left to right but don't print left to right
- When using titles with names in a list use the following method: John Smith-treasurer, James McKinnon-president, Macy Bowen-vice president . . .

## Other Items

- pep rally is two words
- winter guard and color guard are two words and should be used in the place of flag girls or flag line
- Spell out percent
- Use periods in lower-case abbreviations: a.m. p.m. m.p.h. r.p.m.
- Do not use periods with capitalized abbreviations: UTA, ATPT, CSPA, KISD
- Who refers to people. That and which refer to inanimate objects or pets without a name.
- Use that for essential clauses without commas: (If you can omit that, omit it.)
- Class periods: use two words fourth period – unless class follows then use a hyphen: first-period class
- Use an apostrophe after team names: boys' basketball, girls' golf

## AP Style Quote Attribution

- "I just don't understand," he sighed.
- She smiled, "You'll want to read this GateHouse Newsroom post about how to properly use quotation marks in AP style stories then."
- The AP Stylebook has a few simple rules for using quotation marks in AP style stories.

Direct quotations surrounding the exact words of a writer or speaker in a story

- He said, "It's like rain on your wedding day, or a fly in your glass of white wine."
- "No," she groaned, "those are not examples of irony."
- Running quotations don't use close-quote marks at the end of a paragraph if it is followed by another full paragraph of quoted text, but do put open-quote marks at the start of any succeeding paragraphs. Use a close-quote mark only at the end of all of the quoted text.
- Also, "if a paragraph does not start with quotation marks but ends with a quotation that is continued in the next paragraph, do not use close-quote marks at the end of the introductory paragraph if the quoted material constitutes a full sentence. Use close-quote marks, however, if the quoted material does not constitute a full sentence."
- He said, "It's like rain, on your wedding day."
- "It's exactly like when you have a free Uber ride but you forget to use the coupon code."

But

- He said it was similar to "a death row pardon that comes a couple minutes late."

"In the same way it's like when someone gives you amazing advice that you just don't take," he mused.

dialogue or conversation Each piece of dialogue gets its own paragraph and its very own set of quotation marks.

"How old are you?"

"I'm 98 years old."

"Are you scared of flying?"

"No, I love travel."

"Oh, never mind then."

When used with other punctuation

- Periods and commas always go within quotation marks.
- Dashes, semicolons, question marks and exclamation points go within quotation marks when they apply to the quoted matter only. They go outside quotation marks when they apply to the whole sentence.

Irony: Put quotation marks around words when they are used ironically

## VISUAL VARIETY ESSENTIALS

- FILL THE FRAME**

Get close. Then get closer. Fill the frame means to get in close, to make your subject a significant portion of the viewfinder and the final photograph. Less is more. Control the background. Minimize distractions. Seek a strong center of visual interest.
- SHOOT SEQUENCES**

Wide, Medium, Tight, Close-up, Details. Shoot high, Shoot low, Shoot 360°. Shoot horizontal and then turn the camera to shoot vertical.
- VISUAL STORYTELLING**

Think like a designer, imagine how the images will be used and how the visual variety translates into storytelling moments.

  - Interactions/relationships
  - Environmental portraits
  - Action/Reactions
  - Dominant-worthy
- FACES & PLACES**

A narrative approach to photography. Balance subjects to the environment when you seek a strong center of visual interest.

  - Faces
  - Places
  - Faces in Places
  - Places with Faces
- RECOGNIZE MOMENTS**

As photographers, we have a great power: We can capture moments in time that are unique, iconic, emotional and powerful. Seek the "decisive moments".

Source: [Poyner Institute of Washington](#)

## CAPTION WRITING ESSENTIALS

- THE FIVE WS + H**

WHO, WHAT, WHEN, WHERE, WHY and HOW are the foundation for all writing. Photographers, make sure you can answer all the questions in detail before you sit down to write your captions. It is an easy way to ensure strong content for your storytelling captions.
- TAKE THE LEAD**

Captions lead in style very. Lead lines are traditionally with headlines to create visual-verbal connections with the image. As a staff, we opt to use more prepositional (prepositional phrase + description) or infinitive (to + verb) leads, but one should always strive for varying sentence structure to avoid repetition and redundancy. Seek strong verb choices.
- ONE TWO STEP**

State the obvious in the first sentence without starting the obvious. Refrain the image. Use active voice to describe who is doing what in the image. Identify subjects with name(s) and title(s). Follow up with specific details and background info in the second sentence to give us the whole story. The second sentence is written in past tense.
- YOU'VE GOT STYLE**

Additional content like direct quotations, statistics, follow-up and results add context and give voice to the subjects. Design photo packaging in a way that places specifics and allows for a variety of captions within the IDENTIFIER (name, title, action), SUMMARY (all WSs and H), EXPANDED (summary + quote).
- GRAMMAR POLICE**

Review AP style guidelines and understand the correct punctuation to use with direct quotations. Proofread. Spell check. Verify names, grades, titles with subjects. Read captions aloud. Edit. Review. Repeat.

Source: [Poyner Institute of Washington](#)

## COMPOSITION ESSENTIALS

- FILL THE FRAME**

Get close. Then get closer. Fill the frame means to get in close, to make your subject a significant portion of the viewfinder and the final photograph. Less is more. Control the background.
- EVERY ANGLE**

Get off your feet. Lie down. Stand on a table. Life does not unfold at just eye level. Avoid the same of, same of. Be creative. Mix it up.
- RECOGNIZE MOMENTS**

As photographers, we have a great power: We can capture moments in time that are unique, iconic, emotional and powerful. Seek the "decisive moment".
- ON THE SPOT**

Report when you take the photos. Take notes. Leave yourself extra room for quick reminders of the moment. Review your images on site. Pick out a few strong ones and seek out the subject before you depart the scene.
- TAKE RISKS**

Experiment. Look for inspiration. Copy it and then take it to a new level and make it your own.

Source: [Poyner Institute of Washington](#)

## HOW TO FIND A STORY ESSENTIALS

- CURIOSITY**

Talk to people. What gets shared? Repeated? What is everyone talking about? Seek the shared universal experiences. Know your audience and what they value. Ask questions.
- HEART**

Listen to your own instincts, trust them. It will help in the writing of the story too. You will be inspired if it interests you. If it doesn't inspire, it will be a chore to write. Report with care and courage.
- WALK THE BEAT**

Know the campus stakeholders, Administrators, Leaders, Directors, Advisors, Captains, Veterans, Rookies. Check in with them. Build rapport. Follow up. Follow through. Share info. Be reliable.
- EVERYONE HAS A STORY**

People like to read about other people. When you're not of ideas, look for someone with an interesting story. Everyone has at least one thing worthy of reporting.
- READ EVERY DAY**

Everything you read gives you ideas. Keep an idea file. Build a file of mentor texts to inspire story topics and examples of strong-well storytelling.

Source: [Poyner Institute of Washington](#)

## INTERVIEW ESSENTIALS

- FIND THE RIGHT SOURCE**

Research. Seek out information on the subject and topic before the interview so you can have a strong foundation. What is the purpose of the story? Find the right person who has first-person experience, knowledge and anecdotes to share that are important to your story.
- BE CURIOUS**

Be patient. Be human. Show empathy. It's a conversation. Use body language to indicate interest, agreement and understanding. Relax. Chances are, your source is as nervous as you are. If you'll relax, he or she likely will too.
- TELL ME MORE**

The best questions are open-ended. Craft your questions to be conversation starters. What is the best/worst thing about...? Give me an example. Describe for me. Please explain why? How? Tell me more.
- LISTEN & ADAPT**

People have silence and rush to fill it. Ask your questions. Let them talk. Make eye contact, smile, nod, but don't speak. You'll be amazed at what can follow. "Silence opens the door to hearing dialogue, rare and valuable in breaking stories." Brady Dennis of The Washington Post said.
- TAKE NOTE**

Record the interview on your device. Takes notes on your reporter notepad. Review your notes before you leave the interview. Transcribe the interview immediately or if it's fresh and you can follow up with the subject.

Source: [Poyner Institute of Washington](#)

## SOCIAL MEDIA ESSENTIALS

- WHAT'S YOUR WHY**

Goals for social media postings.

  - Opportunity to engage with readers everyday?
  - Quick, easy story sharing platform?
  - Enhance staff/public relations?
  - Creative, fun, visual storytelling practice?
  - Marketing & recruitment
- COVERAGE CALENDARS**

Establish a procedure for staff social media posts including capturing images, drafting captions and submitting content. Be consistent and disciplined with postings. Plan social media storytelling in line with story priorities and coverage cycles.
- TAG, YOU'RE IT**

Hashtags, geotags, user tags. Create an index reference of all of them. Link and emoji, too. Use them to build connections between subjects, audiences, reporters and media programs. Cultivate your social media community.
- PRECISION WITH FIVE WS + H**

Answering WHO, WHAT, WHEN, WHERE, WHY and HOW provide an easy way to ensure strong content for the storytelling caption you post. Strong verbs to help visual-verbal connections. Proofread. Spell check. Read it aloud. Review and do it all again. Look for ways to improve the writing, be precise and thoughtful with word choices.
- VISION, VOICE, VIRAL**

Journalists desire to inform, educate and share stories. But don't forget that social media intends to connect us through shared universal experience. Don't forget to have fun and share your personalities and staff experiences. Laugh. Play. Engage.

Source: [Poyner Institute of Washington](#)

## CANON EXPOSURE ESSENTIALS

- WHITE BALANCE**

Your primary light source can create WARM (yellow, orange, red) or COOL (blue, green) tones in your images. Evaluate your light source. Select the ideal COLOR TEMPERATURE from the white balance menu to balance the color cast to be closer to WHITE. Change your white balance when your lighting conditions change.
- ISO**

Setting your ISO to make your camera more or less sensitive to light—meaning if you need to get more light out of a dark scene, shoot with a faster ISO like a 1600-3200. Or if you have plenty of light on a bright day, shoot with a lower ISO like a 100-200. Rule of thumb: always go for the lowest ISO possible because the lower the ISO, the greater the image. However, do know that a fast ISO does allow you to shoot with a faster shutter speed in dark situations.
- APERTURE = DEPTH OF FIELD**

The aperture controls the opening of the lens to let light in. A wide aperture (f/1.8-f/4) allows more light in and gives a shallow depth of field for artistic focus. A narrow aperture (f/8-f/22) allows less light in and provides a deep depth of field for landscape or group shots where you want more of the frame to be in focus. Use the aperture control button (A/Av) and the mode dial to change the camera aperture.
- SHUTTER SPEED**

Shutter speed controls how long the light hits the camera sensor. The longer the shutter stays open, the brighter the image. The shorter the shutter stays open, the darker the image. For example, in fast-light situations, the shutter needs to stay open longer to allow more light in, but the slower shutter speed will result in motion blur. 1/250 would be the sweet spot for stop motion but it could mean a darker image.
- TAKE RISKS**

Remember, first learn to evaluate and respond to the quality and direction of light. Light is essential to photography as perceived understanding the balance between ISO, shutter and aperture, BUT composition is how you tell stories. Go high. Go low. Get off your feet. Get out of the ground. Like Robert Capa said, "If your pictures are not good enough, you're not close enough." Put your body in the right position to capture moments. Be patient. It's a craft that takes practice.

Source: [Poyner Institute of Washington](#)

## PHOTO COVERAGE NORMS

- ARRIVE EARLY STAY LATE**

Get all details of coverage before arriving. Assess lighting to help set your exposure. Look for creative perspective opportunities.
- VISUAL VARIETY**

Wide, Medium, Tight, Close-up, Details. Shoot high, Shoot low, Shoot 360°. Fill the frame. Control the background. Shoot great moments.
- KNOW YOUR LENS**

Use the focal length appropriate to distance. Identify aperture capability of your lens. Understand depth of field. Shoot both shallow and deep depth of field images.
- HANDLE WITH CARE**

Follow check-out & check-in protocol. Lenses up & dust caps to keep camera clean. Camera strap around your neck. Be protective of gear in your possession.
- BE CONFIDENT WITH YOUR CAMERA**

Remember, first learn to evaluate and respond to the quality and direction of light. Light is essential to photography as perceived understanding the balance between ISO, shutter and aperture, BUT composition is how you tell stories. Go high. Go low. Get off your feet. Get out of the ground. Like Robert Capa said, "If your pictures are not good enough, you're not close enough." Put your body in the right position to capture moments. Be patient. It's a craft that takes practice.

Source: [Poyner Institute of Washington](#)

## WRITING ESSENTIALS

- THE FIVE WS + H**

Know 'em, Live 'em, Love 'em. Who, What, When, Where, Why and How are the foundation for all writing. Make sure you can answer all the questions in detail before you sit down to write. It is an easy way to ensure strong content for your story.
- HOOK 'EM**

The lead can make or break a story. Grab your reader. Capture a scene. Describe a moment. Introduce us to a strong subject. Surprise us with a twist. However you choose, craft a lead that hooks your readers and brings them into the story.
- QUOTE ME ON THAT**

Direct quotations add heart, emotion and personality to stories. When selecting quotes from your interview, remember each one should serve a purpose. They can give insight into the person/situation, describe or emphasize a point, or present an opinion. Select personal, intimate, unique quotes to flavor the story.
- BEYOND LQ1**

Lead, quote, transition, quote is standard in journalism writing, but it is not the end-all, be-all. Experiment with alternative story forms like Q&A, first-person narrative or organize by main themes. Seek examples to use as mentor texts to inspire creative thought when drafting and sharing stories.
- GRAMMAR POLICE**

Proofread. Spell check. Ask your friend to read it. Spell check. Read it aloud. Spell check. Review and then do it all again. Look for ways to improve the writing, be precise and thoughtful with word choices. Know the style guide.

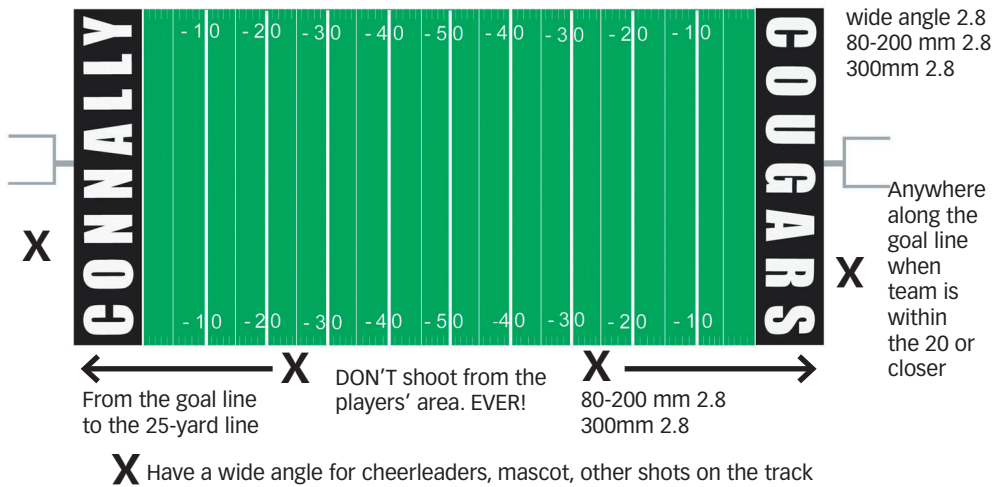
Source: [Poyner Institute of Washington](#)

Thank you Margie Raper ([margiemraper@gmail.com](mailto:margiemraper@gmail.com))

# shooting sports

**DAYLIGHT:** ISO 400-800, Av 5.6-8  
**SUNSET/TWILIGHT:** ISO 800, Av 2.8  
**NIGHT/GYM:** ISO 1600-H, M 2.8 250  
\*Remember you want to keep the shutter speed at 250 or higher. If you don't have a fast lens (2.8), try using a flash, shooting at 125 and increasing the ISO. Then save money for a 2.8!

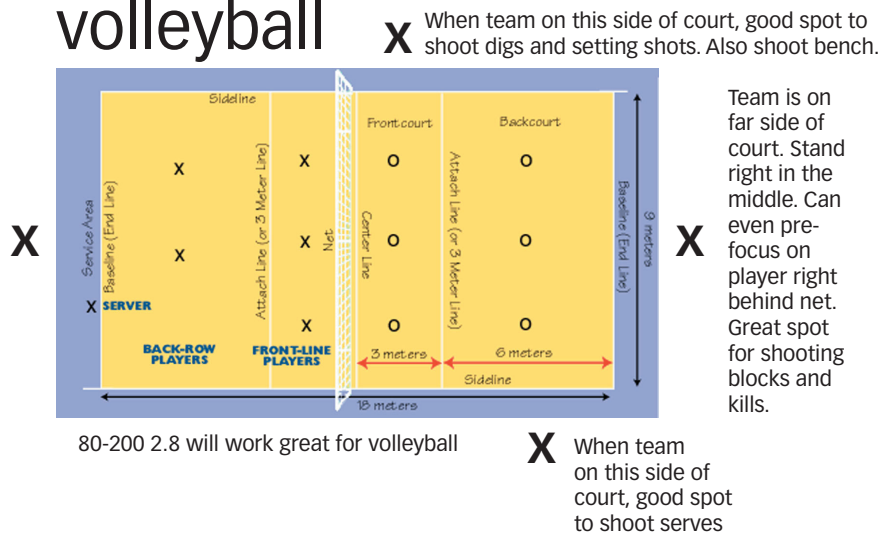
## football



## notes

- When on offense, line up with the quarterback and follow the ball.
- When close to scoring, move to the end zone for the straight on shot. If you have a 400 mm, you can shoot quite a bit of the game from the end zone for some great, straight on shots.
- When on defense, set up behind the line of scrimmage so you can see your players' faces.
- If you have more than one photog, place one with the quarterback, one ahead of the first down and one at the other end of the field: you never know when there's going to be a long pass or an interception. If about to score, have one person in the endzone, one at the corner and one around the 10.

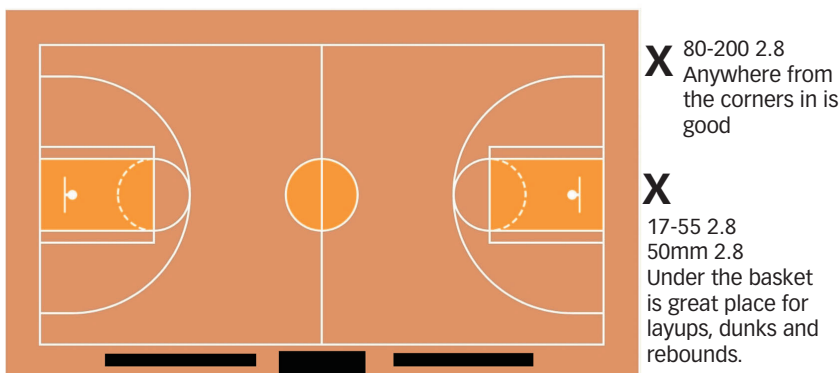
## volleyball



## notes

- The best place to shoot is across from the team, dead middle at the back of the gym. You can autofocus or manually focus on the middle front girl behind the net and then just wait for the kill and block shots. Start at 85mm, get comfortable to where you can zoom in to 110 or 135mm.
- Need serves, digs and setting shots? Move to the side. Move close to the net for digs and setting. Don't forget about the bench and reaction shots on the court.
- Feeling creative? Try sitting at the back of the gym in the middle, behind your team. Shoot setting shots when they turn to you and get great reaction shots on the court. But only try this after you've gotten plenty of other shots.

## basketball

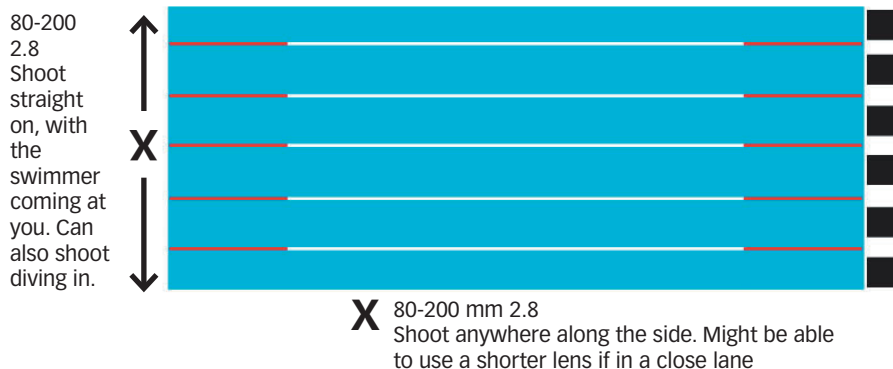


## notes

- Follow NCAA rules and sit to the right of the basket on right corners.
- If you don't have a long lens, sit under the basket and get great shots. Shoot vertical.
- If you do have an 80-200 2.8, remember to shoot cross court. Shoot your team playing defense, blocking shots, grabbing rebounds and heading back with the ball. Sometimes the best shots happen at half-court or at the other end.
- Don't use a flash. EVER. Don't shoot free throws. It's distracting to the players. Don't forget to shoot the bench and reactions.

# shooting sports

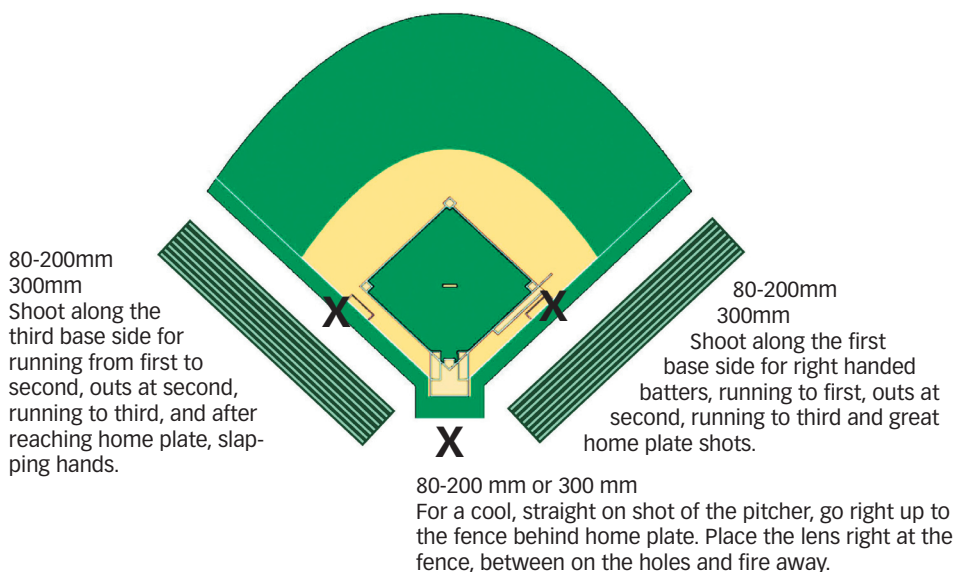
## swimming



## notes

- Most pools are inside, so you will need a fast lens (2.8). If you get lucky and have an outside meet, take advantage of it for better, clearer photos. You could use a telephoto, but it wouldn't have to be a fast lens.
- Don't forget to bring a wide angle to shoot stretching, players hanging out and awards.
- The key with swimming is to shoot a lot because you wouldn't believe how often the person is under water or their arm is in the way.
- If you have a long lens, play with it for some intense, tight, breathing shots.

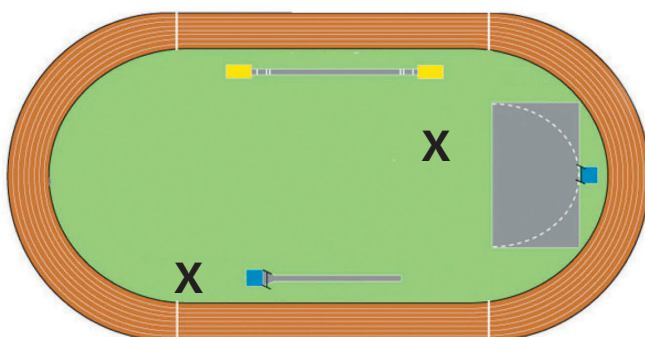
## baseball & softball



## notes

- My preference is to shoot on the first base side because there are more possible shots, you get batting, running to first, outs at 2nd, running to third, running home, scores and outs at home.
- But you can get a few cool shoots from third. And you will need to for some pitchers and left-handed batters. Plus, you can get some nice shots of players slapping hands, coming back to the dugout.
- Try getting some cool shots of the picture by shooting through the fence behind home plate. But get up close to the fence. You might have to stand up straight to not have the umpire in your way. Just don't stay for too long and tick off the crowd.
- Take advantage of day games and the later sunset for better shots, especially if you don't have fast lenses.

## track & field



80-200mm, 300mm  
75-300 or other telephoto  
When shooting field events, make sure to place yourself in the right spot, but not in the way of the athletes.

For long and triple jump, place yourself at the end of the sand pit.

For high jump and pole vault, you should be behind the mat.

For discus and shot put, you need to be in front, but off to the side, out of the trajectory path. But DON'T shoot behind a net.

## notes

- If you don't have fast lenses, take advantage of the day races and events to shoot.
- Make sure to shoot the beginning and end of races and also handoffs on relays.
- With field events, shoot every try. It's not always easy to get the shot put in the frame.
- If you do have a fast lens, you'll need it for the night races.
- Don't forget to shoot stretching, prepping for races, coaches chatting with athletes, etc.

# exposure

- Aperture and shutter speed are used together to correctly expose the photograph.
- The aperture controls the light while the shutter speed controls the length of time the light hits the image.
- The two work hand-in-hand, in proportion to each other. So, if the aperture goes down, the shutter speed goes up.
- Each change, called a stop, is exactly one half the amount or twice as much light or speed, depending if it's the aperture or shutter speed. So, f/2.8 lets in twice as much light as f/4. Likewise, 1/250 is twice as fast as 1/125.

## Common apertures (also known as f-stops)

1.4  
2.8  
4  
5.6  
8  
11  
16  
22

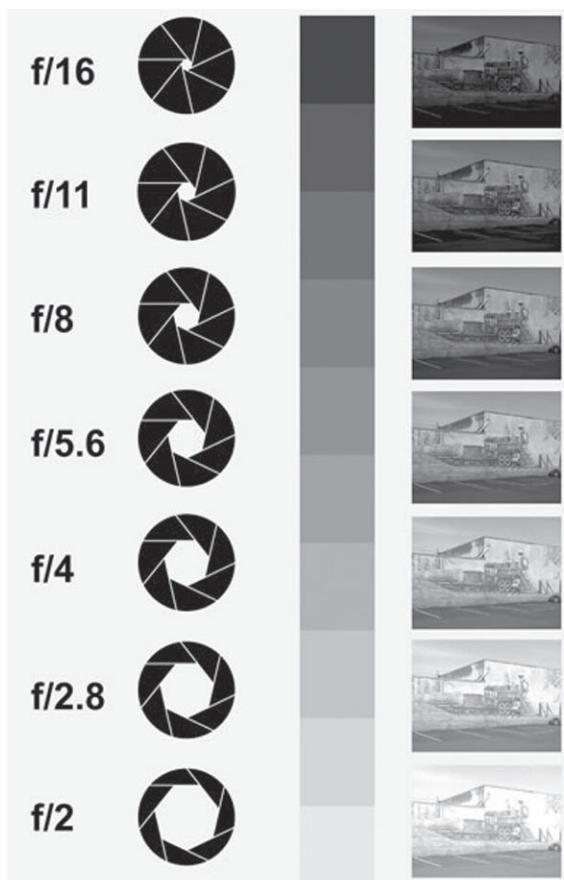
## Common shutter speeds (often shown without fraction)

15  
30  
60  
125  
250  
500  
1000  
2000

## Correct exposure (same exposure, diff. settings)

f/2.8	2000
f/4	1000
f/5.6	500
f/8	250
f/11	125
f/16	60
f/22	30

\*as one goes up, the other goes down



## Understanding apertures

- Every time you 'open' up the aperture, the f-stop becomes smaller. Don't let that confuse you. The smaller the number, the bigger the opening, the more light let in.
- So during the day when there is a lot of light outside, you don't need the camera aperture to let in a bunch of light. Hence you can 'stop down' to f/5.6, 8, 11 or 16, etc.
- But at night (or in a gym) when there is little light, you need the camera to let in as much light as possible, hence you want to shoot at f/2.8, the largest opening on fast lenses.

## Understanding shutter speeds

- The faster the shutter speed, the faster the shutter closes, exposing the image for less time, thus stopping the action.
- So if you want to stop the action, you want a higher shutter speed. 250 is the preferred lowest you should go at night. But during the day, a shutter speed in the thousands will really help you freeze the action and the ball.

# EHS PRESS TRAVEL RULES

The basic rule to abide by when traveling with journalism is to be at your utmost best behavior and be a professional. If any infractions of travel rules occur, the adviser will make arrangements to bus the student home at the parent's expense and will be not be allowed to travel with journalism in the future.

The student will also be written up and must have a conference with his/her parents and an assistant principal following the infraction.

## GENERAL RULES

- Be on time.
- Respect the bus driver (even when hitting curbs or getting lost or parking across two lanes)
- Thank bus drivers each and every time you exit the bus
- Thank the sponsors and chaperones when leaving
- Keep hotel rooms clean
- Respect your hotel roomies - practice what it will be like to share a dorm in college
- Respect other guests in hotels, be quiet in the hallways
- No girls in boys' hotel rooms and no boys in girls' hotel rooms EVER!
- Always make curfew and remain in rooms - one-strike policy on this. If I find out wandering, I'll babysit you and that's the end of trips for you. Sadface
- Remember common manners: "Yes, sir." "Thank you." ...
- Pair up when the group is apart - NEVER, EVER, EVER go off alone
- **Do not skip workshop sessions - we pay a lot of money for these workshops and they really are interesting - *most of the time*.**
- Sit toward the front of workshop sessions
- Take notes during workshop sessions, interact when asked to, be your cool selves ;)
- Do not leave during a session (even if it's extremely boring!)
- No vandalism at any time, anywhere
- The adviser must know of any/all medications being taken. (even Advil/Tylenol) Most trips require the adviser to not only know about all medications but also to hold and distribute them. Don't be shy to politely remind Ms. Shotts about your medications in case she forgets - she has a lot on her mind during trips! You WILL get your medication (of course!), but if the timing matters, be sure to let her know that!
- No cussing at any time in public, use discretion
- Include all members of the group, make friends!
- Meet new people that don't go to EHS, chances are you'll see them again at other events
- ALL school policies still apply when traveling
- Dress professionally for award ceremonies
- Dress appropriately at all times. This means in the hallways and pool of hotels
- **Don't get mad if we don't win awards/Don't get cocky if we do**
- Treat other schools with respect
- Do not talk bad about other's projects or papers (save it for the bus)
- Have the advisers' phone numbers for emergencies
- Keep your phone on vibrate during workshop sessions and award ceremonies
- **Make sure you're in the trip GroupMe chat - and it's NOT on mute - you're responsible for all messages sent by Ms. Shotts during trips. No excuses!**
- Keep up with all equipment and help others with theirs and their luggage

# STATEMENT & SIGNATURES

School Year: 2020-2021

I have read and understood all parts of the Englewood High School Journalism Staff information.

As an Englewood School District student and member of the Journalism Staff, I will abide by all stated policies, guidelines, and rules of this organization.

- Advanced Journalism Staff Syllabus
- Journalism Code of Conduct
- EHS Press Policies & Procedures
- Communication Contract
- Rules for Travel
- Equipment Rules & Policies

**Initial the following statements to indicate your agreement of each one:**

\_\_\_ The adviser has spent time reviewing with me important items within the EHS Media Policy Manual. I know as a member of this department I am responsible for knowing all materials within and agree to abide by all within.

\_\_\_ I will be honest and professional at all times.

\_\_\_ I will openly communicate with editors, assistant editors, the adviser, and other staff members.

\_\_\_ I understand proper attire to wear while representing EHS Media. I will dress professionally for the occasion.

\_\_\_ I agree to use the computers for journalism use only. I agree not to purposely connect to sites that contain crude, inappropriate materials including, but not limited to, violence, sexual content, chat rooms including messaging software, off-color jokes or pictures, or any other materials not consistent with professional use.

\_\_\_ I will NOT play games on the computer.

\_\_\_ I agree to be honest in attributing sources in all stories.

\_\_\_ I understand during deadline times extra time may have to be spent in the journalism room to complete the deadline.

\_\_\_ I will keep and use a planner to stay on top of all assignments and events I am supposed to cover. I understand that this can be digital, but if I miss just one event.

\_\_\_ I will keep a binder and include a notebook for accurate quotes. It will be organized.

\_\_\_ I will communicate with my parents on the happenings of the journalism department and check the website regularly.

\_\_\_ I will be at my utmost best behavior on journalism trips and will act and dress in a professional manner.

\_\_\_ I understand that if, at any time, I fail to meet the expectations on this contract and within this staff manual, I will be dropped from the department with the grade of F.

\_\_\_ I understand that being on staff does not guarantee an "easy A" and that all grades will be *earned*, not *given*.

\_\_\_ I will not post any materials created for EHS Media on other websites, blogs, or social media sites.

\_\_\_ My parents know the materials I create in class may be posted online with my byline.

\_\_\_ My parents are \_\_\_ ok with me leaving campus for journalism-related errands or \_\_\_ are not ok.

\_\_\_ My parents know any equipment I check out I am responsible for any damages or missing items.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_