**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Policy Annotation Assignment**

*Directions: Read the attached policies and spend some time reflecting on what you like and dislike. Complete the following activities before coming to class.*

1. As you read the sample policies, mark them up according to the following system:

* Put a plus sign (+) next to anything you agree with
* Put an X next to anything you disagree with
* Put an exclamation point (!) next to anything that surprises you

***The Talisman, Hayes High School, Delaware, Ohio***

*Letters to the Editor*

Students, faculty, administrators, parents, or 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. *Talisman* welcomes letters to the editor on any topic of concern or interest to the Hayes High School community. All letters must be signed and fewer than 250 words. All materials are subject to editing for libel, obscenity, poor taste, spelling, punctuation, grammar, style and space. *Talisman* staff members may not submit letters to the editor.

In the event that too many letters to the editor are submitted, staff members may choose to publish a representative number. *Talisman* staff may also choose not to publish letters that are wholly inappropriate.

All letters to the editor will be verified before submission to ensure accuracy.

*Grievance Procedures*

When a complaint is received from a reader or source, the editor will discuss the complaint with the reporter involved. If the editor is not satisfied that the reporter accurately stated the facts or accurately quoted the source, the editor may order a correction in the next issue.

All complaints should be referred to the editor, who will determine the method of handling the problem. Staff members should never raise their voices or become abusive to a complainant. If the person should become abusive, transfer him/her to the adviser immediately.

***Francis Howell North High School, St. Charles, Mo.***

REGARDING LETTERS TO THE EDITOR AND ONLINE COMMENTS

1. Letters to editor will be printed in the opinion section of the North Star, and will be categorized as opinions/editorials on FHNtoday.com. They will be specified as “Letter to the Editor,” and the author’s name will be noted.
2. Guidelines to write letters to the editor will be printed every issue in the opinion section of the North Star and made available on FHNtoday.com.
3. Letters to the editor may be submitted to the Adviser, the Media room or emailed to yourFHN@FHNtoday.com.
4. Letters to editor should not exceed 300 words, must be signed and must include writer’s address and phone number for verification.
5. Letters to the editor will be verified by a member of the Editorial Board to determine the authenticity of the writer.
6. No material will be printed where content is obscene, invasive of others’ privacy, encouraging physical disruption of school activities, and/or implies libel.
7. The Editorial Board reserves the right to withhold a letter or column or other submission, and request its revision, if it contains unprotected speech or grammatical errors that could hamper its meaning.
8. The North Star will only publish one letter from an author, per issue.
9. All letters to the editor become the property of the North Star upon receipt and will not be returned to the author.
10. Comments made on FHNtoday.com must include a name and valid email address which is verifiable.
11. Comments made on FHNtoday.com will be posted automatically, going through no prior review or screening process.
12. Alerts will be sent to the Editorial Board each time a comment is posted to the site.
13. Online comments that are found in violation of the editorial policy will be removed as quickly as possible.

SOCIAL MEDIA

1. Social media will be used to promote the Media, to promote published content and to engage the FHN community.
2. The Editorial Board reserves the right to remove comments that violate any provisions hitherto outlined by this policy.
3. Information posted on social media platforms should be held to the same standard as all other reporting in terms of information gathering and fact checking.
4. The official social media accounts should avoid promotion of events and remain objective, reporting what is fact. Reporters using personal social media to cover events in the name or charge of the Media should do the same.
5. Information gained through social media channels should be verified through multiple channels before passing it along to others.
6. Audience engagement through social media should be done in a professional manner.
7. Staff members using applications to post updates to social media accounts should have separate applications for their personal account and for the student Media accounts.
8. Mistakes made on social media posts should be corrected as soon as possible and any deleted posts should be acknowledged in subsequent postings.

PUBLICITY

1. The goal of the Media marketing is to promote and expand the Media viewing audience.
2. The publicity team will work with all aspects of the Media.
3. Contests are run by members of the 026 staff and regulated by the school’s marketing team and EICs.
4. Every contest must have its own set of rules which will be posted in a place visible to the student body and contest participants.
5. All contest rules will be posted on FHNtoday.com.
6. All contest rules are to be tailored and agreed upon by the Editorial Board before the start of a contest.
7. Members of Media staffs will not be eligible to participate in any Media sponsored contests
8. The publicity team will work to attend all major events held by the District or school with the intent of promotion.
9. All events or important dates known by Adviser, staff members or Editorial Board will be passed along to the Director of Marketing.
10. The Director of Marketing will work to create a marketing team for each new event.
11. Ad trade-outs are regulated by the Business Manager and Director of Marketing, ad trade-outs are given on a 1 for 1 basis.
12. The Director of Marketing will work with the Media to promote the publication through outside sources such as Facebook or Twitter.

***After Reading***

2. Describe ONE thing you really like and ONE thing you dislike in these policies. Why?

3. To what extent do you believe these policies establish a clear, fair system for managing audience interaction with a publication?

4. Which of the listed policies do you feel is the most important? Why?

5. Suppose a publication has Letters to the Editor, grievance, online comments, social media and publicity policies in place, but readers rarely interact with the publication using these venues. Are the policies still valuable? Why or why not?