

THE DELTONIAN

The Delton Kellogg High School Yearbook • 10425 Panther Pride Dr. • Delton MI 49046 • (269) 623-9311

**Yearbook Staff Manual
2009-2010**

Staff Manual Purpose

This manual exists to help new and old staff members quickly get a handle on how the yearbook works.

It is imperative that time is taken to read this entire manual. Inside you will find information on exactly what your responsibilities are, general rules and guidelines, and some helpful tips.

Proper use of this manual will make your experience with the yearbook this year as productive and painless as possible.

*Thanks to the Gross Point High School newspaper, *The Tower*, the Gull Lake High School yearbook, *The Gull*, and the Paw Paw High School yearbook, *Wappaw*, for serving as a template for this student manual.

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Yearbook Course Guidelines/Syllabus

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Text(s)/Supplemental Teaching Materials:

- DKHS Yearbook Coursepack
- Materials supplied by Walsworth Publishing
- Miscellaneous handouts

Course Contents: (not necessarily in this order)

- *Marketing*: Sales strategies, yearbook sales, ad sales, and ad design
- *Photography*: Camera equipment use and care, basics of photography
- *Copy Writing*: Caption, headline, editing and proofreading
- *Online Design*

Course Objectives:

1. To publish a yearbook that is produced by the students with the exception of the printing. The primary audience is the student body; however, the yearbook serves the entire school community: students, faculty, administrators, and School Board.
2. To apply writing and layout skills in the production of a school yearbook, meeting all deadlines in a professional manner.
3. To develop critical thinking and evaluative skills through analysis of the success of each segment of the yearbook.
4. To design page layouts using creativity as well as the principles taught in class.
5. To finance the printing and production of yearbook through the selling of advertisements and other fundraising activities.
6. To design ads that appeal to a teenager's needs as well as applying the principles taught in class.
7. To use computers to produce the yearbook.
8. To be an important and vital member of the staff by writing, helping in production, helping with design, selling and designing ads and evaluating the product.
9. To conduct themselves in a professional manner and show respect for themselves and others.

Course Expectations

Students will:

1. participate in design, take pictures and put together pages.
2. contact people for ads, sell ads and design ads.
3. read your own and other staff members' pages for errors, give layout suggestions and help other staff members by giving constructive suggestions.
4. hand in rough drafts of pages, revise promptly and print and hand in again.
5. read and critique different schools' yearbooks.
6. complete and hand in class assignments
7. maintain a presentation folder for ad sales.

8. fill out a grade sheet as to what they did weekly, documenting what they did for their points. **Students must keep track of ad sales.**
9. ALL students (including SENIORS) must contribute to the yearbook insert which will begin production in April. If you are a senior and have an insert page, you must come back after graduation to complete this or you will not pass. ALL students are expected to come in to finish the supplement AFTER the end of the school year. Not fulfilling this commitment will result in loss of credit for the 3rd semester.

Classroom Procedure

1. Students will be seated when the bell rings and ready to listen to adviser's directions or editors' directions or concerns. Once the information is given, students will work on yearbook assignments.
2. If a student leaves the classroom, they must take their yearbook pass and have it visible on their person. Students must sign the board as to their destination AND purpose. Students are to return their yearbook passes to their designated spot at end of the class period. Passes are for yearbook purposes ONLY.
3. Students are expected to meet all deadlines even if it means finishing the assignment during lunch or before or after school. If students do not meet deadline or fulfill other responsibilities, the advisor will reduce their grade.
4. If a student is ill or not in school, he should notify the advisor by phone or email *especially if it means missing a deadline.*
5. Students must pick up the room and area they worked before being excused. Failing to not put away pictures and papers into proper places results in point deduction.

Grading

	First Semester	Second Semester	Third Semester
Advertising Sales	15%	-%	-%
Assignments	30%	-%	-%
Page Production	25%	80%	80%
Participation	30%	20%	20%

Ad Sales: As a member of the yearbook staff, you are required to sell ads. Each student must earn the equivalent of 1 page (minimum) from selling ads and sponsorships (\$250). Other than covering events or activities for your pages, this is the primary homework you will have for this class. Most of the people you need to contact actually have more time to talk to you after hours than during! Your grade and ad sales are determined as a percentage. (See chart below)

Equivalent canvassing: for every *proven* rejection (signed Advertising Refusal Letter) the student gets the equivalent of ¼ page of sales.

This grade is figured by the following formula:

$$(\text{Percentage of page sold} / 100) = \text{Grade in percent form}$$

(You will receive -5% for each form not filled out correctly and/or completely)
(Basically this is supposed to convince you to be organized and properly keep track of your ads)

Examples:

If you sell ½ page of ads that is 50% of the page. If you filled out all forms correctly you will get a 50%.

If you sell one ½ page ad and one ¼ page ad that would equal ¾ page full of ads (75% of the page). If you filled out all forms correctly you will get a 75%.

If you sell one ½ page ad, one ¼ page ad, and one 1/8 page ad that would equal 88% of the page full. If you filled out all forms correctly you will get an 88%.

Ad Account Responsibilities & Rates

Every staff member is required to sell advertising for the yearbook. Each staff member must abide by the guidelines below for maintaining their advertising accounts.

1. Pay attention during the Ad Sales training! Your adviser will give you all the tools you need to sell ads like a pro.
2. Spend time on your presentation folder. This is your number one tool you will need for selling ads. Update this folder as you sell ads. Place the original sales copy in the Ad Sales binder. This is how I will determine ad sales for your grade. I am not responsible for hunting down how many sales you made in order to determine your grade!
3. Incomplete contracts or those which are filled out incorrectly may not be accepted
4. In case contracts are filled out over the phone, it is the staff member's responsibility to secure a signed contract from the advertiser.
5. You may be responsible for designing your own ads. There are various templates available through Online Design.

Ad Rates

Ad size:	Ad cost:
Full Page	\$250
½ Page	\$190
¼ Page	\$100
1/8 Page	\$75
Page Sponsor	\$Varies

Assignments: Students should expect some assignments. These assignments will be designed to improve and to assess students' abilities in the areas of design, copy writing, teamwork skills, etc. While many will be pass/fail, some will have point values.

Page production: The number one reason for a lower grade is not meeting a deadline. Pages are due on the date specified. The number two reason is failure to complete the page using yearbook requirements. You and you alone are responsible for taking the pictures, interviewing and writing copy for your pages. This means you must go to the event, activity, and people you need to get the pictures and story. Failure to do this will significantly lower your grade. You must follow the style guide and templates set up and make all corrections to rough copies of your pages. A rubric will be used to evaluate your pages.

Participation: this includes being in class on time, editing other students' pages, not wandering the halls, participating in brainstorming, cleaning up the room and handing in weekly reports. **NOTE:** Students can also be graded for their conduct and professional actions in this class. This includes (but not limited to) fulfilling responsibilities, participation in decisions, and overall attitude. You are expected to always act professionally both inside and outside of class. **YOU ARE THE YEARBOOK!** Your grade will also be affected if you do not act accordingly while taking pictures, at school events, and so on. You are given a lot of freedom in this class. If you abuse the privileges given, they will be revoked and your grade will suffer.

Job Descriptions

Co-Editor(s)-n-Chief: The editor(s)-n-chief work closely with the advisor in overseeing all aspects of publication. Co-editors must serve as a heavy-duty copy editors. They must thoroughly check spreads for errors in spelling, grammar, punctuation, style and factual accuracy. They proof rough drafts and correct the proof when they come back from the publisher. Handle all advertising for the yearbook. Monitors ad sales, maintains billing and financial status of book. Places and often designs ads. Makes sure all ads on page are properly placed and appealing.

Photo Editors: Ensures that all pictures are being taken of all events, activities by having a running schedule posted in back of room on calendar of events and who is responsible for taking said pictures at the events. Organizes and assigns all club pictures. Organizes and assigns any section divider, opening or special photos needed in book. These students are responsible for a great deal of photography and editing pictures. Photoshop skills are a bonus!

Advisor: The advisor serves to advise the staff on all aspects of the yearbook's publication. She is present to monitor the discussion and gives advice on difficult decisions, especially those with legal or ethical considerations.

Yearbook Room Rules

1. The yearbook room's primary purpose is to facilitate the production of the yearbook. The overriding concern is always that a comfortable, work-friendly atmosphere for staff members be maintained.
2. It is everyone's responsibility to keep the room clean. All personal items should be picked up. Put pictures and papers in your personal storage space. Objects found lying around the room will go in the Lost and Found Box. Failure to properly turn off computers, put away items and save materials correctly will result in a reduction in grade *and* items not claimed in a timely manner may be thrown out!
3. Games and Internet surfing are not allowed on computers during class time. The yearbook work ALWAYS supersedes all other activities at all times.
4. No personal e-mail or instant messaging. This is a serious offense. Students disregarding this will receive a substantially lowered grade, referral and/or removal from the class. If you must use email for yearbook purposes PLEASE get permission first!
5. The telephone is for yearbook members only. It may only be used for yearbook business.
6. Music may be played in our room; however, volume must be kept at a minimum. Students must agree on ONE MUSIC SOURCE! Playing different music in different parts of the same room may drive your advisor MAD—resulting in dire consequences. All music must be school appropriate.

7. Drinking pop, water or any other beverages near the computers is strictly prohibited. If you choose to have a “working lunch” from time to time please clean up after yourself.
8. If a student leaves the classroom, they must take a yearbook pass and have it visible on their person. They must also sign the board as to their destination AND purpose. Students are to return the yearbook passes to their designated spot at end of the hour.
9. DOWN TIME: There will be times when you may have completed your work and have extra time on your hands. This is not to be wasted...there is always something else constructive to do. Playing cards, goofing around or roaming the halls will result in a grade reduction and can result in removal from this class. See your adviser and she will gladly give you a job!
10. Yearbook is YOUR PRIORITY during yearbook time. Please do not use the yearbook period as time to complete work for other classes. Consistent misuse of time may result in grade reduction and/or being dropped from the class.
11. Deadline Celebration: After we successfully meet a deadline there may be a celebration day in which we watch a movie or play games. You are required to relax and enjoy this day. ☺

Ethical Standards

Writing published in *The Deltonian* will follow current laws governing publication of information, will reflect responsible journalistic reporting standards and practices, and will follow the following criteria:

As with all journalists, students will not publish or disseminate material that:

Is obscene, according to current legal definition;

Is libelous, according to current legal definition;

Creates a clear and present danger or the immediate material and substantial physical disruption of the school;

Is an invasion of privacy, according to legal standards; and

Advertises illegal products or services, as currently defined by legal definition.

Plagiarism will not be tolerated. Claiming another’s work as one’s own, either deliberately or through omission is considered plagiarism. Students must credit other people’s ideas and materials, including those published in newspapers, magazines and books. Visuals or information downloaded from the Internet requires attribution as well as permission from the author.

Writing will avoid offensive or distasteful content as determined by the editors working in conjunction with the adviser. Profanity is considered beneath the writing caliber of the staff of the yearbook. Innuendo will not be tolerated. Source material that may be considered offensive will be evaluated by the editors working in conjunction with the adviser.

***The Deltonian* is committed to accuracy.** All story elements, including quotes, statistics, photos, and content should be verifiable and precise.

Yearbook Administrative Policies

1. *The Deltonian* is guided by the staff adviser and staff editors.
2. *The Deltonian* is subject to laws governing publication of information, including slander and libel, and adheres to the rules of ethics established (see “Ethics”).
3. Content of yearbook will be school related only.
4. The *Deltonian* is responsible for costs of publication (printing and photography expenses, group membership fees, etc.) to be budgeted in consideration of advertising revenue, donations and other revenue sources. Expenses are approved by the adviser.
5. Advertisement sales are the responsibility of the yearbook staff and communication between the yearbook and advertisers is the responsibility of the staff.
6. Grades are determined by the adviser who may incorporate editors and/or staff input into this process.

Disciplinary Policies

- Examples of actions that may require disciplinary action include but are not limited to repeated violation of classroom rules, missed deadlines, poor quality of work, problems in working and cooperating with fellow staff members and/or adviser, and non-professional behavior within or outside of the classroom. Course of disciplinary action may include reduction of grade, requested conference with parents and/or administrator, or in extreme instances, removal from class with administrative approval.
- On occasion, it may be determined by the adviser that a one-to-one conference is required to discuss or a correct problem. These conferences may be conducted by the adviser or by a member of the editorial staff at the determination of the adviser. Conferences may be held within the classroom or in a more removed setting (usually the hallway or business office.) Although these conferences are verbal and are designed to redirect behavior before it requires documentation and further action, any problem area, handled either verbally or in writing, may result in a reduced grade for the class.

***Basic Layout Rules**

Layout & Design

1. Follow the rules of design taught at the beginning of class.
2. Facing pages in yearbook are designed as one unit.
3. Every spread should have a dominant photo.
4. Be aware of your focal point (point of impact) and place dominant photo accordingly.
5. Seven pictures are usually the limit on a two-page spread. Nine is pushing it. (exception to rules is class sections)
6. Avoid busy backgrounds that detract from other elements on the page.
7. One pica between elements on page (examples: from edges of box and between photos).

Text

1. Follow our style guide religiously.
2. Line up text.
3. Never change typefaces, type sizes, or column widths within same copy.
4. Avoid using type smaller than size 10 font. Remember the smaller the type the harder to read.
5. Use reverse type sparingly.
6. Use italics, boldface, reverse, all caps or any other special text effects in small doses.

Photos

1. Photos are the most important element in the yearbook. Choose photos that are representative of the entire student body (not just the same over and over).
2. Candid shots are the best choice for a page. Strictly limit photos where subjects are mugging the camera.
3. Unless it is a large group shot, all faces in pictures should be at least the size of a dime.
4. Directional photos should face toward the center of the spread.
5. When in doubt, run one big photo instead of two small ones
6. Make one photo substantially larger than the competing photos on your spread.
7. Vary the sizes and shapes of all photos on a page.

Captions

1. Identify all people in photos.
2. The following words are used for describing positioning in the yearbook:
top, center, bottom, left, right, and far (two distinguish four pics)

*How to Copyread

LOOK FOR:

1. Captions with similar words.
2. Look for sentence fragments.
3. Misspelled words, names or incorrect identification.
4. Run-on sentences or paragraphs that are too long.

Ask:

1. Are verbs strong and in present tense? Are unnecessary words taken out?
2. Are dates, scores and amounts correct?
3. Is the style guide being followed?
4. Is the one-pica rule used between all elements?
5. Is there a clear dominant art or photo on the page?
6. Are the pictures and graphics good quality? Do the captions capture the idea behind the photo?
7. Is cute slang avoided? Clichés?
8. Does the caption adhere to our ethics standards?
- 9.

DELTONIAN Style Guide

The Deltonian will adhere to *Associated Press* guidelines with the following additions/exceptions:

- **References to Delton Kellogg High School**– Delton Kellogg High School will be referred to as DKHS and then only when necessary to differentiate DKHS from other schools (as in sports coverage.)
- **Courtesy Titles** – Adult names will be published with a courtesy title, first and last name (i.e., Mr., Mrs., Ms., or Dr. William Harrison).
- **Student Names** – Student names will be published using first and last (i.e., Mary Summer).
- **Identifying Class** -- Students' class should be identified before their name (senior Jill Smith)
- **Placement of "said"** – In attributing a quote, the word "said" should follow the name of the source (i.e., "Yadda yadda yadda," Mr. Davis said.) Only when the speaker is more noteworthy than the quote (i.e., President Bush) should the speaker's name precede the word "said." Never write: said Mr. Davis. Would you say: said he? NO!
- **Avoid generalizations** such as "students believe..." – they do not ALL believe any one thing; "Everyone knows..." unless everyone truly does know what you state; and even "most students believe..." unless you have taken a survey and can support your assertion with statistics.
- **Avoid editorializing in any non-opinion piece**, even with one-word descriptors like "evidently," "apparently," and "only" as this inserts the writer's opinion into the writing.

- All surveys, polls and questionnaire-type reader responses will clearly indicate the method of polling used, the number of respondents, the number of students polled and a clear indication of the results of the poll, usually in graphic form.
- Designation of sports teams by gender within a sentence should be:
 - women’s soccer, basketball, tennis, etc.
 - men’s soccer, basketball, tennis, etc.
 - varsity soccer, freshman basketball and JV tennis (when writing about a specific team)

Writing No-Nos:

1. **Use adverbs.** Adverbs are *evil*. Used like Harlequin romantic fiction writers, the adverb destroys intelligent, concrete writing. *For example:* “I’m just fine,” she seductively said, dreamily smiling languidly into his eyes, longingly wondering how she could rapidly rope herself this very handsome cowboy. HUGE HINTS: Adverbs end with the letters *ly*. Other evil adverbs that I **don’t** want to see are: very, really, almost, much, more, many. My question to students who use any adverb is this: why use an adverb when a stronger verb or adjective will work?
2. **Refuse to use the Associated Press stylebook rules dealing with numbers.** One through nine= write it out. Ten and above, write as number, unless it’s the first word of the sentence. Exception: When the number is part of an adjective. *Example:* The 9-year-old boy rode the pony (also note that this is hyphenated). If at all possible, don’t use a number to start a sentence.
3. **Separate verbs from nouns for no good reason.**
4. **Use exclamation points!!!!!!!**
5. **Misuse commas.** You don’t need one after the last item in a sequence. “The American flag is red, white and blue.” You do need one to set off a clause at the beginning of a sentence: “While peering over the window, Doris saw her boyfriend kiss her sister.” You don’t need one to set off a dependent clause at the end: “Doris saw her boyfriend kiss her sister while peering over the window.” And you do need one for all independent clauses (those with subjects and verbs which can stand alone): “Doris was peering out that window, and she saw her boyfriend kiss her sister.”
6. **Use passive tense for no good reason.** That means don’t use any form of the word “be”: use “will attend” not “will be attending”
7. **Be Abstract.** Don’t tell me how the new teacher likes music. Tell me she enjoys Beethoven’s Fifth Symphony and the early Beatles.
8. **Think hooked on phonics is close enough.** I’m not Ms. Walking Dictionary either, but I know how to proof read, click spell check and ask. “Hey, want to read over what I wrote for errors?”

9. **Use ‘that’ for a personal pronoun for a person.** People are ‘who’—not ‘that.’
Lawn chairs are that.
10. **Write, “The band, squad, team or club will hold their meeting...”** A club is singular and must take a singular pronoun—it. The possessive pronoun **its** not **their**.

For Thought and Inspiration

I have to live with myself and so
I want to be fit for myself to know,
I want to be able as days go by
Always to look myself straight in the eye.

I don’t want to hide on a closet shelf
A lot of secrets about myself,
And fool myself as I come and go
Into thinking that no one else will know,
The kind of man I really am...
I don’t want to dress up myself in sham.

I want to go out with my head erect,
I want to deserve all men’s respect,
But here in the struggle for fame and pelf...
I want to be able to like myself.

I can never hide myself from me,
I see what others may never see,
I know what others may never know,
I never can fool myself and so...
What ever happens, I want to be
Self-respecting and conscience free.

-Edgar A. Guest

I am tremendous!
I really am tremendous,
and I am going to do tremendous things!
I don’t just think it, I know it!
I believe!
I’m good!
Woo!