

the
clan

2014

staff
manual

Call it a clan.

Call it a network.

Call it a tribe.

Call it a family.

Whatever you call it,

Whoever you are,

You need one.

- Jane Howard

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Dear Clan 2014 Staff,

This will be my fifteenth year of advising yearbooks and it's official: I'm a "yerd" (yearbook nerd). I take pictures of billboards in the middle of shopping malls because they have interesting design. I think of the rule of thirds when taking pictures of my nieces. I never use Times New Roman. I listen to what people did during their summer vacation and think, "Is there a story idea in that?"

I take great pride in my yerd status because I know that what you do as a yearbook staff is important. As a staff, you will create the one thing that will remain, long after this year is over. McLean High School is a special place filled with interesting people and you will tell their stories.

Yearbook is a class unlike any other... and that's why I love it (and I think you will, too!) Every day you will do new things, meet new people and challenge yourself to tell the story of the year in the most compelling, accurate, fair and beautiful way possible.

Putting together this 3012-page book (and 40+-page supplement) will be a lot of work, but it will be a lot of fun, too. We'll take a field trip to a national convention. We'll eat way too much food at late nights. We'll celebrate birthdays and completed deadlines. We'll sing along to whatever is playing on Pandora. We'll get giddy the day the books arrive in May. And we'll feel great pride the day our classmates get to hold in their hands everything we've worked so hard to create.

So, congratulations on joining the Clan yearbook staff! It's a special group of people doing some very important work. I know it's going to be a great year but if along the way you need some extra help or an idea, don't hesitate to ask. I love to help -- remember: I'm a yerd!

Meghan Percival
Adviser, The Clan Yearbook

Dear staffers,

Welcome to The Clan! We're excited to work with you and get to know you better this year as your editors-in-chief! We know it's going to be a lot of fun taking photographs, designing spreads, eating food at late nights, and writing copy for our ultimate product, the award-winning McLean High School yearbook. At the same time, making a great yearbook requires hard work and dedication. As you join the yearbook staff, be prepared to follow deadlines, handle your responsibilities as a journalist with integrity, and cooperate with your editors and fellow staff members.

Our goal this year is to create a book that is completely unique. In creating a chronological book we are moving away from traditional design and coverage, so it is even more important that we stick to deadlines and work hard to produce a phenomenal yearbook that the whole school can enjoy. Let's work well as a team so that your experience as a Clan staff member is not only fun, but rewarding. The door to the EiC room will always be open if you need our help!

Can't wait to cover an amazing year,

Your Editors-in-Chief: Marissa Gitler, Anna Glendening, Hannah Kirby,
and Natalie Mabile

Meeting deadlines is the most important part of your job as a yearbook staffer because a missed deadline means: extra work for your fellow staffers, thousands of dollars in extra charges and a delayed ship date (how happy would your classmates be to get their yearbook in September?).

A student will receive a failing grade in any quarter in which he/she misses a final deadline. Students are expected to plan for difficulties and put in extra time when necessary to compensate for these problems. When individual deadlines have been met, students will help other staffers and prepare for the next deadline.

As each deadline approaches, staff members are required to attend a late-night work session to complete pages for their section as well as assist other members of our yearbook team to ensure that we produce a quality product.

I understand that many of you have a variety of other commitments so these dates are being provided to you now so that you may plan ahead and adjust your schedule accordingly.

Delicious dinners have become a late-night tradition. If your parents are willing to contribute a dish, please have them contact Ms. Percival at mjpercival@fcps.edu

Deadline #1

October 29

Late-nights: Oct 27 (T) & 28 (W)

Deadline #2

December 17

Late-nights: Dec 15 (T) & 16 (W)

Deadline #3

January 14

Late-nights: Jan 12 (T) & 13 (W)

Deadline #4

February 11

Late-nights: Feb 9 (T) & 10 (W)

Deadline #5

March 4

Late-nights: Mar 2 (T) & 3 (W)

Deadline #6

March 25

Late-nights: TBA

Editor-in-Chief (EiC)

Creates a vision for the yearbook, conducts all meetings, oversees the entire production cycle of the book, edits completed deadline pages and proofs, uses Photoshop, works closely with the Adviser, Business Manager and Photography Editor, makes all final executive decisions, responsible for contacting yearbook representatives and photography company when needed, proofs all memos/letters sent to students/staff/parents. Responsible for cover, endsheet, title page, opening and divider / theme pages. In addition to these responsibilities, each member of the EiC team will be primarily responsible for one area as described below:

EiC: Copy (Natalie)

Teaches staff: interviewing, copy writing, journalistic style rules and caption writing. Helps brainstorm story angles. Reads all copy / edits / works with staffers to improve writing. Maintains a wall / book of copy exemplars.

EiC: Coverage (Anna)

Works with photography editor to teaches staff: photo composition, how to use our cameras and Photoshop. Maintains monthly calendar of events and ensures that we have appropriate coverage. Reads Pipenotes & watches morning announcements daily for coverage opportunities. Maintains beat list. Creates and monitors photo & reporting assignments. Works with staffers to make sure their spreads truly cover a topic. Runs index builder each deadline. Creates “Banned list” and looks for ways to include everyone in the school at least 3 times. Maintains “diveristy list” (are we covering regular classes as well as APs? Sophomores as well as seniors? Boys and girls?...) Maintains a wall / book of coverage exemplars (mods, story ideas, etc). Checks out cameras daily. Works with Managing Editor to create page assignments each deadline. Work with staffers to create (and tabulate) master survey so that our results are actually representative of the school population. Identify way to collect alternate names (Madeline goes by Maddie or Maddy; Jung Soo Kim goes by Sarah...) Checks all “finished” spreads and proofs for name spelling.

EiC: Design (Marissa)

Teaches staff: Adobe In Design and yearbook design rules. With the help of the other editors and section editors, creates the master templates for each section design. Creates libraries and character and paragraph styles. Works with every staffer during production to make sure designs are on the grid and follow other style rules. Maintains a wall / book of design exemplars. Helps business manager design senior ads.

EiC: Managing Editor (Hannah)

Starts each class with daily announcements (meet with adviser and other editors at the end of each class to create this list). Maintains master copy of ladder - updates frequently and works with coverage editor to ensure that everything is covered (and nothing is overused). Creates interim deadlines for each deadline. Collects work at the beginning of each class that something is due and keeps a record of who is meeting deadlines and who is not. Works with staffers who are not meeting deadlines to get them back on track. Maintains list of staff birthdays - makes sure each staffer is recognized at the beginning of class on their special day. Polls staffers after each deadline for deadline awards (staffer of the deadline, best karaoke performer at late-nights... be creative. Conduct performance reviews after each deadline with each staffer to set goals & work out problems. Works with Coverage Editor to create page assignments each deadline. Order staff T-shirts (early in the year) and coordinate days when we all wear them. Organize Big Pica / Little Pica. Works with business manager to “maintain our “public face”. Keeps a notebook of questions for Kara (our sales rep) and prepares materials to show her when she visits

Business Manager

Organizes all yearbook sales/senior ads/sales flyers, designs senior ad pages, distributes photo packages and senior panoramic pictures, maintains accurate business records of all financial accounts, updates finance files weekly. Advertises the sale of our book and senior ads via letters home, “Got you covered” potcards, videos on morning announcements, PTSA newsletter articles and the yearbook bulletin board. Works with Managing Editor to “maintain our public face”: New bulletin board design monthly, MHS YBK webpage, MHS homepage presence, monthly morning announcement video, press releases to local papers when we win awards, PTSA newsletter, Highlander newspaper, Poster campaigns, Facebook page?

Photography Editor (Drew)

Responsible for the oversight of all the photography of the yearbook, must be prompt on attaining photos that have been requested, responsible for the quality of the photographs, responsible for delegating photo requests to other individual photographers, works closely with Editor-In-Chief. The Photography Editor must work well with all staff members and use the theme of the yearbook to influence the photos taken. It is expected that a lot of after school time must be put in to gain all the necessary coverage for each section. Should work to recruit freelance photographers and online phoo submission from parents and students.

Team Leaders

Responsible for the oversight of the your team. Lead brainstorming sessions to find unique coverage ideas. Delegate jobs and follow-up with each staffer daily to make sure adequate progress is being made. Communicate plans and any concerns to EiCs. Work with design EiC to ensure that the team’s pages are designed in a way that goes along with the theme of the book itself. Responsible for initially proofing their team’s spreads. Team leaders are expected to be at late night work sessions with their staffers and will take the primary lead on correcting mistakes on the proofs for their team’s pages.

In addition, each team leader will be responsible for one “sidework” assignment. Sidework assignments include:

- maintaining a master list of sports scores and stats for all teams (varsity, JV and freshman teams)
- obtaining team photos and ensuring that names are correctly matched.
- organizing club picture day and ensuring that names are correctly matched.
- ensuring that all seniors have been photographed, send letters to those seniors who are not pictured and place senior mugs.
- maintain accurate records of underclass photos, create not pictured list for each grade and place underclass mugs.

Staffers

Assigned to specific spreads for each deadline, staffers are responsible for writing the copy and captions, taking pictures and attaining the quotes necessary for a complete spread. Staffers help in all other aspects of yearbook production as well: assisting business manager in advertising the book, sorting through yearbook orders, helping complete senior ads, proofing, etc. All staffers must attend at least one late-night for every deadline.

field trips

Herff Jones Fall Workshop

when: Thursday, September 17

where: Waterford at Fair Oaks

who: all interested staffers and EiCs

why: presentations on design trends (by the AMAZING design guru, Paul Ender), headline writing, photography, covering every student in the school in our book and how to avoid common mistakes will help us get started on the right foot.

how: bring signed permission slip and a \$35 check made out to MHS Publications by Friday, September 11

* we will need parent drivers

National Scholastic Press Association/ Journalism Education Association Fall Convention

when: Thursday, November 12- Sunday, November 15

where: Washington, DC at the Marriott Wardman Park Hotel (across from the Zoo - two blocks from the Metro)

who: all yearbook and newspaper staffers are encouraged to attend

why: this workshop is an opportunity to learn from the national experts and compete in write-offs

how: permission slips and cost information will be available soon.

Columbia Scholastic Press Association Spring Workshop

when: Wednesday, March 17-Friday, March 20

where: Columbia University, New York City

who: all yearbook and newspaper staffers are encouraged to attend

why: this workshop is an opportunity to learn from the national experts, see a Broadway show and sight-see in New York City

how: permission slips and cost information will be available after Winter Break.

special events

Publications' Banquet

when: Thursday, June 10, 2010 at 6:30 p.m.

where: McLean High School Cafeteria

who: yearbook, newspaper, magazine and broadcast staffers & their parents

why: celebrate a year of fantastic scholastic journalism, induct new Quill & Scroll members and honor our seniors

**More details will be sent home in the spring*

awards

Quill & Scroll Journalism Honor Society

selection criteria:

minimum 3.5 cumulative gpa & at least two-years of excellent work on publications staff

selection process:

At the end of the second quarter (February), the guidance office will produce a list of veteran staffers who have a cumulative GPA of at least 3.5 and these students will be invited to join Quill & Scroll. There is a one-time membership fee (approximately \$13) that includes a membership pin and newsletter subscription. Senior Quill and Scroll members will also have the opportunity to purchase an honor cord (approximately \$8) to wear at graduation.

recognition:

Quill & Scroll inductions take place at our spring Publications' Banquet.

National Scholastic Press Association's Honor Roll

selection criteria:

minimum 3.75 cumulative GPA & adviser recommendation

selection process:

All staffers who meet the GPA requirement will be asked to complete a short form and the adviser will send applications along with recommendations to NSPA.

recognition:

NSPA Honor Roll members will be recognized at the spring Publications' Banquet.

Susie Li Memorial Award for Most Outstanding Staffer

selection criteria:

Named for a former *Clan* EiC, the Susie Li Memorial Award recognizes a staffer who goes above and beyond to make the yearbook a better book and the yearbook room a better place to work.

selection process:

The Susie Li Memorial Award winner is selected by the adviser with input from the Editors-in-Chief.

recognition:

The Susie Li Memorial Award winner will be recognized at both Academic Awards Night and the spring Publications' Banquet.

Most Outstanding Section Editor

selection criteria:

The Most Outstanding Section Editor Award recognizes a section editor who has demonstrated strong leadership and exceptional interpersonal skills and helps their staffers to achieve the highest standards of yearbook production.

selection process:

The Most Outstanding Section Editor is selected by the adviser with input from the Editors-in-Chief.

recognition:

The Most Outstanding Section Editor will be recognized at both Academic Awards Night and the spring Publications' Banquet.

Varsity Letter

selection criteria:

Varsity letters are awarded to staffers after the successful completion of two-years on staff.

recognition:

Varsity letter will be awarded at the spring Publications' Banquet. In the event that a staffer has been awarded a varsity letter previously for another sport or activity, a varsity patch will be awarded in its place.

staff promotion

selection criteria:

Applications for new yearbook staffers will be distributed in January to recommended students. Returning staffers will complete applications as well, indicating what positions they are interested in and what strengths they will bring to each job. Staffers interested in applying for Editor in Chief will complete a more extensive application. Due to the magnitude of the job, EiCs will be expected to sign up for 2 periods of yearbook.

selection process:

Applications for returning staffers and EiCs will be due prior to Spring Break (exact dates will be listed on applications). The yearbook staff and its leadership team are selected by the adviser with input from the outgoing Editors in Chief.

Farifax County Public Schools Regulation 2612.2 outlines the press rights for its student journalists. It states in part:

FREEDOM OF EXPRESSION BY STUDENTS

Students shall have the right to exercise freedom of expression and to address policies publicly, privately, in writing, in visual form, or orally and may advocate change in any law, policy, or regulation. Students have a responsibility to see that expressions do not interfere with the educational program. Students have a responsibility not to use statements or visual imagery that is obscene, slanderous, or libelous; nor to use disruptive tactics; nor to advocate violation of the law or school regulations.

STUDENT PUBLICATIONS

Students are encouraged to establish school newspapers, yearbooks, literary magazines, and similar publications. The student editorial staff and faculty advisor shall establish editorial policy that promotes responsible journalism and does not violate the prohibitions on written expressions contained in this regulation. The principal shall ensure that the contents of school-sponsored publications do not violate the provisions of this regulation. In accordance with the procedures established in this regulation, the principal's decisions shall be subject to appeal.

The full text of Regulation 2612.2 can be found online at: www.fcps.edu/Directives/R2612.pdf

In addition to the FCPS policy, the following policies are in place to serve as the foundation for the operation of McLean High School's yearbook: *The Clan*. This is a working document that is revised yearly in the summer.

MISSION STATEMENT

The goal of *The Clan* is to inform and entertain its audience in a broad, fair, and accurate manner on all subjects that affect readers in the areas of student life, academics, organizations, sports and community. Student editors will apply professional standards and ethics for decision making as they take on the responsibility for content and production of the yearbook. While the student staff encourages constructive criticism of any part of the yearbook, authority for content rests in the hands of the student members of the yearbook staff. Students will not publish material considered to be legally unprotected speech, or libel, obscenity, material disruption of the educational process, copyright infringement, or unwarranted invasion of privacy.

ADVERTISING

The Clan will offer the families of all senior class members the opportunity to purchase ad space. Any parent who turn in their ad with payment by the fall cut-off date will be guaranteed a space. After the fall due date, if any space remains it will be sold on a first come, first serve basis. Personal messages may be edited by the yearbook staff to fit the size of the ad. No copyrighted material may be used.

OBITUARY POLICY

When a death occurs in our school, *The Clan* staff will endeavor to cover it in a tasteful, equitable, and nonjudgmental way that is sensitive to the needs of the family of the student or teacher who has died.

It is our policy that if a student dies he will be recognized in the book the year he would have graduated. We will make an attempt to put the memoriam on the page that his senior mug shot would have been pictured. The memoriam will include a separated box entitled, "In Memoriam" with the name of the student, a picture, and the year they were born and the year in which they died below his/her picture.

If a senior dies after the Senior Section proofs have been sent to the publishing company, we will order crack and peel stickers of the memorial box described above and place them in the book before distribution.

If a teacher dies, he/she will be recognized in the year the death occurred. We will make an attempt to put the memoriam on the page that he/she would have been pictured. If a teacher dies after the People Section proofs have been sent to the publishing company, we will order crack and peel stickers of the memorial box described above and place them in the book before distribution.

Other Benefits:

If a freshman, sophomore, or junior student dies we will provide the family with the following:

1. a complementary yearbook from his/her senior year;
2. a memorial picture package of the last school picture the student took;

If a senior dies we will provide the family with the following:

1. a complementary yearbook;
2. a memorial picture package of the last school picture the student took;
3. a complementary ad in the Community Section upon parent request.

If a teacher dies we will provide the next of kin with the following:

1. a complementary yearbook;
2. a memorial picture package of the last school picture the teacher took

If a family does not wish to have their student's death recognized, we will abide by their wishes.

in copy:

a great deal
a lot
a variety of
all the hard work paid off
appears to be ...
basically
believes
definitely
done
etc. (the abbreviation)
everybody
everyone
everyone had a good time
extremely
feels
goals and purposes (for anything)
great
great deal
Highlander
It was
It is
like
like no other
many
McLean High School
MHS
most adjectives and adverbs,
most of the first and second person pronouns — we, our, you, your, I, me — except in
quotes.
nice
numerous
rather
really
passion
says for attribution, instead of said — or anything else except said. Likewise, no stated,
commented, smiled, laughed
seems to be
several
some
sort of
spirit (The team shows its spirit ...)
2009 or 2010 (any year within 12 months)
stuff
there is, there are, it is, it was - at the beginnings of sentences

thing/things
this year
under the direction of ...
unlike any other
various
very
when asked about ...
zeroes in times (10:00)

in quotes

“All the hard work paid off”
“Hard work and dedication”
“It is/was fun” — or any quote that uses “fun”
“It’s a building year”
“Like no other”
“Unlike any other”
“We have spirit”
“We were like a family” (in sports stories)

in captions

left to right — in captions for groups and teams
looking on
pictured above or below or whatever
posing for the camera
smiling for the camera

omit whenever possible

a
an
that
the

inspiration is everywhere

Great ideas for stories, a clever lead, an interesting photo angle or unique mod will rarely come to you while sitting and staring at your computer screen.

But, if you keep your eyes and ears open, you'll find that great ideas are everywhere. That's the idea behind the "inspiration is everywhere" assignment.

Every team will be given a portion of a yearbook room wall to decorate with the inspiration that you find in magazines, newspapers, websites, on packaging, or anywhere else you might find it. If you can't actually bring in the "inspiration" (if it's a billboard, for example) - take a picture and print it out. These walls should be updated frequently - try to bring in at least one new idea a week.

Teams will be graded quarterly on their inspiration is everywhere wall. Walls should contain examples of all of the following:

- Strong Leads - the start of a story that makes you want to read more!
- Story Ideas
- Headline / subhead treatments
- Photos taken from unusual angles
- "Wow" action photographs
- "Wow" emotion photographs
- Mod / Secondary coverage packages
- Creative designs
- Copy / caption starters (This is not the same as a lead. A copy/caption starter is a graphic device that guides the reader to where the copy or caption starts. A drop cap, an icon, unique fonts are all examples)
- Pulled quotes (The design of the pulled quote is what we are interested in - not if the quote itself is especially interesting)
- Interesting uses of typography

Neatness counts - remember, we're going to be looking at this wall for some time -- make sure it looks good!