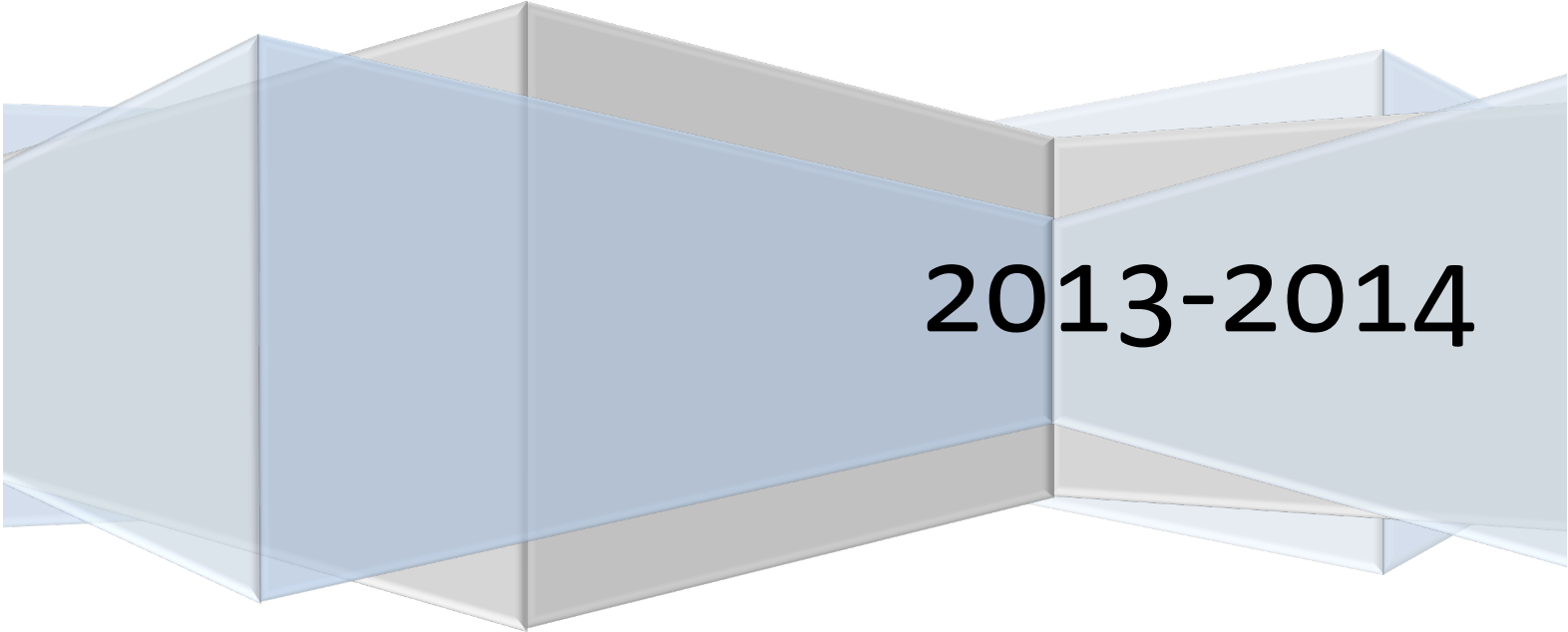


USD 259-Wichita Public Schools

Policy Manual and Stylebook

for print and digital publications

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Introduction

The student media helps educate students by providing an open forum of expression for journalists and the student body. It is an instrument through which students, faculty, administration and the public can gain insight into student thinking and concerns.

Ethics and policy

Standards of conduct for staff members are the same as those adhered to any responsible professional newspaper. This policy manual does not describe every circumstance that could be a problem or every question that might arise. Violation of these standards could be grounds for dismissal from staff. The following are the seven standards of the NSPA Code of Ethics.

- *Be Responsible.*
- *Be Fair.*
- *Be Honest.*
- *Be Accurate.*
- *Be Independent.*
- *Minimize Harm.*
- *Be Accountable.*

For more in-depth information on this Code of Ethics, visit: <http://studentpressblogs.org/nspa/the-wheel-model-code-of-ethics/>

Student press rights

Student produced media, such as school newspapers, yearbooks, literary magazines and websites, shall be published to inform, interpret, guide and entertain. Pupils, under the supervision of qualified faculty advisers, shall be given the opportunity to progress in all areas of journalism, literary composition and audiovisual productions. The adviser(s) of student publications shall solicit information and recommendations from the principal and other appropriate persons and shall be responsible for establishing guidelines for editorial and advertising content.

Student journalists have the right to report on and editorialize about all topics, events or issues, including those that are unpopular or controversial, insofar as they affect or interest the school,

community, nation and world. However, students have the same legal obligations as those imposed upon all journalists. Students must refrain from publishing or disseminating material that

1. Is obscene according to legal definitions;
2. Is libelous, according to current legal definitions;
3. Creates a clear and present danger of the immediate material and substantial physical disruption of the school;
4. Is an invasion of privacy, according to current legal standards;
5. Does not meet English and journalist standards; and
6. Advertises illegal products or services, as currently defined by legal definition.

For more on **BOE Policy 6715 Student Publications**, see:

<http://boe.usd259.org/modules/groups/homepagefiles/gwp/1521178/1505278/File/BOE%20Policies/6715%20Student%20Publications.pdf?sessionid=cce05b6ba2c0d6e2042bffa0873043d3>

Role of the adviser

The role of the **adviser** is to teach and encourage the free and responsible expression of material and to promote the high standards of English and journalism.

The adviser is not the editor of the publication, nor will he or she engage in censorship of the publication. However, the adviser will assist the editor(s) in making ethical and principled editorial decisions.

Student Publications Editorial Board

The adviser(s) of student publications will organize a **Student Publications Editorial Board (P6715)** which may include the following: a building administrator or administrative designee, adviser(s) of student publications, a student representative from each publication, a student at large, a community patron,

and such other community or staff members as shall be deemed appropriate.

Each Student Publications Editorial Board shall:

a. Develop or adopt written publications guidelines, which are intended to provide guidance for student publications procedures and to provide a process for resolving issues. Assistance will be provided upon request.

b. Review those issues submitted by patrons, staff members, or students that relate to student publication content. Recommendations from the Student Publications Editorial Board shall be sent to the adviser(s) of student publications and the building principal for final determination.

Letters policy

Readers are encouraged to express opinions and ideas. All letters to the editor must have a personal signature and a class or staff identification. Letters must not exceed 350 words and may be submitted to any staff member, the journalism room or placed in the adviser's mailbox in the office. We reserve the right to edit all letters. Unsigned letters will not be published.

Obituary policy

Any current student, staff member, faculty member or building administrator who dies during the year will be recognized in the newspaper and yearbook. Both publications will publish factual information (date of birth, date of death, survivors, organizations, hobbies and interests) and mug shot if possible. The publication will treat all deaths in a tasteful and respectful manner. A newspaper or yearbook, or any portion of them, should not be dedicated to or in memory of the deceased. Cause of death may be listed at the discretion of the editorial board, however, suicide will not be listed as a cause of death.

Editorial policy

The diverse opinions expressed on the editorial pages and online are those of the newspaper staff or

individual students, not necessarily those of the administration, faculty or other USD 259 employees. The editorials will be based solely on factual information and will never purposely libel or ridicule anyone. The goal of the staff is to be both accurate and tasteful while publishing news and commentary on subjects of interest to the readers. The staff will credit any material that is not original. The purpose of these publications is to serve as an open forum for the thoughts and opinions of students and faculty.

Advertising policy

Publications have 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 the remaining ads. The staff will not publish advertising for tobacco, alcohol or any other substances illegal to minors.

Social media policy

Social media is an increasingly important aspect of our interaction and our transparency with our audience. Properly used, social networking sites can also be very valuable newsgathering and reporting tools and can speed research and extend a reporter's contacts, and journalists are encouraged to take advantage of them.

It's important to remember that the line between private and public activity has been blurred by these tools. Information from your Facebook page, your blog entries, and your tweets – even if you intend them to be personal messages to your friends or family – can be easily circulated beyond your intended audience.

When representing the publication on social media sites:

1. You should do nothing that could undermine your credibility with the public, damage the publication's standing as an impartial source of news, or otherwise jeopardize the publication's reputation.
2. You should conduct yourself in social media forums with an eye to how your behavior or comments might appear if we were called upon to defend them as a news

organization. In other words, don't behave any differently online than you would in any other public setting.

3. Remember the same ethics rules that apply offline also apply to information gathered online.
4. Content gathered online is subject to the same attribution rules as other content.

Press pass guidelines

It is sometimes necessary for journalism students to leave the classroom to gather information. To obtain a press pass, the student needs to agree to the following:

1. The press pass is to be used for journalism purposes alone. No other purpose is allowed.
2. You must sign out before leaving and list your name, what time you are leaving, where you are going and the purpose of your errand.
3. When you are in the hall, walk quietly and with purpose. Do not distract people in other classes. Respond respectfully to hall monitors; comply with their requests.
4. Be considerate when entering classes. Do not ask to interview a student if direct instruction (lecturing, class discussion, etc.) is taking place. Be sure to ask the teacher's permission before talking to any student.
5. Only students with drivers' permission forms on file will be allowed to leave the campus for photography, reporting or ad sales.
6. You may use your press pass to get into sporting events *only* if you are covering that sport. Photographers should be actively taking pictures and reporters should be taking notes and interviewing throughout the *entire* game. When on the sidelines taking pictures, be inconspicuous; do not distract or get in the way of players, coaches or officials.

Camera and Laptop Usage

BOE policy P6714 District Owned Journalism Equipment

The school district will check out for short terms district owned journalism equipment, such as cameras and laptop computers, to journalism pupils. Equipment will be used to fulfill requirements of the journalism program.

Administrative Implemental Procedures:

1. As available, cameras and laptop computers, will be checked out for short terms to journalism pupils.
2. Pupils must have on file a checkout agreement by their parents acknowledging responsibility for and agreeing to provide appropriate care for cameras and laptop computers checked out to them. Abuse, damage, negligence, or loss of this equipment will result in an assessment of cost to parents of pupils checking out the equipment.
3. Journalism teachers and principals are responsible for maintaining an inventory of cameras and laptop computers used in journalism and for keeping records.

Publication Use Agreement

1. All students must sign the District's computer use agreement before using publication computers.
1. Students will adhere to all USD259 computer policies while using publication computers.
2. All students must follow publication policies regarding equipment use.
3. Students who lose or damage journalism equipment or software will be charged for its repair or replacement.
4. Students who abuse or misuse journalism equipment will lose the privilege of using journalism equipment.
5. All images, files, art, and copy produced with journalism equipment or resources are the property of the journalism program and may not be used, sold, or distributed without permission.
6. All images, files, art, and copy produced by a contract vendor are covered by use agreements
7. and no student may infringe on the agreements by using images, file, art, or copy in an unauthorized manner.

8. No student may remove equipment from the journalism room without checking it out. Equipment removed from the journalism room without first being checked out will be considered stolen.

Students may use journalism equipment and resources for non-journalism class projects, portfolios or contest projects with instructor permission. The following practices are unacceptable on journalism computers.

- Changing any computer setting, including: memory, desktop, or system settings.
- Using computers to play music, movies, or games without permission.
- Installing software/applications on the computers.
- Downloading any internet files without instructor permission.
- Sharing passwords or log-ons to the publication computers/servers.
- Opening another person's files or documents without permission.
- Copying or distributing journalism files or images without permission.
- Saving files in any location other than those designated for student use.
- Altering files or images in any manner considered unethical, defamatory, or which infringes on copyright protected material.

Dealing with sources

Staff members should identify themselves when covering stories and setting up interviews. Maintain a professional relationship with your source. Be respectful and cooperative.

On the record/off the record

All information and the name of the news source may be used in a story. Interviews are on the record unless an agreement is made beforehand. Sometimes out of courtesy, however, reporters should explain to people who are not used to dealing with the press that all information could be used in a story.

Anonymous sources

This is when the identity of the source is not used to protect the person interviewed. This may be because

of his/her request or at your suggestion. Generally, reporters should avoid using anonymous sources unless what they say is absolutely essential to the story.

Fairness

Any viewpoint in a story must be balanced by an opposing viewpoint. This does not mean a reporter should "dig up" or create controversy. Groups, people, etc. that have been criticized must have a chance to respond in the same issue or story. Trying to contact that group or person once may not be enough. Keep trying. You must go above and beyond to present a factual, unbiased story.

Quill and Scroll

Quill and Scroll is an International Honorary Society for high school journalists created to encourage and recognize individual student achievement in journalism and scholastic publications.

Each October, students are inducted into Quill and Scroll if the following criteria are met:

- Have been on staff for at least one year. Students who join as a senior may also be eligible as long as they stay on the full year.
- Must be in the upper third of your graduating class.
- Must have made significant contributions to the publication.
- Must attend the Wichita Public Schools' induction ceremony.

As a member, you will receive copies of Quill and Scroll magazine. You also may purchase cords to wear at graduation. *Please note that you are only eligible to wear cords if you remain on the staff through spring semester of your senior year.*

Lettering

To letter in journalism, students must meet the following criteria:

1. Receive a B or better each 9 weeks.
2. Regularly meet deadlines.
3. Attend one outside workshop.

*Other requirements may be added by individual advisers.

USD 259 Style Manual

This style guide is to be used for frequently asked questions. For the many questions not covered here, consult the *A.P. Stylebook*.

Abbreviations

Colleges: Spell out on first reference and abbreviate after that. When abbreviating names of colleges and universities, do not use periods. For Kansas colleges and universities use the following.

Emporia State University: 1st reference - Emporia State University, 2nd reference – ESU

Fort Hays State University: 1st reference – Fort Hays State University, 2nd reference—FHSU

Kansas State University: 1st reference – Kansas State University, 2nd reference--K-State (not KSU)

Pittsburg State University: 1st reference – Pittsburg State University, 2nd reference—PSU

University of Kansas: 1st reference – University of Kansas, 2nd reference—KU (not UK)

Wichita State University: 1st reference – Wichita State University, 2nd reference—WSU

Washburn University: 2nd reference – Washburn

Friends University: 2nd reference – Friends

Newman University: 2nd reference - Newman

Butler Community College: 2nd reference – BCC

Hutchinson Community College: 2nd reference – HCC

Pratt Community College: 2nd reference – Pratt

United States: Spell it out when used as a noun. Use U.S. with periods when used as an adjective.

Abbreviate school organizations commonly known by abbreviations after the first reference: NHS, SADD, BPA, etc.

Student class when used after a name: fr.; soph.; sophs.; jr.; jrs.; sr.; srs. (note the freshman abbreviation is the same even when plural). So write “The winner was sophomore Christine Freeman” or “Christine Freeman, soph., was the winner.”

Abbreviate states when used with a city. Don’t use the state with a well-known city but do with smaller/lesser-known cities: just Chicago, but Russellville, Ark. Consult the *A.P. Stylebook* for a complete list of state abbreviations. Note: These are not the same as the postal abbreviations Postal code abbreviations are only used when printing a complete address.

Abbreviate avenue (Ave.), boulevard (Blvd.) and street (St.) only when used with a numbered address. All other similar words are always spelled out (drive, lane, road, terrace, etc.).

See entries for Dates, Numbers, Money, Titles for other rules concerning abbreviations.

Capitalization

Capitalize proper nouns including people’s names, months, days of week, legislative bodies or courts, racial designations, company names and more

Capitalize common nouns such as party, river, street, etc. when they are an integral part of the full name for a person, place or thing: Democratic Party, Arkansas River, Wall Street

Capitalize words when they are followed by figures: Highway 50, Chapter 3, Page 29, Room E7

Capitalize the names of clubs and organizations: *Forensics Team, Quill and Scroll, Spanish Club, Pep Band, Concert Choir, National Honor Society, Debate Team, Chess Team* Do not capitalize general names *the club or the team*.

Capitalize awards: *Teacher of the Year, Most Valuable Player, National Merit Scholar Finalist*.

Capitalize proper names of school musical and performing groups: *Concert Choir, Symphonic Band, Chamber Orchestra, Dance Team or Pommies* but not general names: *the choir, the band, the orchestra, the dancers*.

Capitalize mascots: Buffaloes or Buffs, Grizzlies, Blue Aces or Aces, Falcons, Titans, Pioneers, Redskins

*(We need to decide on some of the following)

Capitalize the following: Homecoming, Student Government, Goldust, Prom, State Music Festival, 6A State Wrestling Championship, Kansas Honors Program, National Merit Scholar, Regionals, State, College and Career Center, Commons, Auditorium, Gym, Library

Capitalize names of documents: Constitution, Declaration of Independence, Bill of Rights
Capitalize political parties and such words as Fascist and Communist, but not when used in a general sense: Republican, Democrat, but theocracy, communism, democracy, fascism

Capitalize all languages and nationalities

Capitalize all school names: Wichita State University, The University of Kansas, Kansas State University, Friends University, Butler Community College. On second reference, use WSU, KU, K-State, Friends, Butler

Do not capitalize journalism room, debate room, band room, etc.

Do not capitalize queen, escort, royalty when used with homecoming

Do not capitalize coach when used with a qualifier. Example: head football coach Bob Ashworth or football coach Bob Ashworth, but Coach Bob Ashworth or Coach Ashworth

Do not capitalize president or secretary, unless it precedes a name.

Do not capitalize seasons except when part of a proper name for an event

In general, lowercase north, south, east and west when they indicate compass directions. Capitalize these words when they designate regions: *Pacific*

Northwest, He has a Southern accent, She traveled west, The zoo is in west Wichita.

Composition titles

Apply the guidelines below to books, computer games, movies, operas, plays, poems, album and songs, television programs, speeches and works of art.

Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize articles—a, an, the—if they are the first or last words in a title

Put quotation marks around all of these works except the Bible and reference books—dictionaries, encyclopedias, etc.

Dates

“Today” and “Tonight” is correct usage for reporting events occurring on the day of the publication. Do not use “evening.”

Use the day of the week (Monday) in reference to events seven days before or seven days after the publication date. Use the date only for events more than a week before or after publication.

Abbreviate months when combined with a specific date: *The semester started on Jan. 3, 2010. The semester started in January.* Exceptions—don’t abbreviate March, April, May, June, July

Don’t use both day and date.

Do not use abbreviations in stories. Abbreviations can be used in tables and schedules. SE, NE, BC, KMC can also be used in headlines.

Money

Use figures and follow these rules for money: Use a \$ sign and numerals for an exact amount: *The hamburger cost \$2.99. Are they out of their minds?*

Omit zeros for even amounts: *With my coupon it only cost \$2.*

For amounts less than a dollar, use figures: *All I have left is 99 cents.*

Use \$ and numerals to two decimal points for amounts of \$1 million and up: *The plan cost \$79.31 million.*

Spell out casual uses: *I loaned her a dollar because she looks like a million bucks.*

Numbers

Spell out one through nine, but use figures for 10 and up. Spell out ordinals through the ninth. Use figures for 10th and above. Below are some common exceptions. Check the *A.P. Stylebook* for a complete listing.

If a sentence begins with a numeral, either spell it out or rewrite the sentence: *Twenty years ago today Sgt. Pepper taught the band to play. Sgt. Pepper taught the band to play 20 years ago today.*

Use only numerals for years. *What a great year 2013 is.*

Use figures in addresses such as *903 S. 12th St., but 121 N. Sixth St.*

Always use figures for ages: *The girl is 8 years old. She is 8.* Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun: *That 8-year-old girl is a genius. This book was written by an 8-year-old.*

Use figures in fraction amounts greater than one: $\frac{2}{3}$. Spell out amounts less than one in stories, using hyphens between the words: *two-thirds, four-fifths, seven-sixteenths.*

Use figures in percentages and spell out the word percent: *65 percent*

Use figures in scores: *The team won, 2-1.*

Spell out when using approximate numbers: *About a thousand students attended.*

Sports

Greater Wichita Athletic League on first reference, *GWAL* on second reference. *City League* can be used in sports stories. Do not capitalize *city* or *league* when used alone: *Joe Smith is the leading rusher in the city. Heights swimmers won the league meet.* Use *GWAL* as an adjective: *The GWAL wrestling championships will be held at Heights.* *GWAL* and *City League* can be used in headlines.

GWAL participants

Schools	Mascot	Abb.
Heights	Falcons	Hts
South	Titans	S
Southeast	Golden Buffaloes	SE
West	Pioneers	W
East	Blue Aces	E
Bishop Carroll	Golden Eagles	BC
(Carroll, 2nd ref.)		
Kapaun-Mt. Carmel	Crusaders	KMC
(Kapaun all ref.)		
Northwest	Grizzlies	NW
North	Redskins	N

Do not use abbreviations in stories. Abbreviations can be used in tables and schedules. SE, NE, BC, KMC can also be used in headlines.

Boys and girls sports: Do not use an apostrophe. "Boys" and "girls" are adjectives and are not possessive: *The boys basketball team won state. The girls golf team will compete in the GWAL tournament.*

Varsity: Do not capitalize unless it is part of a proper name (Varsity Sports, but varsity football team).

Junior Varsity/JV: Abbreviate without periods and capitalize when using as a modifier as in JV team or JV volleyball. Otherwise, spell it out.

Titles, names and classifications

On first reference, identify a person by title, class or position: Principal Leroy Parks, social studies teacher Rob Maddux, senior Sean Smith, center Sara Smith. After the first reference, identify people using last names only. Occasionally first names might be used in a feature story at the editor/adviser's discretion.

Also, use first names for identification after the first reference if you are writing about more than one person with the same last name.

Avoid double identifications: center Sara Smith (not junior center Sara Smith), cross country coach Rob Maddux (not social studies teacher and cross country coach Rob Maddux).

These are the correct spellings for student classifications (note the plural forms. Also remember that these should always be lowercase): freshman(men), sophomore(s), junior(s), senior(s).

Note: As an adjective freshman (or any class) is always singular, as a noun it can be plural. For example, "*The freshman football team defeated Bishop Carroll*" versus "*All freshmen are enrolled in World History.*"

Do not use courtesy titles (Mr., Mrs., Miss) unless someone says them in a direct quote.

Identify school staff members by the department they teach in or by their job title. Do not capitalize these titles: *The sponsors include science teacher Roland Long* or *Roland Long, science, is one of the sponsors.*

Official names for school departments are Language Arts, Science, Math, Social Studies, Family and Consumer Science (FACS), Business, Physical Education, Fine Arts, Performing Arts, Technical Education, Foreign Language, Guidance, Security Use Assistant Principal, not Administrator or Vice-Principal.

Refer to the *A.P. Stylebook* for rules concerning other titles, including military rank. Refer to this

manual's Capitalization section for further rules concerning titles.

Time

For time of day, figures should always be used with a.m. and p.m. and a 12-hour clock. Omit minutes when time is on the hour. Abbreviate ante meridiem (a.m.) and post meridiem (p.m.) using lowercase letters and periods. Eliminate unnecessary figures and redundancies: *7 a.m.*, not *7:00 a.m.*; *10 at night*, not *10 p.m. at night*.

Exception—noon, midnight

Websites, Social Media and Technology

Note that the *A.P. Stylebook* now lists website as one word.

Website URLs: A Uniform Resource Locator is the official name for what is commonly known as an Internet address. Use lowercase. When including one in a story, if it does not completely fit on one line, break it into two or more lines without adding a hyphen or other punctuation mark. The URL should always be the last line on a story; lists of contributors go above the URL.

Here are how some commonly used names and words should look—blog, download, e-reader, Facebook, Foursquare, Google, Googling and Googled, hashtag, Instagram, iPad, iPod, iPhone, LinkedIn, liveblog, Macintosh, mashup, Myspace, retweet, smartphone, Tumblr, Twitter, unfollow, unfriend, website, Windows, wiki, Wikipedia, YouTube. For more on social media, see the Social Media Guidelines in the AP Stylebook.

Quotation guidelines

Quotations should be used to provide life and color to a story, not to fill space to avoid writing. Never quote sources who are just giving dry facts. Instead, quote people when what they say is unique, reveals character, shows emotion or otherwise makes the story more interesting. Remember, you can't get good quotes without asking good questions.

The five types of quotations

Direct quotations: reporting verbatim (word-for-word) what a source says. These should go inside quotation marks.

Indirect quotation: presents the speaker's ideas mainly in their own words, but not entirely; therefore, quotation marks are not used.

Paraphrased quotation: Presents the source's ideas in the reporter's words. No quotation marks are used.

Modified or partial quotation: Uses a combination of direct and paraphrased quotations. Useful when the speaker has used a few colorful words in an otherwise routine comment. Use this style sparingly.

Dialogue: Used when two or more speakers are quoted exchanging comments. Dialogue might be used in a news story about a session or meeting. It might also be used in a feature to provide a narrative feel.

Punctuating quotations

Use a quotation mark at the beginning and the end of the quotation. Remember the end of the quotation is not necessarily the end of the sentence. *"Using quotation marks correctly is essential for good journalism," Ricardo Smartypants said.*

Commas and periods which come at the end of a quotation always go inside the quotation marks.

Question marks may go in or outside the quotation marks depending on if the entire sentence or just the quote is a question.

"Who ate all my Cheetos?" Rufus Snacker said. Is he the one who screamed "I want my Cheetos back"?

Running quotations which continue into one or more paragraphs should not be closed until the end of the quotation. Use quote marks at the beginning of each paragraph.

"Students must be aware that they are the only ones who can make a difference in the world."

"To make a difference they must not remain apathetic, but they must become leaders," Peter Mayer, president of the Lions Club said.

Quotes within quotations (interior quotes) take single quotation marks and follow the same rules as full quotations in every other respect. There is no space between a single and double quotation mark. *"We have nothing to fear except fear itself" is my favorite quote," Amanda Linn said.*

Don't use exclamation points at all. Ever.

Other quotation rules

Do not insert explanatory words [using brackets or parenthesis] within quotations. Instead, use an indirect quotation or paraphrase.

Attributions (who said the quote) go after the quotation in most cases. Use "said" for your attributive verb. "Said" should come after the name, not before.

"You can't use words like 'insisted' or 'bellowed' in journalism because they are editorial," Mary Wiseteacher, Language Arts, said.

Quotations should not repeat previously paraphrased information. So please don't do this:

Smith said she was excited about her award.

"I'm really excited about the award," Smith said.

Quotes should be in their own paragraphs in the body of the story.

Do not stack two different people's quotes together. Provide a transitional paragraph between them.

Finally and most importantly, never make up or falsify a quote. At the very least, it damages the credibility of your publication; at worst, you could be sued for libel.

Style Guide

(to be filled in by individual schools)

To maintain consistency throughout the publication, use the following fonts and sizes.

Headlines:

Secondary headlines:

Caption headlines:

Captions:

Photo credits:

Stories: