

LCHS **2019**
Reflector

Yearbook Staff Handbook
for **YERDS**



Developed by Jodi Buckman
Revised yearly by
Stacy H. Wildman

Why Are You Here?

You are about to engage upon one of the most rewarding experiences of junior high/middle school or high school. Producing the yearbook is a great way to learn and create something memorable for your school and community. By beginning here your staff will take the first step toward creating the best yearbook it can.

This handbook is your Yerd Bible. Use it to ensure accuracy and consistency. Use it as your planning device. Use it when you forget what your editor or adviser said. Use it again and again.

All yearbooks start out exactly the same, just pica-gridded layout sheets.

Every staff has 26 letters of the alphabet, digital cameras and a variety of design and writing styles just waiting to be incorporated into the story of the year. Some yearbooks are crowd-pleasers. Some are award winners. Some are both! The latter is our goal!

Prerequisites:

- A.** Successful completion of Journalism with a final grade of "A" or "B" and adviser approval of admittance into this course.
- B.** No loss of computer privileges due to inappropriate use of the computer.
- C.** No serious attendance or discipline records.
- D.** A positive, motivated attitude and the ability to work in a team-oriented atmosphere.

Staff Selection & Dismissal Policy

A high standard of professionalism and maturity is expected from students in the publications classroom. Staff will be selected after completing an application, obtaining teacher recommendations, and sometimes a formal interview. Applicants must be earning at least a 'B' in all core classes in order to be eligible as a staff member. Students not fulfilling their duties as members of the team will be subject to undergoing the discipline referral system.

Removal from any appointed position on the publication staff may result in a failing grade, removal from class or alternative assignments that may not be included in the publication.

Mission Statement

Publications Mission:

The Yearbook at LCHS has a variety of goals and audiences - but only one mission: journalistic integrity.

Without that integrity, a journalist has nothing, but it is up to the journalist to keep that integrity - not his audience. The purpose of the yearbook is to record honestly and accurately the events of a school year. Some of those events may not be pleasant or even fun. If a sports team were to go through the entire season without a win, then that must be recorded. If students are involved in activities that faculty or staff wish they were not involved in, that is part of the public record that must truthfully and factually record the events of the year. Yearbook maintains its integrity through fair, accurate and credible reporting of the truth.

Staff editors and the adviser will make the decisions as to what is newsworthy and should go in the yearbook for the eyes of their audience and under journalistic standards. Items that lack merit or proper research will be held back from publication. LCHS's *Reflector* Yearbook is not a public relations device for the district, nor should it be a mouthpiece for the administration or its official policy. The publications will obey any policies of the district, as long as they don't violate the concepts of journalistic integrity and freedom of the press.

In conclusion, the Yearbook staff members respect and understand that students are minors and under the supervision of teachers and administrators, but we agree more with the wisdom of the Supreme Court of the United States who stated in the case of *Tinker v. Des Moines ISD* that students do not leave their First Amendment Rights at the schoolhouse door. The only way to teach students journalism is to let them practice their own good judgment. They must learn what is newsworthy and what is scandalous. They need to learn firsthand that what they say can hurt and help. The adviser's job is to keep them from violating the law and district policy, but not to keep them from making mistakes or from publishing stories that adults may not like or approve. Sometimes it is the job of journalists to look into that place where no one else dares.



Staff Contract

Statement of Purpose

The goal of the LCHS yearbook staff is to make the best possible yearbook for the students, faculty, parents, administration and staff of Louisa County High School. In order to do this, we must continually revive LCHS traditions, meet deadlines, sell advertisements and yearbooks, and strive to design an award-winning publication that will appeal to a wide range of students at LCHS.

Section I: Advertising

Our goal is to sell approximately \$2,500 in advertising/sponsorships each month (August through February), totaling about \$17,500. We must accomplish this goal, or at least approach this total, in order to have a yearbook. (Louisa County Public Schools does not fund the yearbook). Students will be graded upon the minimum required sales (four sponsorships. This will reflect business advertisements, but not senior ad (PDA) sales. *As an incentive, at the end of the year there will be a "Salesperson of the Year" award.* Also, students who sell **six** or more sponsorships get a free yearbook!

Section II: Book Sales

The *Reflector* Yearbook has not sold well in past years, due to a variety of factors. In the last three years, however, we were much improved. Each year we will make a determined effort to sell 20% more books more than were ordered the previous year. Yearbook sales will be part of the participation grade for the staff. Students will not be graded on the number of book sales made, but on the number of hours put in to selling books.

Section III: Deadlines

Each staff member will be expected to work on every section, especially at deadline time. Each deadline will be a test grade for each staff member. If we are late, or miss a deadline, it will cost us additional money, and will be reflected in students' grades. We are a TEAM, and we will be a success or a failure together. **Deadlines are important!** If one of us misses a deadline, we all miss a deadline. After every deadline that is met, there will be a Deadline Party, but **only** if the deadline is met. Deadline parties may be pizza parties, or soda and chip parties or whatever the adviser decides (usually with the input of the editors and within the budget).

Section IV: Staff Meetings

Beginning in August, we will meet to start planning the upcoming year. We will meet the first ten minutes of class (after the warm-up) as a staff, unless otherwise notified, and ROAR Block each Monday. Students will also be required to put in at least ten hours after school each nine-weeks grading period. Editors will be required to meet every other Friday after school if ROAR Blocks don't suffice. Editors must have outstanding meeting attendance (miss no more than one per semester) or risk losing their positions (being fired). Before each major yearbook deadline, there may be one or more after-school meetings. Unless prior permission is obtained, attendance is expected.

Section V: Attitude

Because this class is an elective, you chose to be here. Your attitude is what will make our yearbook a success or a failure. Remember whenever you are selling ads, books, taking pictures or interviewing someone for a story, you are representing the *Reflector* and Louisa County High School. Your attitude will be the difference between a good publication and a GREAT PUBLICATION. Attitude is the key to a great publication, and the staffer with the best attitude and work ethic each month will earn the "Staffer of the Month" award. To get this you should work hard on assignments, meet deadlines, wear your staff t-shirt on T-Shirt Days, and be helpful to others when they need it. *And of course, there will be a "Staff Member of the Year" award, too.*

Section VI: Staff Positions

Each staff member will be given a staff job and a description of that job. This tells you what you will be doing this year, and what you're responsible for as a member of the staff. Some students will have more responsibilities than others based on each student's abilities and experience.

Also, remember that your performance of your job this year will determine what job you may have on staff next year, and students who do not do their jobs may be asked to leave the staff at the semester break, or may not be invited back on staff next year. I hope every staff member's goal is to eventually be the editor-in-chief, but

you have to earn that job by working hard, applying for an assistant editor's position, doing that well, and then winning the job of editor. Having been the editor of any high school publication looks great on college admission, scholarship and job applications. *In addition, students enrolled past the first semester will earn weighted course credit for the time and effort they've invested.*

Section VII: Commitment

Each time we publish the yearbook, everything will seem like it was worth the effort. There will be many days that it will seem like finishing a deadline is an impossible task, but it is not, and you will look back at those days as growing, learning and fun experiences. You must be ready to accept your share of the work because the staff is a team. Our deadlines take 100% effort from each one of you, and each one of you must give 100% to each other. If we work together, we will all be successful together - and we will have fun together. Not every day will be fun in this class, but if you do your part and work hard—I promise you that the fun will follow. You will each be rewarded for hard work, and penalized for not working hard. Remember that the *Reflector* is a business with a customer base. We must strive to make our customers, the LCHS community, happy and satisfied.

Section VIII: Equipment

The *Reflector* owns eight (8) digital cameras ranging in value from \$500 - \$2500. Yearbook staffers must complete a check-out log for any equipment they wish to use and be sure to sign it back in when they return the equipment. We also have ten (10) MacBook Pro, which we share with the newspaper staff, Lion's Roar. Staffers may check these out for up to 48 hours at a time, but only for staff business (not to do homework for other classes). When *Reflector* equipment is in the possession of a staffer, he or she is responsible for that equipment and should be the only one using it. ***Reflector* staffers will be held financially responsible for all damaged or lost equipment.**

Section IX: Conduct Policy

It is expected that when staff members are conducting publications business they act professionally and courteously. To create and maintain consistency in the organization and morale of the staff, commitment and responsibility play as much of a role in the success of the team as does the mastery of skills. Therefore, each staff member must establish self-discipline in meeting staff expectations.

If expectations are not met, staff leadership will contact the staff member to establish a management plan. A tri-level management plan will be initiated and followed. The contract at the end of the manual, as well as other relevant information, will be filed in the staff member's confidential folder maintained and accessible only by the adviser, but available to the staff member and his/her legal guardian(s).

- **Step 1 – Staff member/editor/adviser conference:** The staff member will meet with those directly involved and affected by the action(s). A plan of action will be detailed and agreed upon by all concerned parties.
- **Step 2 – Staff member/legal guardian(s)/adviser conference:** Upon a second inability to meet expectations, the staff member will meet with his/her legal guardian(s) and the adviser to identify the problem and develop a workable solution. This plan of action will be detailed and agreed upon by all concerned parties.
- **Step 3 – Staff member/legal guardian(s)/adviser/administrator conference:** A discipline referral to the administrator will be completed and the staff member will be directed to the appropriate school authority. Only as a last resort will the student be removed from the staff (ie: for offences such as theft or plagiarism).

LCHS Reflector

Yearbook Publication Staff Expectations

Student journalists must be held to the highest standards of responsibility and professionalism. There is absolutely no place for “amateur” journalism. Students enrolled in the yearbook program at Louisa County High School will receive instruction in the practices and ethics of professional journalists, and they will be expected to behave in a manner that conforms to these standards. Failure to do so could result in serious consequences, including far-reaching liabilities for both student and school, even removal from the staff mid-semester.

To insure the staff operates in a professional manner, the following policies will be observed:

- All staff members will report to class **punctually**. Before leaving to work on a story or photography, staff members must tell the adviser and editor where they are going and have either the adviser or editor initial the **sign-out sheet**. Staffer **MUST** wear Press Passes when working for the *Reflector*.
- Reporters/editors are required to set up **appointments** with teachers, administrators, and outside professionals. They may not interrupt teachers during instructional time.
- Reporters/editors will keep **all notes** and interview tapes to document the **accuracy** and **fairness** of their stories.
- Staff members will maintain a good **reputation** among the faculty, administration, community, and students to preserve the staff's **credibility**. Staff members are expected to be **honest** and **courteous** in all their work as student journalists.
- Staff members will **properly credit all stories** to those who wrote them **and all photographs** to those who took them. Staffers will refrain from using images they did not take themselves.
- Reporters/editors will refrain from writing about stories in which they or their close friends are involved. Doing so is called “**conflict of interest**” and results in slanted journalism.
- Student journalists will check for the correct spelling of all names and for the accuracy of all information. If in doubt, they will check it. If not in doubt, **they will check it!** Use the enrollment lists; **DON'T JUST ASK** another staffer. Assumptions lead to mistakes. Mistakes cost us credibility.
- Students are expected to use the appropriate style manuals in preparing stories. Don't guess! **Look it up!** This process is very important to ensure accuracy and maintain credibility with our customers.

- Whenever possible, the reporter/editor will consult **several sources** for each story. Every story must include a **balanced** and **unbiased** presentation of all sides.
- Staff members must **work together** for the success of the publication. Staff members must not criticize other staff members or the publication in the presence of non-staff members.
- **Grades** are based on participation and the quality of work produced, upon advertisement sales and upon meeting deadlines
- Staff members will demonstrate **competency** in the skills of basic desktop/online publishing. After instruction, they will carefully and properly use the staff's computers.
- If the laptop computer or cameras are checked out and returned damaged, the responsible **student must pay** for the damage.
- When students are not working on specific writing assignments, they will be expected to work on **other tasks** as assigned by the editors or adviser.
- There will be cell phone communication between the adviser and staffers for the purposes of yearbook business (texts between the hours of 9:30 p.m. and 6 a.m.). Staffers must not give the adviser's cell phone number to anyone else.

We have read the staff policies and I understand that this student's failure to abide by these policies will affect his/her grade and could result in removal from the yearbook staff. Further, we have read the staff member contract and expectations and are willing to abide by all of the sections. We understand that this agreement constitutes this staffer's willingness to strive for excellence in the production of our publication and to work each and every day in class and after school when needed. I, _____, enter into this agreement without any reservations and with the intention to make the *Reflector* Yearbook the best it can be

Student Name (print): _____

Student signature _____ Date _____

Parent signature _____ Date _____

This sheet should remain in the student's notebook and a copy should be provided to the adviser for her files.

GENERAL

The *Reflector* is the student yearbook published once per year by the students of the Yearbook I, II, III, and IV courses at Louisa County High School. The publications room is 261, Louisa County High School, 757 Davis Highway, Mineral, VA 23117. The phone number is (540) 894-5436, extension 1205 and the fax (540) 894-0534. The email address is lchsyearchbook@lcps.k12.va.us

PURPOSE

The *Reflector* serves many purposes to many people. To the students, the *Reflector* is a memory book and a source of tradition. To those who take the course it is an educational and journalistic experience. The yearbook will maintain high standards of journalistic integrity, accuracy, objectivity, honesty and fair play. The staff will try to make the publication honestly reflect the reality of life, news, sports and culture at LCHS. It is, however, a school publication and is subject to all school board policies and local school regulations. As an educational tool, the publications should provide an insight into the business, design and editorial areas of publishing.

YEARBOOK PORTRAITS**-Senior Portraits:**

Senior portraits will be taken and submitted by the photographer chosen by the yearbook staff in the style approved by the yearbook sponsor. Senior portraits must be taken by the last make-up day provided by the company to be guaranteed publication. Seniors who miss that deadline cannot expect to be included in the yearbook. **Any portrait taken by an outside photographer must be turned in by the deadline and will require a \$20.00 handling fee.** Also, if the picture differs in pose, dress, or quality, it may not be accepted for publication. Boys should be wearing the traditional tuxedo and girls should be wearing the traditional black velvet drape, both facing forward with no props in hand, no text printed in any corners.

The background MUST be medium blue (NOT black or green or tan). The deadline to submit is Nov. 7

Junior/Seniors: Juniors who intend to graduate early may take a picture for the senior section, but they must be officially recognized as an early graduate by the guidance office.

-Underclass Portraits:

Underclass portraits will be taken and submitted only by the school's contracted photographer. Students who miss both the regular and makeup portrait days will not be included in the yearbook. Students who took more than one pose (returned on makeup day to take a second pose) will be represented by the pose the yearbook staff chooses. The staff will make an effort to choose the pose that they believe looks the best. Any portrait deemed inappropriate by the staff for publication will be excluded. If a student wishes to be excluded from the yearbook, he/she must submit a written request to the yearbook staff and it must be signed by one of their parents or guardians. Students who enroll at LCHS after the last picture days will not be included in the yearbook.

OBITUARIES

We cannot publish an obituary in the yearbook for every student, faculty or staff member who dies in a single year. However, space may be purchased by anyone who wishes to buy a memorial ad.

ACCOUNTS PAYABLE

No advertisements will be placed in any publication until payment is made. If a check written for a yearbook is returned, then we reserve the right to hold that yearbook until payment is made. If payment is not made, we reserve the right to sell that book to another customer.

Policies and Guidelines

SALES

All book and advertisement sales are final. Once a book has been purchased, no refund will be given. Damaged books will be exchanged (only if the damage is the fault of the printer, and not the student). Every student will be given a receipt upon purchase, and it is the students' responsibility to provide proof of purchase. The staff will make every effort to maintain accurate sales records and receipts, but mistakes will happen and it is ultimately the purchaser's responsibility to provide proof of purchase.

SPONSORSHIPS

All sponsorships must meet Louisa County Public School's guidelines for obscene or offensive material. All copy and art will be judged by these standards. Any ad found to be in violation must be changed or it will not be published. The publications reserve the right to refuse any ad that is libelous, illegal, obscene, irresponsible, inappropriate or in poor taste. The Yearbook staff also reserves the right to edit any ad before publication to ensure the standards and quality of our product. Any student, parent, staff member or organization will be allowed to purchase ads. Non-students, businesses or any person not currently attending or related to an attending student may purchase ads, but the publications asks that those ads be direct business-related ads or be used to congratulate student or school successes. The publication staff may limit the number of type styles offered to ad customers and set guidelines for format and style. The publication reserves the right to edit all submitted copy or photographs.

DISTRIBUTION

The staff will keep a database of all students who purchased a yearbook. This database should contain the name of every student who purchased a book. But it is the student who must provide that proof. Each student must sign for his or her book when it's picked up. A book will not be distributed to anyone whose name is not on the list, unless they can show proof of purchase. In order to pick up a book for someone else, you must either be their parent or guardian or you must have that person's identification and a written note from that person. Before writing in the book, students should make sure all pages are present, none torn, falling out or upside down. Once a book has been written in, it cannot be exchanged or returned. Please remember the LCHS yearbook is produced entirely by *students* in the yearbook class in a *learning situation*. We are responsible for layout, copy and picture selection on each page. Our pages are sent to the publisher "camera ready," which means that photos, copy, captions and headlines are done at school. Given the limitations of time and budget, it is our goal to give fair and equal coverage to all aspects of school life, August through March, which is our final deadline for a May delivery. We then work on the Spring Insert in April and May for a June delivery.

There are, however, some things over which we have little or no control: pictures that don't print as well as they appeared on screen, changed dates, cancelled dates, students who missed both school picture days due to absences, or items such as senior portraits or PDA ads not submitted by the deadline.

NAME & CLASSIFICATION

The yearbook will use only the official names and classifications (freshman, sophomore, etc.) provided to us by the office at the end of August. Students who use nicknames may expect to be listed under their official name, but may be listed under their 'nickname' if it was used by a group sponsor.

RETRACTION POLICY

Mistakes and errors in the yearbook are virtually impossible to correct after printing. Only serious errors that would involve a lawsuit or other serious legal issues will be corrected. The manner of their correction will be discussed with the principal at that time.

IMAGE MANIPULATION

The yearbook staff of LCHS will not engage in digital image manipulation in order to change facts, libel someone or alter reality. Photos may be touched up for presentation, lightened, darkened or otherwise made presentable for publication. Images may be cut out or isolated, but the policy of the staff is that any manipulation or use of a student's image **MUST** be done in as tasteful a way as possible and credited correctly to the person who took the image.

SPORTS & CLUB COVERAGE

The staff will make every effort to include every club, organization and sports team at LCHS, but they must make an effort to work within the deadlines of our production schedule. Each sports team must send the staff a complete schedule (listing game opponents, sites, times, etc.) as soon as it is available, and as complete a schedule as possible should be sent to the staff by the start of the season. This is to ensure photo coverage of the sport's events. Each club/organization/sport will be contacted and scheduled for a group photo appointment. If a group misses the appointment, they must provide the yearbook with a current group photo or they will not be included in the yearbook. Clubs and organizations should provide the staff with a minimum of ten days' notice of their events or provide the yearbook with photos of their events. (This however, does not guarantee that we will cover these events or publish the pictures in the book.) The staff reserves the right to determine the coverage and design of every layout in every publication including purchased advertising sections. The yearbook is the product of the staff. They will be taking it to contest and they cannot allow for layout or coverage to be decided by others.

Classroom Procedures

Beginning Class – Each day, staffers should set their belongings down, check their mailboxes and then class will begin with some kind of warm-up activity. Students are expected to be in their seats when the bell rings working on the warm-up or preparing for the warm up. Most warm-ups will be reviewed as a class. The warm-up should not take more than 10 minutes and grading no more than 5 minutes. There should be NO TALKING during the warm-up.

Announcements - After the warm-up, we will go over the daily announcements or other information. I expect your complete attention. If you are talking, passing notes, sleeping, coming in tardy, flirting, grooming, texting, eating, reading, doing homework, etc. - then you are not paying attention to me. It is a matter of respect; if you don't give me your full attention, then you are disrespecting me and I see that as the worst form of behavior.

Daily Schedule - Daily assignments will be posted on the right side of the whiteboard and/or on your weekly itinerary. Keep your weekly itinerary nearby each day. After the daily announcements, I expect you to check your mailbox and get to work. This is not a class in which I hold your hand and lead you through one activity to the next. You should be able to identify what you are supposed to do next. If you don't, ask an editor or look in your How-To Guide.

Tardies - Do not interrupt me or other staffers by being tardy. If you *are* tardy, *quickly and quietly* get your warm-up assignment and go directly to your workspace. Once the warm-up is completed, give me your pass, if you have it, and then you may check your mailbox and get to work on your assigned pages/layout.

Absent - If you have been absent, you are still responsible for assignments missed while absent. The publication works on a deadline schedule, that schedule does not change because you are, or even when I am, absent. **Text or email the adviser before Third Block if you are absent**, so she is aware and can make any arrangements necessary. The *Reflector* staff runs like a business and in the business world you must "call in" if you will not be at work on any given workday.

Submitting Assignments – Homework assignments are due at the beginning of the class period for which they are due unless otherwise noted on your weekly itinerary; after that time they are late. If you turn in an assignment late or if you do not have an assignment to turn in at all, you are expected to turn in a piece of paper with a complete heading (especially the date), the name of the assignment and why it is late. Each day you don't have it, you must turn in this piece of paper, until the assignment is completed.

Returned Work - As a part of the daily announcements, the adviser may hand back graded assignments so you can work to the next step in your deadline process. More often, your graded work can be found in your staff mailbox. Check this daily, as soon as you enter the pub lab.

Questions - It is always a good idea to ask questions when you don't understand. The adviser, editors, Style Manuals and the How-To Guide are good places to find answers, but not necessarily in that order. The adviser should be your last source as this is a student-run publication.

Group Work - You will work in many groups in this class. Groups will fluctuate from deadline to deadline. You will be required to choose at least two assignments per deadline. This will allow you to choose the people you work with, to a certain extent. Sometimes you will be assigned to work on an assignment you may not like. The editors and I will try to help you and to keep all groups as happy as possible. However, even though you may be working with another person, only one person will bear the responsibility for that page. The success of that page will rest with that person ONLY.

Interruptions - From time-to-time our class will be interrupted (announcements, teachers, etc...). The interruption is not an opportunity to go wild and as soon as it is over, it is time to get back to business because we have a bottom line to worry about and we are a business. If we have a visitor, be on your absolute BEST and most respectful behavior. Always greet visitors as they are our customers!

The phone: The extension to the publications lab is 1205. Answer the phone before the third ring, "LCHS Publications Lab, _____ speaking." **Be friendly.** If the caller needs to speak to someone else in the room, say, "May I tell him/her who is calling?" If the call is coming from campus, this will appear on the caller ID screen.

When you need help - The plan is that each day the adviser will have the last 20-30 minutes to help you. But each class has an average of 15 students in it. That means I can help you for TWO minutes unless you get help from an editor or the How-To Guide. Please don't come to me first; use your resources. Try the editors, the handbook and the textbook, then come to me. If the matter is personal, then of course come to me first, but remember editors can help with those kinds of problems, too.

Leaving the room – You must have the adviser's permission before you sign out to exit the pub lab. Use the sign-out sheet by the door to indicate where you are going and what you are doing there (interviews, polls, photos, etc.). You **MUST** have your Press Pass in order to leave the staff room. Sign back in when you return. Going to the bathroom isn't really a good reason to leave because we eat second lunch – go during your lunch shift. Remember to be very polite to teachers when asking to interview students from their rooms. If you are denied, ask when might be a better time to return. There is also the matter of the 10-10 rule at LCHS. Yearbook staffers are not typically an exception to this rule.

Restroom / Locker - During class "independent" time, you may go to your locker or the restroom, but only with the adviser's permission. If you use your out-of-class time to do things you shouldn't be doing, then your Press Pass will be taken away, and you will be "grounded". Remember, we have spies and cameras in the halls!

Fire / Tornado Drill - One staff member should grab a digital camera and one editor the evacuation sign and forms. For fires we exit the building toward the cafeteria and exit just past the performing arts hallway. For tornados, stay in the room, and "duck and cover" along the internal walls.

Staff Hierarchy

2018-2019

Adviser

Stacy Wildman

Editors-in-chief

Natalia Placido
Alexandra Owen

Copy Editor

Julia O'Reilly

Staff Members

Elizabeth Bradford
Rachel Clarke
Melanie Hummill
Ethan Labelle
Ethan Snyder
Clayton Vaughan
Taylor Weeks

Photography Staff

Emily Coffey
Benjamin Perkinson

Business Managers

Hayden Bunting
Garrett Corker

Events Coordinator

Chloe Norton

Job Descriptions

EDITORS:

These student leaders will create Style Guides specific to each section of the yearbook (fonts, colors, design requirements, etc.) and edit pages before they are forwarded to the adviser.

Editor-in-Chief

The EIC works with the adviser to set deadlines. The two make layout assignments, mentor, etc. The EIC is responsible for the theme package (cover design, endsheets, title page, opening/closing, table of contents, dividers and assisting section editors with designs incorporating thematic elements, etc.). This staffer will track deadline progress, provide a positive atmosphere for the staff and will be the last student to edit/approve all design elements, including the folios. In the event of a staff smaller than 18, the editor-in-chief may takeover the roles of design and photography editors.

Design Editor (when staff numbers allow)

The Design Editor works first with the EIC and the Adviser and then with section editors to create page templates for each section. This staffer will also work in the editing chain to ensure conformation to set design styles. Should there be no official EIC or Design Editor, this jobs falls to the staffers assigned to a given page, with input from senior staffers and the adviser.

For 2019, the focus should be on a SCHOOL SPIRIT-themed book with contemporary design elements, using modules, avoiding clutter, using the Z eyeline, effective use of white space, including more people's photos, and creative use of thematic visual elements. But even more important than any of these is the photography! Pictures and captions are what our customers love, so the 2019 staff will strive to deliver **the best** they can in this area.

COPY Editor

The Copy Editor is responsible for editing all headlines, stories and captions. He works with the adviser to set deadlines. He should make layout assignments, proofread, edit, mentor, etc. The CE is responsible for title page, opening/closing and the table of contents. The CO will need to check the yearbook email account daily and will keep a headline binder, compiling ideas for use in our publication.

PORTRAIT Section Editor

The Portraits Editor will be in charge of the people section of the yearbook. She will create panel pages and flow portraits, as well as assign feature stories to copywriters and quick reads to photographers. Senior portraits will be slightly larger than those of the underclassmen and employees at LCHS. She will use enrollment lists to ensure that student and faculty names are spelled correctly. The PE will keep an electronic document which tracks all senior portraits submitted by outside photographers and when that \$20 fee has been paid. She will also help design layouts for QuickReads and Feature Stories in the portraits section and work with the Business Manager on Senior PDA's if needed.

PHOTOGRAPHY Manager

The PM will keep track of all things photography. The student-staffer will manage the sign-out list for cameras, batteries, chargers, and voice recorders and keep track of the ordering of necessary batteries and memory cards. She will also keep all digital photos organized in proper folders within the shared yearbook file as well as maintain a photo request notebook. This notebook will contain all requests made by copywriters for event coverage. The PM will help organize sports team pictures in conjunction with their respective coaches and organize the club photo day with the adviser. In addition, the PM will teach staff members the basic functions of each camera and how to use PhotoShop to crop, COB, enhance and change the resolution of yearbook pictures. The PM will also assist the design editor in the visual development of the opening, closing, division and/or other theme pages.

Business Manager

The BM is responsible for all things organizational and financial. He or she keeps track of sales, receipts, processes ads, takes care of publicity (with adviser), returns phone calls and emails, and is responsible for planning the Distribution Event. The BM should also serve as a reminder to other staffers of ad sales status and how many ads they have sold/need to sell to meet their quotas. With all this in mind, the BM will have fewer stories/layouts than other staffers and will place sponsorship art on all necessary pages.

Social Events Coordinator

This person is responsible for making weekly reports regarding upcoming events, keeping track of staff birthdays and a monthly music "playlist", organizing creative celebrations for deadline completions, keeping a budget and stocked items for celebrations.

Photographers

The photographers will work with copywriters to cover events by taking pictures and conducting short interviews in order to write captions. They will assist with all needs regarding photography and PhotoShop, reporting to the Photography Manager or Editor-in-chief for information about upcoming events. Photographers will correctly organize their images into folders which indicated the event name, date and photographer.

Copywriters

All are responsible for interviewing and taking notes, writing stories and sometimes captions. They will conduct surveys and polls for quickreads and they may also need to take pictures as assigned for a deadline. They will need to attend events, take care of the equipment, upload and save pictures so they may be accessed easily. They should also save all interview notes until each deadline is completed and sent to print.

Three-Week Deadline Schedule

(subject to change as needed)

Week One:

- Day 1: Layouts assigned
- Day 2: SCPs (pages 1-5 through 1-9 in HOW-TO guide)
- Day 3: RSs & layout draft (adjust fonts, page numbers, byline, etc.)
- Day 4: Questions (must have approval to continue); Interviews begin
- Day 5: Interviews and Pictures

Week Two:

- Day 6: Interviews and Pictures (tag pictures as they are uploaded & use enrollment lists)
- Day 7: Notes/Pictures (must have source approval - signatures! - to continue)
- Day 8: Rough Stories and layouts
- Day 9: Rough Stories with headlines (editing circles)
- Day 10: Final Stories (editing again)

Week Three:

- Day 11: Caption Writing (pages 2-9 through 2-11)
- Day 12: Rough Pages (must have approval to continue)
- Day 13: Final Pages (print pages for editing circle)
- Day 14: Final Pages (an editor sits with copywriter to edit)
- Day 15: Final Editing Circle & Submit COMPLETED page(s) on YTO ladder

Week Four:

- Day 16: Deadline party? YOGA? Nature Walk? Movie?

SCP stands for Spread Coverage Planner (page 1-8 and 1-9) where the staff members use the package sheets from Jon Mattingly's **staff manual 2010 HOW-TO guide** to decide story angles, sidebars (quick-reads), etc.

RS stands for Reading and Summaries. For each story or sidebar idea, students are required to read two or three articles from any source (record on Weekly Log) to get an idea of how to tackle an assigned spread. Then, they have a much better idea of the angle they want and how to construct interview questions that apply to the story they will write.

Questions: Each source is required to have 25-30 questions; 5-8 "yes or no" icebreakers where the reporter already knows the answer and the answer is always "yes." For example:

1. Your name is Louisa Lion, right?
2. And you spell that L-O-U-I-S-A - L-I-O-N, correct?
3. And you're a junior, right?
4. And you're on the wrestling team, right?
5. And you're the captain, right?
6. And you won your last three matches, right?
7. And you're 16-1 overall, right?

8. And you're playing Theirtown High School next, right?
9. And if you win, doesn't that qualify you for districts?
10. After districts, you'll move to state, right? Where will that be held?

This establishes that the reporter had done his/her homework and that the interview will be easy. All the interviewee thinks is, "What a smart reporter; I just answer yes. This is easy."

The next 20 questions or so are developed from a question generator: apply the five "Ws" and the "H" to three things that are important in the source's life. In this case, tennis, food, and school.

So,

Why is tennis "your" sport?

Who's your tennis idol?

What do you eat before a match?

How do you keep up with schoolwork?

You get the idea. This way, you'll have an easy 18 questions to add to your first ten. Then, for your last questions, always ask a progress question (How do you think your serve has improved?), a comparison question (What has the team done differently from last year?), and a gender question (What ways is competitive tennis different for women?). The last question, of course, in any interview, should always be, "Do you have anything to add?"

Your very last question should ALWAYS be: "Have you bought a yearbook, yet?"

If the reply is "no", this is when you hand your interviewee an order form (keep a few on your clipboard at all times).

DEAD WORDS (in interviews, do not use these words!)

best

worst

favorite

NEVER say: "I need a quote"
"Can I get a quote?"

Instead, say, "Tell me about..."

"... what happened just before and after this picture was taken."

"...your day leading up to the big game/homecoming/prom, etc"

"...what you were thinking/feeling as you..."

The Secret Is Out!

What is the secret to getting a good grade in this publications class? What makes a good staff member? How can I be as good as so-in-so? Thinking and observation - that is it and you can do it:

1. *Always think about new story ideas, layout ideas and photo ideas:* Make a list of cool ways we can make each of our yearbook better or more interesting. Don't be shy.
2. *Expose yourself to a wide variety of people:* Different people will have different ideas, don't always ask the same people for quotes or interviews. Besides that only makes people think that the publications are only about our friends and why should they read it or buy it.
3. *Expose yourself to new things:* Take a story assignment about something you know nothing about! You will have a fresh angle from inexperience. You might even learn something (Oh, my!).
4. *Keep your eyes open:* Watch for new and unusual things. Don't walk the halls on automatic pilot, find something new about our school every day.
5. *Read:* Pick up a newspaper, magazine, book, whatever. Read something new each day. Good readers are usually good writers. And we all write in here - no matter what our job is.
6. *Keep your ear to the ground:* Listen for that interesting gossip. Not who is with whom this week, but what's going on with the various clubs, organizations and sports. As well as new policies that might be coming up. Students know what is going to happen long before the teachers do. We need to know first! Make sure you share everything—what is old news to you, may not be news at all to others.
7. *Turn the tables:* Just as Atticus said, try to think about what it is like to be in someone else's shoes. That is a story.
8. *Brainstorm:* Write down ANYTHING you might think is useful for our publication, even if you think it might be dumb or stupid. It might not be.
9. *Make analogies:* What else is like what you do? What do you have in common with people who take totally different classes?
10. *Turn things upside down:* What if the students set the dress code? What if the editors had to listen to the rest of the staff? What if Ms. Hallmark had to write captions? Keep thinking what if...

LCPS Acceptable Computer System Use Policy

All use of the Louisa County School Division's computer system shall be consistent with the goal of promoting educational excellence in facilitating resource sharing, innovation and communication lines and devices, terminals, printers, CD-ROM devices, tape drives, servers, mainframe and personal computers, the internet and any other internal or external network.

Acceptable Use Access to the school's computer system shall be for purposes of education or research and be consistent with the school's educational objectives or for legitimate school business.

Privilege The use of the school's computer system is a privilege, not a right.

Unacceptable Use Prohibited conduct includes:

- using the network for any illegal activity, including violation of copyright or other contracts, or transmitting any material in violation of any federal, state, or local law
- sending receiving, viewing or downloading illegal material via the computer system
- unauthorized downloading of software
- downloading copyrighted material for unauthorized use
- using the computer system for private financial or commercial gain
- wastefully using resources, such as file space
- gaining unauthorized access to resources or entities
- posting material authorized or created by another without his/her consent
- using the computer system for commercial or private advertising
- submitting, posting, publishing or displaying any obscene, profane, threatening, illegal or other inappropriate material
- using the computer system while access privileges are suspended or revoked
- vandalizing the computer system, including destroying data by creating or spreading viruses or by other means

Network Etiquette Each user is expected to abide by generally accepted rules of etiquette, including the following,

- Be polite.
- Do not forge, intercept, or interfere with electronic mail messages.
- Use appropriate language.
- Do not post personal contact information about themselves or others.
- Respect the computer system's resource limits.
- Do not post chain letters or download large files.
- Do not use the computer system to disrupt others.

- Do no read, modify or delete data owned by others.

The Louisa County School Board makes no warranties for the computer system it provides. The school board shall not be responsible for any damages to the user from the use of the computer system, including loss of data, nondelivery or missed delivery of information or service interruptions. The school division denies any responsibility for the accuracy or quality of information obtained through the computer system. The user agrees to indemnify the school board for any losses, costs or damages incurred by the school board relating to the violation of these procedures.

Security Computer system security is a high priority for the school division. If any user identifies a security problem, the user shall notify the principal or teacher immediately. All users shall keep their passwords confidential and shall follow computer virus protection procedures. Intentional destruction of any part of the computer system through creating or downloading computer viruses or by any other means is prohibited. The school division assumes no responsibility for any unauthorized charges or fees as a result of using the computer system, including telephone or long-distance charges.

Electronic Mail The school's electronic mail system is owned and controlled by the school division. The school may provide electronic mail to aid students as an educational tool. Electronic mail is not private and students' electronic mail will be monitored and accessed by the school division. Users shall be help personally liable for the content of any electronic message they create. Downloading any file attached to an electronic message is prohibited unless the user is certain of the authenticity and nature of the file.

Enforcement Acceptable use of the computer system shall be enforced by monitoring information on the school division's computer system. To protect students, software may also be installed on the computer system that blocks obscene/illegal material as well as material that may be harmful to juveniles. Any violation of these regulations shall result in loss of computer system privileges and may also result in appropriate disciplinary action

The BEAT SHEET

Student Life

Open House
 2-a-days
 Spirit Week
 Homecoming
 Current Events
 Yearbook Distribution
 Arts Festival
 Class Ring Distribution
 Miss Louisa
 Mr. Louisa
 Talent Show
 Prom
 Spring Fling

Seniors

Government trip
 Democracy Day
 Senior Class Picnic
 Senior Awards Night
 Baccalaureate
 Graduation

Sports

Cheerleading
 Cross Country
 Football
 Golf
 Girls Basketball
 Indoor Track
 Volleyball
 Wrestling
 Competition
 Cheerleading
 Boys Soccer
 Girls Soccer
 Outdoor Track
 Girls Tennis
 Boys Tennis
 Softball
 Baseball
 Field Hockey
 Swim Team

Academics

Agriculture
 Art
 Auto Mechanics
 Band
 Band trip
 Business
 Child Care
 Chorus
 Culinary Arts
 English
 Foreign Language
 Future Focus
 History
 Horticulture
 Humanities trip
 Leadership
 Math
 Media
 Newspaper
 Nursing
 P.E.
 Physics trip
 Science
 Technology
 Theater
 Underclassman awards
 Yearbook

Clubs

KOM
 GAYLE
 Thespian Society
 Guitar Club
 FBLA
 Speech & Debate
 Envirothon
 FFA
 FCCLA
 Ex-Libris
 NAHS
 SCA
 SODA
 SCUBA
 Chorus
 INTERACT
 NHS
 Louisa Loonies
 Act 29
 Fishing Club
 Varsity Club
 Animé Club
 Scholastic Team
 Flags/Color Guard
 HOSA
 TSA
 Skills USA
 Concert Band
 Jazz Band
 Marching Band
 Tri-M
 Cohort
 OBK
 Junior Class Council
 Senior Class Council
 Student Advisory Council
 Project Pride
 Car Care
 Photography

Phone Directory

LCHS 540-894-5436 or 1000

LCHS Fax 540-894-0534

Yearbook Staff Room = ext 1205

District Phone Extensions

Louisa County Middle School 2000

Jouett Elementary 4000

Thomas Jefferson Elementary 3000

Trevilians Elementary 5000

8000 LCPS Central Office

LCPS Superintendent Deborah D. Petit

Transportation 8400

Building Phone Extensions (4-digit) Internal

1011 Principal's Office—Lee Downey

1021 Principal's Secretary—Karen Knight

1014 AP – David Blanchard

1013 AP – Dan Barrett

1012 AP – Felecia Christian

1016 AP – Shaun Woody

1029 Guidance Office Secretary—Deborah Schwartz

1065 Guidance Director—Todd Ryan

1061 Guidance Counselor—Allison Coleman & Jennifer Purcell

1064 Guidance Counselor—Kristin Chapman

1062 Guidance Counselor—Jessica Rabil

1063 Guidance Counselor—Jerry Slaughter

1027 Administrators' Office Secretary—Wanda Sharp

1025 Attendance Office—Rebecca Walters

1000 Administrative Office

1040 Nurse—Mazie Rowe

1022 Bookkeeper—Susan Coleman-Sharpe

1080 Librarian—

1081 Librarian—Katherine Duke

1026 Library Secretary—Wendy Siebert

1028 Resource Officers—Corporal Sarnoski & Deputy Meador

1024 Athletic Office Administrator- Lauren Manrique

1015 Athletic Director – George Stanley

1023 Administrators' Secretary – Lynne Runnett

1040 Vestibule – Buddy Jones

8200 Technology

Other Important Phone Numbers

Kelly & Jeff Carns: 540-270-2520, carnsj@jostens.com

Josten's Publishing Clarksville, TN plant: 800-248-9725 Randy Bush: ext. 249

Josten's Computer Hotline: 800-328-2435

