

The Purple Tide Staff Manual

the Chantilly Community.

one overarching goal: Create the best newspaper possible for

To that end, this manual will provide information to help all staff members understand the expectations and guidelines for the newspaper. No manual can possibly encompass every possible situation or issue, so please understand that this document is simply a starting point for your work on the publication.

The Mission of The Purple Tide

The mission of The Purple Tide is to provide an outlet for student expression, present unbiased, in-depth news coverage, and inform and entertain students, faculty, staff and other members of the community.

The Purple Tide overview

The goals of The Purple Tide are to inform, educate and entertain the student body, faculty and staff, and community readers. While serving as an educational opportunity for the students of this high school, The Purple Tide will also provide an open forum in which community members may express their attitudes and opinions relating to current issues that affect students' lives. This publication also provides a medium for commercial message for nonprofit and for-profit organizations.

The Purple Tide seeks to accomplish these goals by being three things:

- Fair
- Accurate
- Complete

Above and beyond

The best staff members are not those whose writing, designs or photos are the best. The best staff members are those who do whatever it takes to make the paper better, stay after school simply to help with whatever is needed and constantly understand that they have much to learn and improve upon. If you are only doing the few assignments given to you at the start of each issue, you are not being the best staff member you can be.

Advertising policy

This publication will solicit advertisements from merchants who sell products that are legally available to the student readership. Alcohol and tobacco advertisements do not qualify. Individual student ads (except Valentines, congratulatory ads or other similar ads in special sections) will not be solicited or published. The publication reserves the right to refuse to run an ad for any reason.

The Purple Tide will create ads for advertisers but will not use students in ads it creates. If advertisers want student models in ads, they are responsible for hiring and photographing them, as well as securing model releases.

Ads will not be published without a signed contract. Advertisement rates and payment terms are established within the terms of the contract. Public service announcements will be printed as space allows and do not require prepayment or contract signing. Placement is determined by the business manager, and competing ads will be placed on different pages as space allows. Advertisements will not appear on in-depth pages or views pages, as long as space allows. All advertisements must comply with obscenity, libel, invasion of privacy, copyright and physical disruption guidelines established in this manual.

Advertising/fundraising

Every staff member is required to participate in ad sales and fundraising as part of the course grade. This is in accordance with the FCPS Program of Studies for Journalism 2, 3 and 4. Staffers can receive credit for attempting to sell ads, even if they were unsuccessful, *only* if they visit the businesses in person

ting with the second issue).

advertise but only for actual businesses. They cannot buy ads
ent; consequently, students cannot act as sales representative,
place in the paper or online.

other ways. Such events and opportunities are created and
executed by the staff, and any staff member is welcome to come up with fundraising ideas open to the staff.

Anonymous sources

The Purple Tide will only use anonymous sources if the information cannot be obtained by any other method or if the person faces danger or ridicule as a result of his/her name being published. The story will include the reasons why the person was not named and proof of the qualifications or expertise of the source on the issue. The information obtained from the anonymous source must be verified by at least one other source and it must be factual and necessary to the story. Before being published, the name and use of the anonymous source must be approved by the editor and adviser.

Bylines/Credits

This paper wishes to recognize the work of its practicing journalists, as well as inform the readers of who is delivering the news to them. Any story (longer than 100 words), artwork, infographic, information package or photograph (except mugshots) will be bylined and given credit. No credit will be given for artwork from a clip art catalog, nor will credit be noted for items used in reviews, such as album covers, book jackets, etc. The editor-in-chief shall determine the location and design of bylines and credits.

Charger Time

Students are encouraged to spend any available Charger Time in the newspaper room. Staffers should use their own judgment about how best to spend their Charger Time, keeping in mind their deadlines, other teachers' expectations, make-up work, etc.

Controversial Issues

Subjects that are controversial, thought-provoking and debatable will appear in this paper, but not without careful consideration by the editorial board. The Purple Tide will not seek controversy or report a story for the sole purpose of creating controversy, but The Purple Tide recognizes some news stories are inherently controversial and cannot necessarily be avoided. The board will be aware of the potential positive and negative effects of covering controversial issues, and will ensure that these subjects receive proper reporting, depth, objectivity and balance throughout the writing and publication process. This paper will focus on the issues of controversy and people's behavior associated with the subject, not the personalities.

While acting within legal parameters, the staff will consider the following ethical questions when covering controversial subjects:

1. Is the information accurate from multiple, credible sources (at least three)? Is it true and verifiable?
2. Has the information been obtained through ethical reporting methods? Has respect for the dignity, privacy, rights, and well-being of people involved been maintained?
3. What are the motives for publication: personal or beneficial to the public?
4. How does this information benefit the general public?
5. What is the public's need to know?
6. What are the consequences of publication? Will the journalistic profession or reputation of the paper be damaged or somehow hindered in future news gathering efforts?
7. What are the consequences for the individual(s) involved?
8. Should anonymity be granted to the source? What if the reporter is asked to reveal the source?

Corrections

Student journalists are bound to make mistakes as do professionals. When The Purple Tide or its readers notice a substantial factual error, including the spelling of names, the error will be corrected in the next issue on page 2, or another similarly prominent location, as long as the location is consistent



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...y will be given to other news stories, but the correction will
...pace designated for advertisements.

...y every four weeks, with established publication dates
announced at the beginning of the school year. Distribution will be held on a Friday during lunch, unless
circumstances prohibit it, such as late delivery of the paper, school closure, etc. Distribution may be on
Thursday when students are scheduled to be in school on Friday. Additional copies will be located in the
main office, guidance office, the main library and publications office. Additionally, a copy will be placed in
every mailbox in the main office.

Students whose class meets on distribution day are required to help in the distribution of the papers.
Failure to do so will result in a lower grade for the issue.

Editorial board

The student editorial board of The Purple Tide is composed of the following from the print and
online staffs: editor-in-chief, managing editor, activities director, business manager, copy editor, design
editor, photo editor and page editors.

All meetings of the editorial board regarding discipline of staff members shall also include the
adviser. All meetings regarding possible demotion or dismissal from the staff shall also include a non-voting
administrator, preferably the one supervising the program.

Meetings of the editorial board are to be organized by the managing editor(s). Any meeting
regarding discipline or dismissal of a staff member requires at least two-thirds of board members to be
present.

Editorial policy

The mission of The Purple Tide is to provide an outlet for student expression, present unbiased, in-
depth news coverage, and inform and entertain students, faculty, staff and other members of the
community. Student journalists are required to promote responsible journalism and cannot violate the
prohibition on written expression, contained in section C of chapter 1 and regulation 2612 of the Fairfax
County guidelines.

The Purple Tide is the official student-produced medium of news and information
published/produced by The Purple Tide students. The Purple Tide has been established as a designated
public forum for student editors to inform and educate their readers as well as for the discussion of issues of
concern to their audience. It will not be reviewed or restrained by school officials prior to publication or
distribution. Advisers may coach and discuss content during the writing process.

Because school officials do not engage in prior review, and the content of The Purple Tide is
determined by and reflects only the views of the student staff and not school officials or the school itself, its
student editorial board and responsible student staff members assume complete legal and financial liability
for the content of the publication.

All printed material will be subject to the review of the Editorial Board. Unsigned editorials reflect
the majority opinion of the Editorial Board. Otherwise, opinions expressed are not necessarily the views of
the staff, editorial board or advisor.

We welcome letters to the editor, but only signed letters will be considered for publication. Due to
space limitations, not all letters will be published and we reserve the right to edit them for length as long as
the meaning remains intact. Materials that are considered gossip, illegal, libelous or profane by the Editorial
Board will not be printed. Letters-to-the-editor should be emailed to mail@thepurpletide.com or sent to
room 228 at Chantilly High School.

We reserve the right to refuse unsolicited ads. All unsolicited ads will be reviewed by the Editorial
Board in accordance with established criteria. The Purple Tide does not discriminate on the basis of race,
sex, handicap or nationality or on matters relating sexuality, religion or political affiliation.



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commentary about the issues that are relevant to student life. are interpretative, critical, persuasive, appreciative, an analytical voice to the paper. Unsigned editorials board; signed editorials represent the individual author.

Viewpoints expressed in this publication are not necessarily consonant with the opinions of the adviser or other faculty, administration, or school board. All opinion pieces will be either on the views pages or clearly identified as a review, analysis or column. This publication will not endorse candidates for student office, though signed articles written by individuals may do so, subject to approval by the editor(s)-in-chief.

Equipment

When using the publication's equipment, understand that if you damage or lose anything, you are responsible for repair or replacement. You are encouraged to use your own equipment if available. When checking out equipment, you do so until the morning of the next school day at the latest. Do not check out a camera or a laptop and expect to keep it for days in a row.

Freedom of the Press

Although the freedom of expression is a paramount right to be preserved, The Purple Tide will not publish material of any sort (printed words, artwork or photographs) that invades an individual's right to privacy or is obscene, libelous or slanderous as defined by state and community laws. Material that incites readers to create a clear and present danger of the commission of unlawful acts on school premises, to violate lawful school regulations or to materially and substantially disrupt the orderly operation of the school will also not be published.

The editorial board shall be the determining voice in these matters and shall be convened whenever questionable material is presented, though the final publication decision belongs to the editor(s)-in-chief. The Purple Tide also adheres to the Student Press Law Center's Guidelines for Student Publications in matters concerning prohibited material.

Grading

Students are graded on three main areas, deadlines, ads/fundraising and quality of work, with each being equivalent. Additional points can be earned for small items such as wearing the staff shirt on distribution day, attending worknight and so on. Because of the nature of the class, no two students will ever be doing the same work, so grades are customized to each individual student's assignments and position. *See the Self-Evaluation form for each issue for more information.* Students and parents are encouraged to speak to the adviser about any questions regarding grading as soon as they arise.

Letters to the editor policy

This Purple Tide will provide an open forum in which diverse opinions of the students, faculty and staff and wider community may be expressed in exercise of democratic rights. Submissions of letters to the editor and guest editorials by any reader of this publication are welcomed. Letters should not exceed 250 words; editorials will be limited to 1500 words. The editorial editor will edit for length, clarity, punctuation and grammar. Letters and guest editorials will also be edited for legal and ethical concerns. Only experts from the field will be solicited for guest editorials. The final publication decision shall be made by the editor(s)-in-chief.

All works must be signed. Names will be published unless special, justifiable circumstances warrant their withholding, which are determined by the views editor or editor-in-chief. The views editor will ensure the signed name reflects the actual author of every letter/editorial via verbal or personal communication. This publication will provide equal space and adequate response time for other letters/editorials of opposing viewpoints. The views editor will determine when an issue has been given ample, balanced discussion space on his/her page, thus allowing room for other opinions relating to other issues. An abbreviated form of this policy will appear in every publication, including delivery instructions for letters/editorials.

students, staff and faculty as a news item that is given sensitive only if the surviving family consents, and coverage will not tion and space. Time and location of services will be published

The Purple Tide will determine whether to cover the deaths of former students, staff and faculty on a case-by-case basis, though traditionally such deaths are not covered by the paper.

Parent support

The Purple Tide cannot maintain its excellence without the strong support of staff membersøparents. While the main tangible method of support is helping provide food for worknight, which also provides parents the opportunity to see the workroom and the process, parents are encouraged to contact the adviser with any questions about expectations of their children or themselves. More information about how parents can be involved will be given out on Back-to-School Night, or simply call or email the adviser.

Patrons

The Purple Tide welcomes contributions of any amount from patrons. Those contributions over a clearly delineated amount are entitled to recognition in the öPurple Tide Patronsö box in each issue.

Press passes

All staffers are issued a press pass at the beginning of the year. Students are not allowed to use the pass for anything other than newspaper work. If students use their passes for anything else, they risk losing it for the rest of the year.

Public forum

Publications at Chantilly High School are designated as public forums, in line with the öTinker standard.ö As such, the student editor(s)-in-chief have the final decision regarding all content. From the FCPS Program of Studies for journalism: öStudent journalists have the responsibility and the right to determine the content of official student publications. They are the stewards of the free expression of ideas within their schools. Content should reflect all areas of student interest, including topics about which there may be disagreement or controversy. FCPS follows this tradition of free press.ö

Quill and Scroll

Quill and Scroll is an international honor society for high school journalists. Application and induction to the society takes place in the spring semester. Candidates need to be in the top third of their class (either for that year or their high school careers) and have the recommendation of their publicationø adviser.

Removal from staff

A student may be released from his/her editorial position by failing to meet the requirements of the class, plagiarizing, fabricating information, or repeatedly missing deadlines. Plagiarism is defined as using another personø work, word for word or by paraphrasing, without giving credit to the source and includes writing, photography and other artwork. In cases where plagiarism is questioned, a comparison of the original work and the studentø work needs to be conducted by the editorial board, with an additional, nonvoting administrator present. The adviser will notify the student of these proceedings and invite him/her to the editorial board meeting and be prepared to defend him/herself. A two-thirds majority vote by the board is needed to determine whether or not plagiarism occurred. If the board decides the work has been plagiarized, thereby dismissing the student, he/she can submit a written appeal during that meeting stating specifically why he/she should not be dismissed. The student should be present to defend him/herself during these proceedings, but must leave when the board members cast their votes.

The adviser or editorial board may determine that other situations warrant a studentø dismissal or demotion, but the student needs to be present to present his/her case, and the proceedings must follow the

of a student from the staff of The Purple Tide while s/he
in such cases, the student will continue to do similar
will be published in The Purple Tide.

Selection of staff

Students who have completed Journalism 1 with a B or better overall grade are encouraged to enroll in Journalism 2. No other application is needed. Students who have not completed Journalism 1 may request admission to Journalism 2. A recommendation from a current or former English teacher and approval by the adviser are required. Acceptance onto the staff in these situations is not guaranteed.

The selection of the editor-in chief and managing editor (for print and online) are made by the outgoing seniors on the editorial board and the adviser. Each member of the selection committee gets one vote. All discussions of the selection committee are confidential.

The selection of the rest of the leadership positions are made by the adviser and newly selected EIC(s), managing editor(s) and design editor(s). Such deliberations are also confidential.

The applications for all positions are created by the adviser. Interviews, should they be required, are to be conducted by all members who will be voting.

Skipping for newspaper

All students must understand that Mr. Zinger will never write a pass for someone to get out of another class in order to work on newspaper. He will sign a pass saying that you were in the room working, but only if the releasing teacher agrees to let the student leave. In other words, if you skip a class to work on newspaper, it's just like skipping a class to go to Starbucks. It is an unexcused absence.

Spelling of names

A constant problem for The Purple Tide is the misspelling of names in the paper. It is the responsibility of the writer of an article to get the correct spelling of every source's name when conducting the interview. It is strongly recommended that reporters ask all sources for their names and how they are spelled, then ask them to double-check what they wrote down. If using a voice recorder, do not simply ask them to spell their name, as it often is difficult to understand when playing back.

Staying late

Staffers are very lucky to work in a school that implicitly trusts them to behave appropriately when working on newspaper assignments unsupervised. Students are allowed to be in the newspaper room without the adviser or another adult present. Everyone must understand that they are to act professionally and maturely at all times and that such a privilege can be taken away quickly and easily should it be abused.

Stylebook

Students are expected to follow The Purple Tide and Associated Press stylebooks on every assignment. Please get in the habit of looking things up before turning in stories.

Subscriptions

Yearly subscriptions entitle subscribers to a copy of every issue for the school year to be mailed to their homes. A copy of every paper should be placed in the mail to every subscriber no later than the school day following distribution, preferably the day of distribution.

Trips

Going to the state and national conventions is completely optional. Students are required to pay their own way and need to understand that costs can vary greatly depending on the cost of airline tickets, hotel rooms, etc.

arts, staffers are expected to wear them every distribution day. Staff members of a T-shirt are encouraged to speak privately with Mr. Zinger.

Staff members are expected to attend every worknight as if it were a class day. Excused absences are determined by the editor(s)-in-chief. Excused absences will **not** be given for the following reasons: work, babysitting, sport or other practice, homework, other club meetings. (To reiterate: If you have a game the same time as worknight, your absence is **not** excused.) Students are aware of every worknight at the beginning of the year and should make arrangements at that time to attend.

Journalist's Code of Ethics

Seek Truth and Report It

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.

Journalists should:

- Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
- Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
- Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
- Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
- Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
- Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
- Never plagiarize.
- Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- Examine their own cultural values and avoid imposing those values on others.
- Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- Support the open exchange of views, even views they find repugnant.
- Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
- Distinguish news from advertising and shun hybrids that blur the lines between the two.
- Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

Minimize Harm

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Journalists should:

- Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
- Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
- Show good taste. Avoid pandering to lurid curiosity.
- Be cautious about identifying juvenile suspects or victims of sex crimes.
- Be judicious about naming criminal suspects before the formal filing of charges.
- Balance a criminal suspect's fair trial rights with the public's right to be informed.



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her than the public's right to know.

compromise integrity or damage credibility.

- Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- Disclose unavoidable conflicts.
- Be vigilant and courageous about holding those with power accountable.
- Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- Be wary of sources offering information for favors or money; avoid bidding for news.

Be Accountable

Journalists are accountable to their readers, listeners, viewers and each other.

Journalists should:

- Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
- Encourage the public to voice grievances against the news media.
- Admit mistakes and correct them promptly.
- Expose unethical practices of journalists and the news media.
- Abide by the same high standards to which they hold others.

The SPJ Code of Ethics is voluntarily embraced by thousands of writers, editors and other news professionals. The present version of the code was adopted by the 1996 SPJ National Convention, after months of study and debate among the Society's members. Sigma Delta Chi's first Code of Ethics was borrowed from the American Society of Newspaper Editors in 1926. In 1973, Sigma Delta Chi wrote its own code, which was revised in 1984, 1987 and 1996.

le Student/Parent Contract

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Chantilly. Though you have individual stories and other assignments, everyone is working together toward a common goal, the creation of a top-quality newspaper. While we focus on the various aspects of journalism, advertising, staff management and so on, newspaper involves much more. Skills you learn in journalism will serve you well in the future, regardless of your chosen career ó skills like working cooperatively with peers, conflict resolution, speaking with authority figures, asking challenging questions, solving last-minute problems, maintaining perspective in difficult times and more.

This "contract" is an attempt to make expectations clear for everyone at the outset, and therefore help us direct more of our time and energy toward creating the best possible newspaper for the Chantilly community.

Students: initial each item and sign below that you understand and agree to the expectations of every staff member.

Parents: sign indicating you understand what is expected of your child.

- _____ I will do my best to create a newspaper, in print and online, that is three things: accurate, fair and complete.
- _____ I understand that The Purple Tide is a co-curricular class. As such, I must devote time outside of class for the completion of assigned tasks. Some of these times may be specific dates and times laid out by the student editors.
- _____ I understand that all staff members are responsible for assisting with the financial aspects of the publication, including advertising sales and other fundraisers, and understand that fundraising is part of the grade for each issue. (This is also clearly delineated in the FCPS Program of Studies for Journalism 2, 3 and 4.)
- _____ I understand I am required to attend worknight. You are "excused" only if you were absent from school that day due to illness, were out of town or had a family issue, such as a funeral. Excused absences will not be given for the following reasons: work, babysitting, practices or games, homework, other club meetings. Students are aware of every worknight at the beginning of the year and should make arrangements at that time to attend.
- _____ I understand staff members will be expected to attend after-school and evening events as part of their newspaper assignments.
- _____ I understand I am responsible for transportation to and from events related to newspaper.
- _____ I agree to, whenever possible, accept additional assignments, sometimes at the last minute, in order to create the best newspaper possible. I understand it is not enough for me to simply do only those few assignments given out at the beginning of each issue.
- _____ If unable to attend an event or carry out an assignment, I understand that it is my responsibility, not the editor-in-chief's or managing editor's, to find a capable staff member to attend instead. I also agree to fill in for those who have helped me out previously.
- _____ I agree to be on time every day and if I choose to eat lunch in the cafeteria, to do so only during the designated time.
- _____ I agree to use my press pass and/or leave the classroom solely for newspaper assignments.
- _____ I agree to work as hard as I can to meet my deadlines. Furthermore, I understand that not meeting my deadlines often leads to more work for others.
- _____ I agree to treat the newspaper's equipment responsibly. Should I damage or lose equipment or materials, I will repair or replace them.
- _____ I agree to behave responsibly at all times when carrying out newspaper assignments.
- _____ I understand the severe consequences for fabricating or plagiarizing information or content for my assignments. I understand that consequences can include demotion or dismissal from the staff.
- _____ I understand that The Purple Tide is an open forum for student expression. As such, the final decision regarding content belongs to the student editor(s)-in-chief.
- _____ Staff members are expected to follow the Journalist's Code of Ethics, as given on reverse.
- _____ I understand that this checklist is not all-inclusive and severe consequences can result from my behavior and work when they are not in keeping with common journalism practice or conduct.

Student signature

date

Parent signature

date