TJHSST YEARBOOK STAFF MANUAL

Creating a Publication Policy

Since *Techniques* is a student-run publication, it is up to the editorial board to create a policy document for publication on the school's website. This publication policy should cover the following areas:

Use the following questions and considerations to craft a publication policy for *Techniques.*

1. Mission Statement
2. Role of the editorial board
3. Content decisions
4. Coverage of death
5. Advertising
6. Sales/distribution
7. Portrait policy
8. Group portrait policy
9. Social media policy
10. Marketing and publicity
11. Prior review policy
12. Correction policy

MISSION STATEMENT:

1. According to the NSPA Yearbook Guidebook, a yearbook is a publication that "cover[s] historical moments on an annual basis and through copy, photographs and design make the book unique to the year."
2. How do we, as a staff, make the yearbook unique to the year?
3. Why are yearbooks important?

Taking these points into consideration, craft a mission statement for Techniques.

ROLE OF THE EDITORIAL BOARD:

1. Who belongs on the editorial board?
2. What are the consequences if a member of the board does not fulfill his/her responsibilities?
3. Who enforces editorial policies?

Taking these points into consideration, craft a statement explaining the role of the Techniques *editorial board.*

CONTENT DECISIONS:

1. Who makes content decisions?
2. What is your goal for the content of *Techniques?*
3. Regarding coverage of controversial issues, who decides what is appropriate/inappropriate for publication? How is that decision made?

Taking these points into consideration, craft a statement explaining how and why content decisions are made.

COVERAGE OF DEATH:

1. In the event of death, who will be covered? Current students and staff? Alumni? Former teachers? How far back will the policy go? What aligns with our mission statement and content goals?
2. Where will the death be covered?
3. How extensive will the coverage be? Exactly which details will be covered?
4. What will be covered in the event of suicide?
5. Review sample obituary policies for ideas.

Taking these points into consideration, craft an obituary policy.

ADVERTISING:

1. What types of advertising will be accepted by *Techniques?*
2. When will we stop accepting ads?
3. What will be the content deadline?
4. How will advertising errors be addressed?
5. Is there any content that will be considered inappropriate? (i.e. baby bottoms? bikinis? suggestive photographs? suspicious cups?)

Taking these points into consideration, craft an advertising policy.

SALES/DISTRIBUTION:

1. What will be the exchange policy?
2. What types of flaws warrant an exchange?
3. What happens if a student does not pick up a pre-ordered book? How long will a student have to pick up a pre-ordered book?

Taking these points into consideration, craft an sales/distribution policy.

PORTRAIT POLICY:

1. Since, by law, we are not allowed to require students to sit with our studio for portraits, what specifications will we require?
2. When will we stop accepting portraits?
3. What happens if a student does not have a portrait taken?
4. What name will appear next to the students' portraits?

Taking these points into consideration, craft a portrait policy.

GROUP PORTRAIT POLICY:

1. Which groups are eligible to have a portrait taken and included in our clubs reference section?
2. How will that eligibility be determined?
3. What will be allowed in the photographs?
4. What will be the deadline for club portraits?

With over 180 active 8th period clubs at TJHSST, it is vital that we have a strict group portrait policy in place. Taking these points into consideration, craft a group portrait policy.

SOCIAL MEDIA POLICY:

1. What is our purpose in using social media?
2. What will we do with information gathered via social media?
3. What will we do with unsavory/inappropriate comments posted on our Facebook page or at our Twitter handle?

Taking these points into consideration, craft a social media policy.

MARKETING AND PUBLICITY:

1. What is the goal of our marketing and publicity?
2. If we run contest and/or raffles, what are the rules? Where will they be posted?
3. What yearbook content are you willing to publish as promotional material?

Taking these points into consideration, craft a marketing/publicity policy.

PRIOR REVIEW POLICY:

1. According to the Journalism Education Association, prior review "occurs when anyone not on the publication/media staff requires that he or she be allowed to read, view or approve student material before distribution, airing or publication. Prior restraint occurs when someone not on the publication/media staff requires pre-distribution changes to or removal of student media content. Prior review itself is a form of prior restraint. It inevitably leads the reviewer to censor and and student journalists to self-censor in an effort to assure approval."
2. What is our quote verification process?
3. Who is allowed to read the final story prior to publication? What "editing/revision" privileges will they have, if any?
4. What is the role of the adviser?

Fairfax County does not follow prior review, but it's important to make a statement reminding the administration and the community at large of this fact. Taking this and the above points into consideration, craft a prior review policy.

CORRECTION POLICY:

1. When errors are printed, to whom should the errors be submitted?
2. In what situations will the errors be addressed?
3. What are major errors? Minor errors?
4. What will we do in the event of either?

Taking these points into consideration, craft a correction policy.