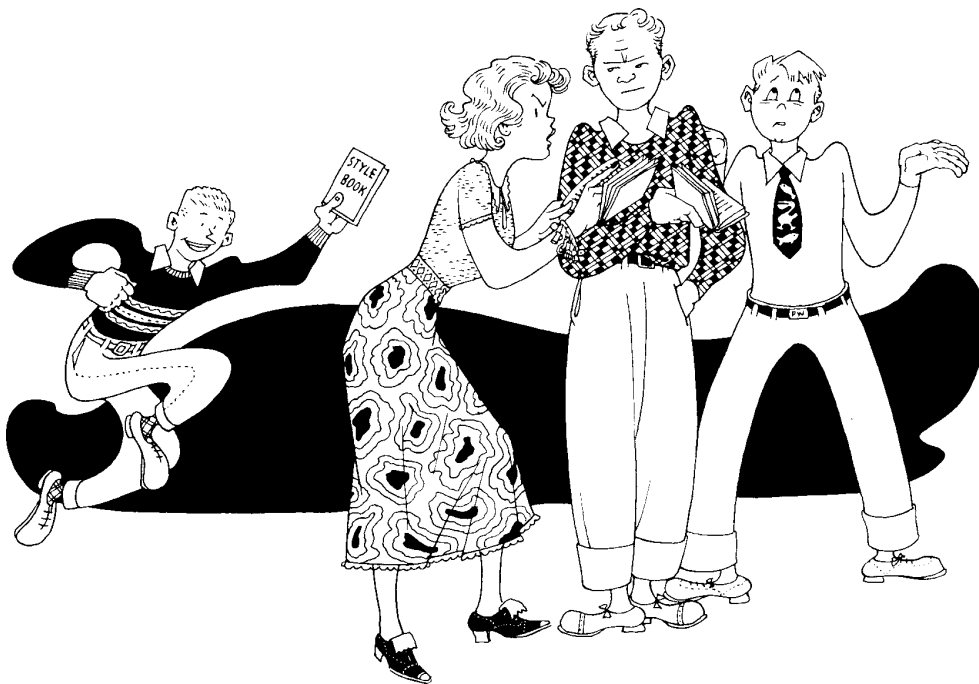


THE  

---

**PUBLICATION POLICIES  
HANDBOOK**

---



For Tech Pep  

---

Advised by ROB MELTON

**PUBLICATION**  
**POLICIES**



*Rule of thumb: Prepare copy carefully.*

**I. Name**

- A. The name of Benson Polytechnic High School's student newspaper is Tech Pep. Following Associated Press style, the name is not set in italics nor is it preceded with the word *The*.

**II. Location**

- A. Tech Pep may be reached at the following address:  
Room G201  
Benson Polytechnic High School  
546 N.E. 12th Ave.  
Portland, Oregon 97232
- B. During the business day, from 8:15 a.m. to 3:30 p.m., Tech Pep staff members may be reached at the following telephone number: 503/916-5100 ext. 2041. Students and instructor are not always in the room. The best time to call is during class: Monday–Friday from 1:15–2:07 p.m. You will reach Room G201 directly when you dial 916-2041. The school's Main Office telephone number is 503/916-5100.

**III. Purpose**

- A. Tech Pep is a laboratory for journalism students designed to serve the total school community. As a laboratory, the newspaper provides staff members with independent writing opportunities with individual evaluation. Writing is based on a wide variety of research for a broad and often critical audience. The experience demands responsibility and cooperation. Business skills are learned through selling advertising and remaining financially solvent.
- B. Tech Pep serves its audience with accurate and factual reporting on significant aspects of school life and subjects of concern to its readers. Tech Pep should stimulate thinking and provide leadership for the school. As an independent observer, the paper should use its unique access to news and a broad perspective to lead the school community toward constructive accomplishments. Tech Pep provides readers with a public forum. Students, faculty, administrators, parents and others in the school community are encouraged to react to printed material or to comment on matters of concern through signed letters to the editor. Tech Pep entertains its audience through clever, creative approaches to writing, photography, design and the coverage of human interest stories.

**IV. Coverage**

- A. It is Tech Pep's responsibility to cover school, city, state, national and international events and issues that affect or concern the campus, its students or its readers.
- B. Tech Pep will attempt to cover all aspects of the school; however, coverage will depend greatly upon an item's news value (how

---

**PUBLICATION**  
**POLICIES**

---

important or interesting it would be to the majority of the newspaper's readers). Tech Pep editors determine the news value of all material.

- C. Tech Pep will clearly identify sources of news, except when it is necessary to uphold the journalist's privilege of protecting the identity of sources. When such is the case, the journalist must reveal the source to the editor, who will determine with the reporter if the source is credible. Once credibility has been established by independent verification of the facts, the Management Team will determine if the story will run.
- D. Tech Pep will avoid sensationalizing the news. Tech Pep does not invade personal privacy or print material which might be embarrassing to an individual or group except in the area of public performance or responsibility.

#### **V. Frequency & Format**

- A. *Frequency.* Tech Pep is published every three weeks by the advanced journalism class at Benson Polytechnic High School.
- B. *Size.* Tech Pep is an 4-page to 16-page tabloid newspaper.

#### **VI. Audience**

- A. Tech Pep is written primarily for the 1,500 students who attend Benson Polytechnic High School. Secondary audiences which receive the newspaper include some members of the local community, faculty and staff, other school journalism programs throughout America, and organizations that promote the development of scholastic journalism. Tech Pep recognizes that the newspaper is read by and must address these secondary audiences. Accordingly, the staff will recognize criticisms and opinions from these parties.

#### **VII. Board of Education and Administrative Policy**

- A. The Board of Education through the school principal provides the newspaper with a partial subsidy to cover basic supplies, just as it does for other classes in the school's curriculum.
- B. Additional funds are generated through the sale of advertising and subscriptions by the Tech Pep staff.
- C. While Tech Pep is responsible to the board and the student body for the funds they receive and subject to state and federal laws, content reflects student thinking and is not necessarily in agreement with administrative policy.
- D. The Forum section of Tech Pep is an accessible public forum for the newspaper's readers. Editorials represent the opinion of Tech Pep staff. Other opinions expressed in Tech Pep Forum are not necessarily those of the Tech Pep staff, high school student body, faculty, administration or school board. Signed columns and letters to the editor represent the views and opinions of the writers only.

#### **VIII. Responsibility for Accuracy and Objectivity**

- A. Tech Pep endeavors to correctly spell names and make accurate class

---

**PUBLICATION**  
**POLICIES**

---

- and position identifications. Names of students and faculty must be checked for accuracy by the writer and editor.
- B. All facts must be verifiable by at least two sources.
  - C. The staff and its management team is responsible for all material which appears in Tech Pep. Administrators have a non-review role; they may not control content prior to publication, although they may offer advice on sensitive issues and will offer criticisms that are warranted following publication.
  - D. Tech Pep strives for the highest standards of accuracy, completeness and careful research in its presentation of material that time allows. Since there are deadlines to meet, however, Tech Pep will go to press with the facts as they stand on deadline. The staff, therefore, assumes responsibility for the accuracy of these facts.
  - E. Rumor, gossip or innuendo are not, nor will they ever be, the basis for any story appearing in Tech Pep.
  - F. Sources interviewed for a story will, upon request, be presented with a copy of their quotations for confirmation by the reporter assigned to the story. If approval is not obtained, the Management Team will meet to discuss the ramifications of printing the article and act accordingly.
  - G. No member of the Tech Pep staff will accept any free gifts, considerations or passes that might compromise the integrity of Tech Pep or the objectivity of its reporters. Tech Pep accepts the two season sports passes handed out to each school by the Portland Interscholastic League to assure the accurate reporting of sports events through first-hand reporting. On occasion, free passes from film distribution companies are accepted to advance previews of movies to assure a review can be completed before the movie is released. Otherwise, Tech Pep's policy is to pay for all reviews.
  - H. Punishment for inaccuracy will be directed at the reporter.
  - I. All copy must conform to Tech Pep's Publications Stylebook, located in the Staff Manual. When the Publications Stylebook does not have the answer, consult the AP Stylebook. The final authority, should AP not have the answer, is *Webster's Third New International Dictionary of the English Language*.
  - J. When an error merits correction, as determined by the Management Team, it will be promptly published in Tech Pep's news brief column or on the editorial page. Responsibility for composition of the correction lies with the editor, subject to review by the Management Team. Corrections or mistakes should be brought to the attention of the editor.
  - K. Tech Pep is guided by the Statement of Principles of the American Society of Newspaper Editors. This code of ethics outlines the principles of responsibility, freedom of the press, independence, truth and accuracy, impartiality, and fair play.

---

**PUBLICATION**  
**POLICIES**

---

**IX. Bylines and Credit lines**

- A. Any full-length story that includes original reporting will carry a byline.
- B. Any art or photo will carry a credit line.
- C. Any story which expresses an author's opinion or analysis will carry a byline and a standing column head to indicate the story represents an individual opinion.
- D. Editorials, since they represent the opinion of the staff as a whole, will not carry bylines.
- E. Bylines should not be cut for space reasons.

**X. Editorials**

- A. Editorials represent the collective opinion of the Tech Pep staff. Other opinions expressed in Tech Pep Forum are not necessarily those of the Tech Pep staff, high school student body, faculty, administration or school board. Signed columns and letters to the editor represent the views and opinions of the writer only.
- B. The Management Team will discuss possible editorial topics and prepare background reports on each side for presentation to the class. The background report will include a resolution which will be presented to the class. The class will listen to all arguments pro and con and the presentation of resolutions. Each member of the class, having one vote, will vote for the resolution they favor. A two-third majority is required for a resolution to pass. The winning resolution will determine the position taken in the editorial. Should none of the resolutions pass with a two-third majority vote, the arguments will be presented in a Pro/ Con format on the Forum pages.

**XI. Opinion Writing**

- A. Opinion content will be found on the Forum pages. Opinions that appear on other pages, such as columns, will clearly indicate the material is the personal opinion of the writer.
- B. The Management Team will review any and all opinion columns and will have the power to withdraw an opinion column from publication or order a re-write of an opinion column. All opinion columns will be submitted to the board for review.
- C. Essays and other literary and artistic works are welcomed.
- D. Tech Pep will publish constructive criticism which is supported by facts and logical solutions. Opinion writing critical of a policy, action or viewpoint will provide practical suggestions for an alternative solution to the problem.

**XII. Letters to the Editor**

- A. *Forum*. Tech Pep Forum pages will be a forum for the exchange of comment and criticism, and is open to students and others interested in Benson Polytechnic High School. A forum, by definition, is "a marketplace of ideas," more literally, "a public meeting place for open discussion." Recognizing this, Tech Pep will print as many

---

**PUBLICATION**  
**POLICIES**

---

letters to the editor as space allows each issue. Tech Pep reserves the right not to print a letter.

- B. *Format.* All letters to the editor must include the writer's name, signature and class or position. Typed, double-spaced letters are preferred, but legible, hand-written letters are acceptable.
- C. *Limitations.* Letters should be limited to approximately 300 words, or about one-and-a-half double-spaced, typewritten pages. Poetry is not accepted for publication.
- D. *Editing.* Letters to the editor will not be edited, except in rare cases to prevent legal liability (libel, obscenity, invasion of privacy, etc.), to edit material that is in poor taste, or to fit space requirements.
- E. *Address.* Letters should be addressed to the editor, placed in an envelope and mailed to Tech Pep c/o Benson Polytechnic High School; placed in Mr. Melton's box in the main office, or hand-delivered to Room G201.

### **XIII. Advertising**

- A. The purpose of advertising is to raise money for the newspaper by bringing buyer and seller together, thus making it a vital part of Tech Pep.
- B. Tech Pep reserves the right to reject, edit or cancel any advertisement at any time. If a business pays for advertising in advance of publication and the staff decides to cancel the advertising, money will be refunded for remaining ads. Advertising shall be free of statements, illustrations, or implications that are offensive to good taste or public decency based on the opinion of the staff. Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business. The staff may run political advertisements. The staff will not accept advertising for products or groups that are racist, sexist, illegal for high school students, or violates other standard journalistic principles (libel, obscenity, invasion of privacy, disruption). Ads which the staff accepts are not an endorsement from the staff, administration, or board of education.
- C. All ads are thus subject to review by the Management Team. If the board decides a questionable advertisement is suitable for use by Tech Pep, and that the questionable material is a vital part of that advertisement, then the ad will appear in the newspaper.
- D. Advertising rates, publication dates and terms are as set forth in the rate card packet, Appendix A.

### **XIV. Distribution**

- A. *Distribution.* Approximately 2,000 copies of Tech Pep are printed and delivered to every classroom. Other pick-up locations include the main office and the library.
- B. *Subscriptions.* Tech Pep is distributed free to Benson students,

---

**PUBLICATION**  
**POLICIES**

---

faculty and staff. Exchange copies are provided at no cost to participating schools. Subscriptions are available to the public:

1. *Subscriber* — \$15. Newspaper delivered every month by way of First Class mail.
2. *Supporter* — \$25. Newspaper is mailed First Class the same day it comes out. Supporter recognition given.
3. *Patron* — \$50. Newspaper is mailed the same day it comes out, plus 1 Tech Pep shirt and Patron recognition.
4. *Individual Sponsor* — \$75. Special Delivery service: the newspaper delivered to your door the day the newspaper comes out, plus 2 Tech Pep shirts and Individual Sponsor recognition given.
5. *Corporate Sponsor* — \$100+. Special Delivery service, plus 4 Tech Pep shirts, corporate logo on shirt and Corporate Sponsor recognition.
6. *Scholarship Fund Donor* — \$25+. Contributions of \$25 or more go into a special scholarship account which is used to award a \$500 scholarship annually to a Benson Polytechnic student interested in pursuing journalism in college. The scholarship winner is determined in a writing contest judged by professional writers and editors. Scholarship Fund Donor recognition given.

#### **XV. Use of Equipment**

- A. Equipment in the publications rooms is for student publications only. No games are allowed. All disks must be certified virus-free by the instructor. Students must request permission to use the equipment for other purposes. No outside organization may use the equipment. No food or beverages allowed around computer equipment or on computer tables.

#### **XVI. Management Team**

- A. The Management Team is the decision-making and policy-setting body of the newspaper, and governs its day-to-day operation.
- B. The voting membership of the board consists of the Managing Editors of News, Opinion, Sports, the Business Manager, and two representatives elected by the staff. Management Team meetings are required for board members. Others are welcome to attend the meetings.
- C. At its first meeting, the board shall elect a presiding officer, thereafter designated as the Chair, who will govern all meetings. In the Chair's absence, the Managing Editor–Opinion will preside, and a temporary secretary will be designated.
- D. 1. A board member is subject to review by the remaining members and may be dismissed for missing two meetings in one month or a total of four meetings a quarter without an approved excuse prior to missing a meeting (except for illness).

---

**PUBLICATION**  
**POLICIES**

---

2. A board member may also be removed for disciplinary reasons.
  3. Upon removal of a board member, the staff will elect replacements.
- F. The Management Team reserve the right to hold a questionable story or photo from publication until its concerns have been addressed.
- G. The Management Team, in consultation with the adviser, will make recommends to the adviser regarding disciplinary actions and staffing problems. The final decisions on these matters will rest with the adviser.
- H. Any proposal requires a majority vote to pass, although for a variety of reasons the Management Team may request a unanimous vote for passage on an issue of great importance or controversy.
- I. A quorum is necessary for the Management Team to conduct business. A quorum shall be defined as three, and must include the Management Team Chair and the Managing Editor –Opinion.
- J. The Management Team meets period 7 on Tuesday of each week. Any board member may call an unscheduled meeting should it be necessary.
- K. The Management Team shall not have the power to postpone publication or change deadlines which are set by contract with the printer.
- L. Controversial subjects, based on the need to inform the public, may be dealt with in Tech Pep. Before assigning a controversial subject, the board will decide if there is a genuine need to print the story.



# JOB DESCRIPTIONS



*Rule of thumb: Do your job.*

## STAFF ORGANIZATION

### Newspaper staff selection

To become a newspaper staff member, a student must meet one of the following criteria:

- Complete Beginning Journalism with a “B” average or better.
- Be a transfer student who has journalism training, and who has a “B” average journalism transfer grade, and who will be allowed on staff on a trial basis to assess his or her skill level and suitability for a staff position. The trial will end at semester.
- Be a senior who, not having taken Beginning Journalism: 1) receives strong letters of recommendation from two English teachers; 2) is an outstanding writer; 3) has a strong sense of responsibility, and 4) who is accepted by the adviser.
- Demonstrate special skill in photography, art, cartooning, advertising, sales, bookkeeping, computers, or other another area, and be accepted by the adviser.

### Executive Board

- The Executive Board is the decision-making body of the newspaper. The board consists of:
  - Managing Editor — News
  - Managing Editor — Design
  - Managing Editor — Opinion
  - Managing Editor — Sports
  - Managing Editor — Photography
  - Business Manager
  - Advertising Manager
  - Circulation Manager
- Discusses and determines what stories will appear on which pages.
- The Executive Board makes all policy decisions and governs the day-to-day operation of the newspaper. A policy decision may be overturned by at least a two-thirds majority vote of the staff.
- The Executive Board meets Tuesday of each week; more often if needed.
- Any of the managing editors may call an unscheduled Executive Board meeting to deal with pressing business.
- The Managing Editor — Opinion takes and promptly posts formal minutes of all Executive Board meetings. In addition to posting a copy for the staff, copies of minutes go to all Executive Board members and the adviser.

---

## Job Descriptions

### Managing Editor — News

- Is the official newspaper representative at meetings with administration, faculty, community and professional groups or individuals.
- Is the spokesperson for newspaper when dealing with the media.
- Chairs Executive Board meetings, and has the authority to call unscheduled board meetings.
- Opens the staff business meeting each day with reminders, announcements, and other business which applies to the entire staff.
- After the staff business meeting is concluded, the editor holds individual conferences with managers, page editors, writers and photographers as necessary to make sure tasks are completed on time and with reasonable skill.
- Coordinates news operation of the newspaper in an efficient and orderly manner, supervising all aspects of writing.
- Maintains run sheet for section, with story slugs and word counts recorded.
- Is responsible for the content and layout of the page 1.
- Along with adviser, advertising manager and ME-Design, plans and approves dummy of news pages.
- Assigns beats and works with beat reporters.
- Maintains calendar of upcoming events and special supplements. Coordinates calendar information throughout the newspaper.
- Page-proofs flats before they go to the printer.
- Covers own beat — principal's office.
- Helps other editors solve problems as they arise.
- Delegates responsibility to others to assure that work gets done and that the paper comes out on time.
- Helps copyedit, making sure all copy follows the newspaper style guide.
- Helps lay out pages, making sure layouts follow the newspaper layout style guide.
- Attends paste-ups.
- Writes at least one story for each issue.
- Works with Adviser and Executive Board in setting or revising publication dates, and implementing or changing policies or procedures.
- Sometimes must complete tasks which are assigned to others to assure that production deadlines are met.
- Sets goals and evaluates how successfully goals were met each issue.
- Assists the adviser each issue by providing specific information regarding staff performance on the Staff Evaluation form — assignments given, assignments completed, deadline met.

### Managing Editor — Design

- Takes over in ME-News Editor's absence (see job description above).
- Assists the editor in performing duties.
- Has the authority to call unscheduled board meetings.
- After the staff business meeting is concluded, works individually with managers, page editors, writers and photographers, to make sure tasks are com-

- pleted on time with reasonable skill.
- Coordinates layout/ production aspects of the newspaper in an efficient and orderly manner.
  - Works closely with managing editors and page editors on the development of the design and layout for their pages, assisting in the completion of thumbnail sketches, mock-ups, final page dummy and paste-up.
  - Helps page editors with production and design of special pages or sections.
  - Prepares flats for paste-up.
  - Works with advertising manager in dummied ads for each issue according to page editors' needs.
  - Consults adviser and Executive Board members before approving dummy of entire newspaper.
  - Coordinates special in-depth sections.
  - Responsible for proper care and maintenance of computer equipment.
  - Effectively manages production department supplies so waste is kept to a minimum.
  - Turns in requests for supplies ahead of time to adviser.
  - Covers assigned beat — curriculum vice-principal's office.
  - Works with page editors.
  - Takes final responsibility for getting flats to the printers by the printer's deadline.
  - Helps other editors solve problems as they arise.
  - Delegates responsibility to others to assure that work gets done and that the paper comes out on time.
  - Helps copyedit, making sure all copy follows the newspaper style guide.
  - Helps lay out pages, making sure layouts follow the newspaper layout style guide.
  - Attends paste-ups.
  - Writes at least one story for each issue.
  - Works with Adviser and Executive Board in setting or revising publication dates, and implementing or changing policies or procedures.
  - Sometimes must complete tasks which are assigned to others to assure that production deadlines are met.
  - Sets goals and evaluates how successfully goals were met each issue.
  - Assists the adviser each issue by providing specific information regarding staff performance on the Staff Evaluation form — assignments given, assignments completed, deadline met.

#### **Managing Editor — Opinion**

- Takes over when ME–News and ME–Design editors are absent (see job descriptions above).
- Assists the editor in performing duties.
- Has the authority to call unscheduled board meetings.
- Takes and promptly posts minutes of all Executive Board meetings.
- Leads the staff in discussions as to the editorial stands taken in each issue, preparing adequate background information for staff to make an intelligent decision.

- Selects staff members to write editorials, following the positions adopted by the class.
- After the staff business meeting is concluded, works individually with managers, page editors, writers and photographers, to make sure tasks are completed on time with reasonable skill.
- Coordinates the opinion and entertainment pages of the newspaper in an efficient and orderly manner.
- Along with adviser, advertising manager and ME-Design, plans and approves dummy of opinion pages.
- Is responsible for the editorial, forum and entertainment pages, performing all duties of a page editor.
- Maintains entertainment calendar of events for publication and possible reviews.
- Maintains entertainment idea file for movies, concerts, plays, audio, books, TV shows, etc., from a variety of sources, including exchange papers.
- Finds guest opinion writers.
- Assigns editorial cartoon to cartoonist.
- Actively solicits, edits and organizes letters to the editor.
- Prepares and conducts an opinion poll each issue. (One of the editorials and a news story should tie in to this topic.)
- Supervises columnists.
- Keeps staff box up to date.
- Covers assigned beat — other vice-principals' offices.
- Maintains run sheet for section, with story slugs and word counts recorded.
- Works with page editors.
- Helps other editors solve problems as they arise.
- Delegates responsibility to others to assure that work gets done and that the paper comes out on time.
- Helps copyedit, making sure all copy follows the newspaper style guide.
- Helps lay out pages, making sure layouts follow the newspaper layout style guide.
- Attends paste-ups.
- Writes at least two stories for each issue.
- Works with Adviser and Executive Board in setting or revising publication dates, and implementing or changing policies or procedures.
- Sometimes must complete tasks which are assigned to others to assure that production deadlines are met.
- Sets goals and evaluates how successfully goals were met each issue.
- Assists the adviser each issue by providing specific information regarding staff performance on the Staff Evaluation form — assignments given, assignments completed, deadline met.

#### **Managing Editor — Sports**

- Takes over when other managing editors are absent (see job descriptions above).
- Assists the editor in performing duties.
- Has the authority to call unscheduled board meetings.

- After the staff business meeting is concluded, works individually with managers, page editors, writers and photographers, to make sure tasks are completed on time with reasonable skill.
- Coordinates sports aspects of the newspaper in an efficient and orderly manner.
- Along with adviser, advertising manager and ME-Design, plans and approves dummy of sports section.
- Maintains calendar of upcoming sports events and special supplements.
- Is responsible for coordinating sports briefs and scorecard summaries.
- Works with ME-News in developing sports items for the calendar.
- Makes sure a balance is maintained in reporting major and minor sports, boys and girls sports, and non-spectator sports.
- Works with advertising manager in dummied ads for each issue according to page editors' needs.
- Covers assigned beat — athletic director's office.
- Maintains run sheet for section, with story slugs and word counts recorded.
- Works with page editors.
- Helps other editors solve problems as they arise.
- Delegates responsibility to others to assure that work gets done and that the paper comes out on time.
- Helps copyedit, making sure all copy follows the newspaper style guide.
- Helps lay out pages, making sure layouts follow the newspaper layout style guide.
- Attends paste-ups.
- Writes at least two stories for each issue.
- Works with Adviser and Executive Board in setting or revising publication dates, and implementing or changing policies or procedures.
- Sometimes must complete tasks which are assigned to others to assure that production deadlines are met.
- Sets goals and evaluates how successfully goals were met each issue.
- Assists the adviser each issue by providing specific information regarding staff performance on the Staff Evaluation form — assignments given, assignments completed, deadline met.

#### **Managing Editor — Photography**

- Works with managing editors and page editors in assigning pictures to photographers.
- Keeps proof and negative books current, making sure they are put together accurately.
- Helps train other photographers in newspaper photography and darkroom procedures.
- Makes sure all photos are correctly screened by deadline.
- Makes sure all caption information is provided by the photographer. Notes on who is in each picture should be attached to the back of the proof sheet, or follow the proof sheet directly.
- Turns in requests for supplies ahead of time to adviser.
- Responsible for keeping darkroom clean and supplies and equipment in good

- condition.
- Responsible for taking, developing and printing own photographs.
  - Covers assigned beat — activities director.
  - Works with page editors in laying out pages with photos to assure proper display.
  - Make sure picture quality is consistent throughout.
  - Maintain photo file.
  - Updates the photo run sheet daily, listing all photo possibilities and assignments.
  - Maintains run sheet for section, with story slugs and word counts recorded.
  - Works with page editors.
  - Helps other editors solve problems as they arise.
  - Delegates responsibility to others to assure that work gets done and that the paper comes out on time.
  - Helps copyedit, making sure all copy follows the newspaper style guide.
  - Helps lay out pages, making sure layouts follow the newspaper layout style guide.
  - Attends paste-ups.
  - Completes at least two assignments for each issue.
  - Works with Adviser and Executive Board in setting or revising publication dates, and implementing or changing policies or procedures.
  - Sometimes must complete tasks which are assigned to others to assure that production deadlines are met.
  - Sets goals and evaluates how successfully goals were met each issue.
  - Assists the adviser each issue by providing specific information regarding staff performance on the Staff Evaluation form — assignments given, assignments completed, deadline met.

#### **Page Editors — (News, Feature, Sports, Opinion, Entertainment)**

- Assumes responsibility for page, overseeing and coordinating all aspects of getting the page ready for the printer.
- Attends paste-ups.
- Develop design and layout for page.
- Complete thumbnail sketches, mock-ups, final page dummy and paste-up.
- Complete page dummies prior to page paste-up, making sure it follows the newspaper layout style guide.
- Double checks all facts in every story.
- Copyedits all stories for section, making sure copy follows newspaper style guide.
- Assigns two people to proofread every story (not copyedit).
- Determines which stories have photo potential and works with reporter, who places the photo request.
- Requests necessary supplies from Business Manager or Adviser.
- Doubles as a reporter.
- Covers assigned beats.
- Sells advertising
- Selects photos for section.

- 
- Responsible for coordinating round-ups such as news briefs, sports briefs, entertainment calendar, or sports calendar on page.
  - Responsible for calendar listings on page.

#### **Feature Editor**

- Works closely with photographers to develop photo features and essays.
- Maintains feature idea file from a variety of sources, including exchange papers.

#### **Photographer**

- Responsible for taking, developing and printing assigned pictures by deadline, meeting all specifications of the job.
- Works closely with reporter, page editor and photo editor in getting desired pictures.
- Completes required proofs and negative sleeves and places them in appropriate book.
- Learns to screen photos.
- Gets caption information for every picture taken, attaching notes to proof sheet or putting notes in binder directly after proof sheet. Names must be included.
- Responsible for all equipment that is used.
- Cleans darkroom as assigned.
- Participates in staff meetings.
- Doubles as a reporter.
- Sells advertising.
- Covers assigned beats.

#### **Reporter**

- Completes by deadline all assigned stories, graphs, artwork, layouts.
- Works on paste-up on pages assigned by editors.
- Participates in story conference sessions.
- Participates in discussions regarding editorial positions the newspaper will take.
- Votes on editorial positions the newspaper will take.
- Regularly covers assigned beats.
- Responsible for filling out photo requests for pictures to accompany assigned story.
- Participates in staff meetings.
- Helps distribute papers.
- Sells advertising.
- Writes appropriate cutlines for photos.
- Provides story ideas at staff meetings.
- Acts in a professional manner when representing the newspaper.

#### **Production Manager**

- Maintains run sheet for section, with story slugs and word counts recorded.
- Responsible for correction of errors.

---

### **Advertising Manager**

- Organizes ad sales routes at beginning of the year.
- Supervises ad sales people.
- Keeps advertising run sheet up to date so billing and production are accurate. Lists accurately on the ad run sheet the name of the advertiser, the size of the ad (from the contract), the number of the page on which the ad was dummied, the cost of the ad (from the contract), and the amount paid for the ad.
- Gives daily progress report on how advertising sales are going by reporting inches sold and quotas to be met.
- Plans special ad campaigns.
- Sells ads.
- Marks up ads for the typesetter, if necessary.
- Supervises paste-up of ads.
- Makes sure ad deadline is met so editors can dummy pages.
- Works with Managing Editor in dummied ads for each issue according to page editors' needs.
- Contacts clients about their accounts, if necessary.
- Places ads on paste-up sheets.
- Helps Business Manager send out invoices and tear sheets each issue, and statements once a month.
- Maintains a file on each advertiser which includes the contract and previously published ad paste-ups.
- Keeps accounts receivable ledger up to date.
- Screens personal ads.
- May double as a reporter.
- Keeps a file for every advertiser current, making sure file contains a copy of the contract, ad designs, logos, PMTs as well as copies of invoices, statements and payment receipts.
- Keeps and up-to-date accounts receivable record which is accessible to the staff.
- Supervises a market/ spending/ readership survey, and development of marketing support materials.

### **Business Manager**

- Keeps accurate records of income and expenses.
- Gives monthly financial statement to adviser.
- Sends out invoices to all accounts within one day of publication.
- Works with adviser and school bookkeeper in paying bills and justifying the ledger.
- Follows up on delinquent accounts.
- Sends out monthly statements to each account.
- Keeps staff informed of paper's financial status.
- Oversees operational budget.
- Keeps an accurate inventory of supplies and purchases.
- Tells adviser ahead of time when supplies are needed.



- 
- Sends out receipts for all money received.

### **Circulation Manager**

- up-to-date list of subscribers and exchange papers.
- Sees that newspapers are delivered to news stands promptly when they arrive from the printer.
- Makes sure the newspaper is receiving papers from those with whom we exchange our paper.
- Sends copy of each issue to our district's junior highs and high schools through district mail.
- Checks exchange papers for story ideas and possible reprints, and reports ideas at staff meetings.
- Saves and files five copies of each issue for binding.
- Saves extra issues of the newspaper.
- Sells advertising.
- Covers assigned beats.
- Writes subscription campaign letter and organizes campaign.
- Keeps a current record of each subscription on individual file cards and in computer data base.
- Prints out computer labels before each issue.
- Displays current exchanges on the newspaper rack.
- Supervises labeling of First Class mailing.
- Maintains and revises, when necessary, ZIP code files in computer data base. Makes back-up copy of data base.
- Works as a reporter when no circulation work is being done.
- Seeks exchanges throughout the year with other top high school publications.

### **Cartoonist**

- Completes all assigned cartoons and/or illustrations to size and content desired by assigned deadlines.