



**School Publications Staff Manual
Mansfield High School
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Mansfield , MO 65704
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El Leon

Purpose and Role of Each Publication

El Leon's primary obligation is to document the school year at Mansfield High School for its students, faculty, staff and parents while providing performance-based training for publications students. The staff should cover a variety of activities and organizations that appeal to the interests of all groups within the school. The staff should also promote these groups' involvement in publications and school events. *El Leon* will provide a public record of the school year for future reference by alumni and community members. The Board of Education is the publisher of the newspaper and yearbook, and the responsibility for content and production of the paper rests with the staff and adviser.

The First Amendment and Limitations on It for All Journalists

As a document of fact and a public record, the yearbook functions as a piece of journalism similar to a magazine, though with a considerably longer shelf life. *El Leon*, while serving as a training ground in publications as a part of the school curriculum, recognizes its rights and responsibilities under the First Amendment and Supreme Court guidelines.

The First Amendment

Congress shall make no law respecting an establishment or religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

Journalistic Privilege

The yearbook recognizes the traditional journalistic privileges developed from constitutional and state law: opinion, fair comment and criticism, fair report, and neutral reportage (see *The Associated Press Stylebook*) as well as free access to information. In addition, the yearbook recognizes the limits imposed by libel law, copyright law and right to privacy on all journalists as well as the limits on the student press established by *Tinker*, *Bethel* and *Hazelwood*.

Freedom of Information and Access

The Freedom of Information Act allows any citizen to request any records from the executive branch of the federal government. Agencies may, however, claim an exemption for a variety of reasons.

Missouri's Sunshine law opens most meetings and records under the authority of the state to the public, including journalists. Only under specific circumstances may a meeting, vote or record be closed.



Missouri Attorney General's Office

Sunshine Law Top 10

The top 10 things you should know about your Sunshine Law.

[Sunshine Law index](#)

1. When in doubt, a meeting or record of a public body should be opened to the public.
2. The Sunshine Law applies to all records, regardless of what form they're kept in, and to all meetings, regardless of the manner in which they're held.
3. The Sunshine Law *allows* a public body to close meetings and records to the public in some limited circumstances, but it almost never *requires* a public body to do so.
4. A public body generally must give at least 24 hours' public notice before holding a meeting. If the meeting will be closed to the public, the notice must state the specific provision of the law that allows the meeting to be closed.
5. Each public body must have a written Sunshine Law policy and a custodian of records whose name is available to the public upon request.
6. The Sunshine Law requires a custodian of records to respond to a records request as soon as possible but no later than three business days after he or she receives it.
7. The Sunshine Law deals with whether a public body's records must be open to the public, but it generally does not state what records the body must keep or for how long. A body cannot, however, avoid a records request by destroying records after it receives a request for those records.
8. The Sunshine Law requires a public body to grant access to open records it already has, but it does not require a public body to create new records in response to a request for information.
9. When responding to a request for copies of its records, a public body can charge only the actual cost of document search and duplication.
10. There are special laws and rules that govern access to law enforcement and judicial records.

Libel and Obscenity

Libel is printed communication that exposes an identifiable person to shame, disgrace, hatred or ridicule so as to cause damage to reputation or injury to livelihood. Obscenity is material that appeals to prurient interest, depicts sexual conduct, and lacks serious literary, artistic, political or scientific value. The yearbook will not print libelous or obscene material under any circumstances. Students attempting to violate this policy will face disciplinary action.

Copyright

Copyright law protects all tangible forms of creative expression, even if they do not carry a copyright notice. However, ideas and facts are not protected by copyright, only the particular piece of writing, photography, art and so on. Copyrighted material may not be reproduced in any form without the permission (preferably written) or the copyright holder. The doctrine of fair use, though, allows the limited use of copy-righted material under certain conditions. Fair use allows journalists, scholars and teachers to reproduce small parts of copyrighted work for purposes considered legitimate by the courts, such as reviews of literature or examples of artwork. The amount of work allowed to be reproduced varies on a case-by-case basis, but generally is limited to the minimum necessary to fulfill a legitimate purpose.

Right to Privacy

A right to privacy has been recognized as implied by the Constitution since the Brandeis court at the turn of the twentieth century. This right has been divided into four separate forms of privacy that the press may not violate. They are:

1. misappropriation of name or likeness
2. public disclosure of private facts
(publicity of private information that a reasonable person would find offensive)
3. intrusion upon seclusion
(surreptitious surveillance)
(trespass of property)
(exceeding consent to enter a private setting)
4. false light
(basically, the use of guilt by association)

*Special Limitations on Student Journalists**Tinker v. Des Moines Independent School District 1969*

Although not commenting directly on student publications, the Supreme Court ruled that public school students possess a right to free speech under the First Amendment, so long as that speech does not interfere with the educational process or competing rights of other students.

Bethel School District v. Fraser 1986

Although not commenting directly on student publications, the Supreme Court ruled that a school may limit students' free speech rights by punishing those whose speech is vulgar or offensive.

Hazelwood School District v. Kuhlmeier 1988

This time commenting directly on student publications, the Supreme Court ruled that a school may exercise prior restraint of student expression (censorship) in a nonforum, school-sponsored publication to prevent disruption of the school environment that would interfere with the educational process. This ruling applies to newspapers, yearbooks, magazines and so on produced as part of class work for educational purposes.

El Leon is a limited forum (nonpublic) in that it is (1) supervised by a faculty member, (2) designed to teach certain skills to students, and (3) produced under the school's name with school-owned resources. Consequently, yearbook staff will demonstrate it is a free and responsible press by:

- striving to be accurate
- remaining objective
- avoiding favoritism or malice toward any group or individual
- recognizing the yearbook's role as a limited forum, subject to compliance with curricular and administrative constraints.

Major and Minor Ethics for all Journalists from the American Society of Newspaper Editors

Article 1 - Responsibility

The primary purpose of gathering and distributing news and opinion is to serve the general welfare by informing the people and enabling them to make judgments on the issues of the time. Newspapermen and women who abuse the power of their professional role for selfish motives or unworthy purposes are faithless to that public trust.

The American press was made free not just to inform or just to serve as a forum for debate but also to bring an independent scrutiny to bear on the forces of power in the society, including the conduct of official power at all levels of government.

Article 2 – Freedom of the Press

Freedom of the press belongs to the people. It must be defended against encroachment or assault from any quarter, public or private.

Journalists must be constantly alert to see that the public's business is conducted in public. They must be vigilant against all who would exploit the press for selfish purposes.

Article 3 – Independence

Journalists must avoid impropriety and the appearance of impropriety as well as any conflict of interest or the appearance of conflict. They should neither accept anything nor pursue any activity that might compromise or seem to compromise their integrity.

Article 4 – Truth and Accuracy

Good faith with the reader is the foundation of good journalism. Every effort must be made to assure that the news content is accurate, free from bias and in context, and that all sides are presented fairly. Editorials, analytical articles and commentary should be held to the same standards of accuracy with respect to facts as news reports.

Significant errors of fact, as well as errors of omission, should be corrected promptly and prominently.

Article 5 – Impartiality

To be impartial does not require the press to be unquestioning or to refrain from editorial expression. Sound practice, however, demands a clear distinction for the reader between news reports and opinion. Articles that contain opinion or personal interpretation should be clearly identified.

Article 6 – Fair Play

Journalists should respect the rights of people involved in the news, observe the common standards of decency and stand accountable to the public for the fairness and accuracy of their news reports.

Persons publicly accused should be given the earliest opportunity to respond.

Pledges of confidentiality to news sources must be honored at all costs, and therefore should not be given lightly. Unless there is clear and pressing need to maintain confidences, sources of information should be identified.

These principles are intended to preserve, protect and strengthen the bond of trust and respect between American journalists and the American people, and a bond that is essential to sustain the grant of freedom entrusted to both by the nation's founders.

Role of Adviser

Since *El Leon* is simultaneously a student-produced source of information and a performance-based exercise in a language arts elective, the role of the adviser is two-fold. First,

the adviser will function as an instructor of school publications, assigning work, assessing performance and recording grades like any other class. Second, the adviser will assist the staff in producing a high-quality publication for the student body and the community. Toward this end, the adviser will assign students to various positions on the staff, where their performance will count toward their grades.

Role of Students

The adviser will assign students to positions on the staff, where they will be expected to work in a responsible manner while meeting the requirements of class. Students' preferences will be considered in placing them in the staff, but the adviser has the final word on which student has which job. Student performance as a staff member and work ethic will both influence student grades.

Staff Positions and Job Descriptions

Editor-in-Chief will

- supervise section editors
- assist section editors as needed
- design the ladder
- maintain the assignment calendar
- create and maintain design standards for the year
- understand all software and teach staff as needed
- identify staff not meeting production standards and deadlines
- edit final layouts before they are given to the adviser
- meet all deadlines
- help any staff members who may fail to meet deadline

Section Editors will

- understand all software and teach staff as necessary
- understand and follow design standards as set by editor-in-chief
- edit section layouts before they are given to the editor-in-chief
- meet all deadlines

Photography Editor will

- fill in for photographers not meeting production standards or photography deadlines
- organize images as needed for staff members working on pages
- manage all photos to eliminate duplication of photos in the yearbook (placing the same photo on more than one page)
- retouch photos as necessary to eliminate redeye
- meet all deadlines

Business Editor will

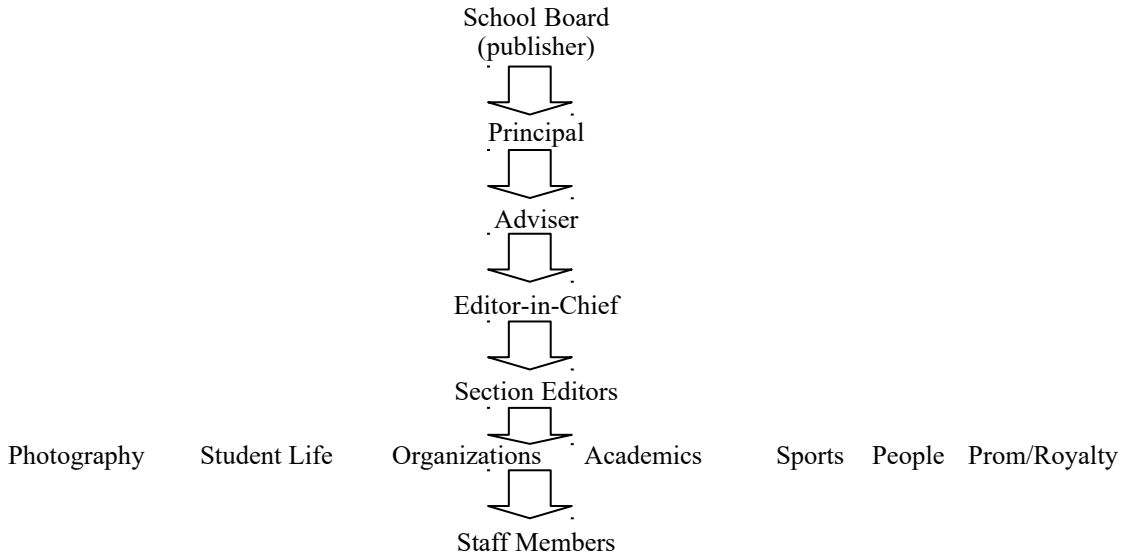
- assist events coordinator with parties and events
- create and distribute announcements for all events (distribution, sales, group photos, senior portrait deadline, tributes, advertising, etc.)
- organize and supervise distribution of all books
- meet all deadlines

All Staff Members will

- understand and follow principles of good design
- take photographs as necessary to complete assigned pages
- attend events being covered in an assigned spread
- interview sources for stories (sources should be persons not otherwise featured in the spread; notes must be signed by source after interview and filed)
- complete pages as assigned by or before deadline
- follow the school style manual
- follow the *AP Stylebook* where the school style manual does not indicate a policy
- rewrite stories and captions as required by editors

- redesign pages and graphics as required by editors
- work with others on group projects as necessary
- use all software necessary to get the job done
- research organizations and activities as necessary to complete pages
- create info-graphics and quick reads for pages as necessary to complete pages
- meet all deadlines

Organization



Grading policy for Publications

Grades are assigned according to a percentage of total points possible for the class. Points are assigned to staff members for meeting deadlines, producing high quality work and displaying a good attitude/work ethic.

Deadline Policy

Deadlines are part of publications. A magazine or book cannot go to press in a timely manner unless every staff member involved meets deadline. Therefore, all staff members are responsible for meeting all deadlines all year, even they are absent. Staffers who are absent will need to meet deadlines on their own time or ask a fellow staffer for help.

Publications Schedule (Subject to revision)

<u>Deadline</u>	<u>Number of Spreads (double-page)</u>
12-20-11	40
03-02-12	40
05-08-12	64

Equipment Use Policy

Computers in the journalism lab are available on a first-come, first-served basis. Students who wander in at the last minute may not get computer time during class. Computers are available after school most days, also on a first-come, first-served basis. When the newspaper staff is on deadline, they have priority access.

School equipment checked out to a student is the responsibility of that student. Cameras and other equipment used in production of the school yearbook must be checked out through the adviser and checked in through the adviser every time. Students who damage or lose school

equipment will be required to replace it with an item of equal or better quality. Students who temporarily misplace equipment (particularly leaving cameras in cars) may be prohibited from further equipment use at the discretion of the adviser.

Access to and Use of the Internet

Any student who uses a computer in MHS must understand and follow appropriate use. Inappropriate use may result in a loss of computer privileges. Students who violate appropriate use may also be removed from any position of responsibility on the staff of *El Leon*.

Senior Portraits

Senior Portraits must be submitted by the deadline set by the yearbook staff. Seniors who turn in portraits late risk being not pictured in the yearbook, depending on deadline requirements. However, an effort will be made to include them, if possible, without missing deadline. Students featured on the senior class page will include all students registered as seniors at the beginning of the school year. Juniors who intend to graduate early may also submit portraits, but may not be included on the page depending on circumstances of production.

Underclass Portraits

Students who miss both the regular and makeup portrait days risk not being shown with their classmates. Yearbook staff will attempt to photograph students who miss both portrait days, but inclusion in the yearbook is not guaranteed. Staff members will attempt to choose the best pose possible, where multiple poses exist. However, students may not request particular poses.

Death Reporting

Students, faculty or staff of the high school who die during the academic year will have death stories printed in *El Leon* if possible. Due to space and deadline constraints, obituaries cannot be guaranteed space in the yearbook. Friends and family are welcome to purchase tribute ads in memoriam if they wish to be assured of an obituary appearing in the yearbook.

Advertising Policies and Rates

Advertising must conform to district expectations for avoiding obscenity and offensive material. *El Leon* reserves the right to refuse advertising material that violates district policy, violates state and federal law or is of questionable taste. Advertising may be edited as necessary to avoid the situations above. *El Leon* limits the number of typefaces offered to those approved by the yearbook printer for publication (see typefaces poster). All ad sales are final and nonrefundable unless the purchased ad does not appear in the yearbook.

Rates		
1/24 Page	\$20	
1/12 Page	\$50	
1/6 Page	\$80	(Business Card)
1/2 Page	\$170	(1-2 Photos)
Full Page	\$250	(1-6 Photos)

Note: advertisers may provide their own photos or set up a time to have them taken. If advertisers want to use a business card, please purchase only a 1/6 space to ensure best reproduction.

Conflict Within the Staff

Staff members are expected to work together to produce winning issues of *El Leon*. Invariably, conflicts will arise about who is doing a job best, if a deadline will be met, or if a particular photo or piece of writing will be printed. Since these are student-produced publications, the student staff should make every effort to resolve conflict on their own. If a

conflict between two staff members cannot be resolved, it should be appealed up the organizational chart to the editor-in-chief if necessary. If the editor-in-chief cannot resolve the conflict, it may be taken to the adviser, who will meet with every staff member involved. The decision of the adviser is final.

Consequences of Plagiarism

Plagiarism is turning in someone else's work as all, or part of, one's own. It is a very serious issue in academics and in the field of journalism. It will not be tolerated in this class. Any instance of plagiarism will result in a zero on that deadline without opportunity to make up the points. In addition, the plagiarizing staff member will be prohibited from publishing further pieces.

Policy for Leaving the Publications Room

If staff members need to go to an interview, take pictures, use the bathroom or whatever, they must completely fill out the sign out sheet at the front of the room, run their errands and return to the room promptly. If staff members are found in an area they have not indicated on the sign out sheet or provoke a complaint to the adviser from any faculty member, they will be considered to be away from their assigned area and will face disciplinary action. Staff members who do not fill out the sign out sheet completely and accurately will also be considered away from their assigned area.

Retraction Policy

Errors in fact in the yearbook are almost impossible to correct after printing. Only serious errors will be corrected and only after conference with the high school principal.

Budgetary Considerations

El Leon is student produced and self-funded. Production of the book is paid for through the sale of advertising and yearbooks, plus fundraisers. The budget will be managed by the adviser to ensure production of the best book possible with the best quality possible. If sufficient funds are available, activities, field trips and so on will be funded as well.

Sales Policies

All sales are final unless the purchased book is defective or damaged before receipt by the purchaser. Defective books will be exchanged or refunded at the discretion of the adviser. Books are sold through the adviser and high school office. Students who do not order books or who do not pay for their books will not have books printed. After yearbook distribution in the fall, extra books will be available for cash or check purchase on a first-come, first-served basis.

Expectations

Because this is a production-oriented class, students are expected to use their class time wisely in order to complete their work by deadline. The adviser is available to answer questions and provide help to students who are actively working on assignments.

Work Nights and Weekends Policy

The need to meet a deadline will inevitably require magazine staff to work nights or weekends from time to time. Student staff members are no different. If staff members need to work after school, at night or during the weekend to meet a deadline, they are encouraged to do it. If staff members need the lab when it is not usually open, they are responsible to schedule with the adviser a time to work in the lab. Staff members who have wasted class time or other available time may not be allowed to work on nights or weekends at the discretion of the adviser.

Photo Manipulation Policy

During production, staff members may need to alter photographs to improve the quality of the printed image. Manipulation of photographs is limited to artistic enhancement, adjusting brightness and contrast, and removing redeye or other flaws in an image.

At no time will any image be altered to misrepresent an event in any way. The goal of a yearbook is to present accurate information of real events to the public. Altering photographs is in direct conflict with this goal. It is the ethical equivalent of manufacturing quotes or reporting events that did not happen. Violation of this policy will result in the same consequences as plagiarism — a zero on the deadline for that spread without opportunity to make up the points. In addition, the offending staff member will be prohibited from publishing further work in the yearbook.

Supplies Necessary

Most equipment required to produce *El Leon* is provided by the school – computers, software, cameras and so on. Staff members are required to supply only the usual school supplies needed for a high school class – writing utensils, paper and so on. However, they are expected to bring those items to class every day without fail. Do not expect someone else to provide them for you.

End of Year Procedures and Expectations

If staff members have been meeting deadlines, only a few pages covering spring events should be left undone at the end of the year. Staffers working on those pages must show acceptable progress to the adviser (in person) in order to receive credit for the work done. Other staff members who leave pages undone will not receive credit. Pages left unfinished should be finished as soon as possible after the end of the school year by staff members.

Style Manual

All persons mentioned in *El Leon* must be properly identified. On first reference, a person's complete name and title will be used. **Every name must be spelled correctly**; check the enrollment list when in doubt.

Examples: English teacher Scott Lawson (*English* is always capitalized)
Autumn Bennett, instrumental music
sophomore Levi Lansdown
Richard Wylie, high school principal
Superintendent Nathan Moore (*Superintendent* is always capitalized
as a title; *principal* is not.)

All subsequent references to the person should use **the last name only**. Courtesy titles (Mr., Ms., Miss, Mrs.) and honorifics (Dr., Colonel) should not be used.

Example: Sophomore Arly Miller powerfully blasted though the startled Hartville defense. The Lions relied heavily on Miller's skill and jumping ability this season.

Attribution should always appear at the first natural break in a quote, followed by the word *said*.

Captions should be at least three sentences long after the cutline: one sentence in the historical present describing the most important of the five *w*'s and *h*; another sentence providing additional information to round out the story; a quote from someone in the photo or someone involved in the action who is not pictured. The last two can be in reverse order.

Coaches should be identified as *coach* and not as *teacher* for sports stories. Coaches should be identified as teacher for stories featuring their academic subjects.

Example: coach Eric Grubbs (*coach* is not capitalized unless it begins a sentence).

Cutlines (lead ins) are mini-headlines for images. They should follow all of the rules for headlines and be in a bold or italic (be consistent) version of the typeface used in the caption.

Headlines should be written in downstyle: only the first word and proper nouns are capitalized.

Example: Lions maul Hartville

El Leon follows all standard headline rules: Headlines should contain a subject and predicate, no period at the end, must fill up their space as evenly on the ends as possible, must be flush-left, contain vivid verbs, and should have no adjectives or articles. Headlines throughout the publication must be in the same typeface except for label heads on standing columns or opinions, or special pages. Display typefaces should be used sparingly. The sizes and number of lines of the headlines on a page should vary.

Items in a series should be separated with commas except before the word *and* or *or*.

Internal margins should be consistent throughout the publication, preferably one pica.

Mansfield High School should be referred to as MHS (all capitals, no periods) on every reference. For all other schools, give complete identification in the first reference and use the school's initials (all capitals, no periods) for every other reference.

Example: Hartville High School (first reference)
HHS (all other references)

School organizations should be spelled out in entirety on first reference with its all caps initials or nickname in parentheses following the complete name. For all other references, use just the initials or nickname.

Example: Student Council (StuCo) met Friday, Dec. 5. Members of StuCo attended in spite of a driving rain.

Sentences should never begin with *There*

Examples: ~~There are 15 boys on the team.~~ Fifteen boys are on the team.

Spaces between sentences should be limited to one space, not two.

Sports should be identified as *varsity*, *junior varsity* or *JV*. Names of various sports and teams are not capitalized.

Examples: varsity baseball team
JV girls' basketball

Items not covered by the style manual should follow *The Associated Press Stylebook*. Items not covered by *The Associated Press Stylebook* should follow *Webster's Dictionary*.