



Aeneid 2020-2021

Editorial Policies and Staff Handbook

The Editorial Policies and Staff Handbook was created on August 15, 2019 by the 2020 Aeneid Management Board, revised and accepted by the 2021 Staff on August 3, 2020 for the current 2021 publication year, Volume 50 of the Northwestern High School Aeneid Yearbook.

The Aeneid

Northwestern High School

Rock Hill, SC 29732

<https://northwesternyearbook.weebly.com>

Twitter: @NWHSyearbook_

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Section 1: General Policies and Procedures

Since the Aeneid Yearbook is conceived and created by students enrolled in Media classes, guidelines must be followed to ensure legal and ethical aspects of the publication business.

The yearbook will serve as an information record, memory, and historical reference for the students and faculty as well as the school's community at large. The yearbook will cover academics, sports, student activities, and student accomplishments with fairness and accuracy. No material that is libelous, irresponsible, false, advocates an illegal activity, or in poor taste (as determined by the Editorial Board) will be printed. The publication will avoid such topics that encourage students to take action which is incompatible with the school's obligation to maintain order and discipline, or which may endanger the health and safety of members of the school and community. This includes publications' support of the school district's stance on messages regarding sexual activity and/or drug/alcohol/tobacco use.

Obscene language and pictorial content will not be published. The publication will not print unofficial charges affecting reputation or moral character without giving the accused an opportunity to be heard. The yearbook will nurture independence, maturity, and responsibility.

If an individual or group has been damaged, an apology will be made as soon as possible. The advisor will determine which corrections and/or reparations will be made.

The school is the publisher, but the opinions expressed may or may not be the opinions of the adviser or the administrators. The yearbook, a student publication, will adhere to the standards of responsible journalism.

The yearbook will contain individual photos of the student body, faculty, and staff. The book will also contain a record of student life, clubs, sports, and academics in some capacity according to the decisions of the staff. The book will cover the school year beginning in June and ending at deadline specified.

The design of each section will be left to the staff, with certain stylistic restrictions determined by the advisor at the beginning of the production year.

Group pictures of every school organization will be taken during the school year. The names of the individuals will be taken at that time. The yearbook is not responsible for groups that do not cooperate with the system.

The yearbook staff will make the final selection of photos, making every effort to be fair. The photos should reflect the happenings of the year; however, we do not want photos of people looking down or gesturing inappropriately, USING GANG SIGNS, large groups, award presentations, posed photos, etc. We want action pictures of people doing interesting things.

Section 2: Individual/Group Portrait Policy

All students and school personnel should have their pictures made with the official school portrait photographer at the school on picture day or on designated make-up day, or at the studio on their own time by deadline. The yearbook staff urges faculty members to have their pictures taken each year.

Students entering Northwestern after, approximately, October 10 will not have a school picture in the book, but every effort will be made to include that student in a photo spread of the yearbook. It is the responsibility of the student or his/her parents to notify the yearbook staff of this situation.

Students are responsible for clothing, faces, and gestures in photos. The yearbook staff will not allow suggestive, satanic, bigoted, or crude clothing, or anything that flagrantly violates school dress and behavior code in photographs. Violations will be determined by Editorial Board. If an individual's eyes are closed and the individual does not have retakes completed before the deadline date, the photo will go in as planned.

The staff makes every effort to put the best photo in the yearbook; however, if an individual does not specify to the editor or advisor which photo to use, the decision is up to the staff.

Student names will be presented in portrait sections as they are listed in Powerschool.

The time of group pictures will be determined by the yearbook staff, which will immediately notify the advisor or coach of that group. Students are responsible for their faces, clothing, and gestures in these photos. The Aeneid Yearbook staff reserves the right to edit anything/anyone deemed inappropriate.

The following student picture photography policy exists at Northwestern High School: the yearbook, in agreement with the administration and adviser, reserves the right to limit publication of student portraits solely to those supplied by the official school portrait photographer contract with the school.

Section 3: Advertisements and Tributes

Advertisements and/or Senior Tribute Ads:

All standard policies and practices that conform to rules and regulations will be upheld in the creation of senior tributes and advertisements. Students and/or Staff members must currently be enrolled to have a tribute. No graduates will have a senior tribute made. Students may not be shown smoking, drinking alcoholic beverages, in possession of or under the influence of alcohol or other illegal substances, or in any physical location or position, or engaging or displaying items/messages that would infringe on the rights of others or that would compromise the integrity and/or positive image of the yearbook of the school. Any foreign languages must be translated by the submitter and verified by someone who is fluent in that language. If there is no verification possible, the text must be printed in English. No photos that show bare chests of females and males, or bare public rear areas of infants or children will be printed, nor will bathing suits be allowed. Parents are asked not to submit these photos for use.

All Senior Legacy Ads must also follow previously set design guidelines. This includes number of photos, layout design, number and length of sentiments, and deadlines.

Memorials:

Should a student and/or school personnel die, regardless of circumstances, during the current coverage period, the staff will treat the death in a tasteful, respectful manner. If a portrait was taken, the portrait of that individual will appear as it would under normal circumstances in the Portrait section. In addition, a 1/4-page tribute (depending on space available and within deadline restrictions) will be placed in the reference section that will feature: the official school photo, the individual's name and the words "In Memoriam" or "In Memory of," including the dates of birth and death. If the student was a current senior, the family or friends of the student can opt to purchase, at regular price, a tribute ad and include additional photos and messages as they would for the senior tribute ad had the student not died. There is no option to purchase a tribute ad for students not in the senior class, in keeping with the current ad sales policies.

Aeneid Staffer Ads:

Senior Aeneid Staffers will be given a 50% discount on legacy ads once his/her ad sales goals have been met. Staffers have the option of "buying up" at regular rates. Ads are non-transferrable.

Timelines:

Timelines for placing materials in the yearbook will be determined by the adviser and staff of the yearbook and will be emailed and/or called.

Refunds for Ads:

Refunds will not be given unless an advertisement or senior tribute (a) appears in a smaller size than what was purchased – receipt must be shown at the time of the dispute, (b) publishing incorrect photographs or text – signed off proofs must be submitted, (c) not published at the fault of the printer or yearbook staff – receipt must be shown at the time of the dispute.

Purchasers of such advertising material or senior pages have one week from receipt of the book to dispute any such errors. After that time, no refunds will be issued.

Book Sales:

Yearbooks will be sold through registration forms in summer, the adviser and staff during the school year, and online. Receipts for yearbook purchases will be given to students and/or parents who request them. Online sales continue until last day specified or until online sales maximum has been reached.

Students may purchase yearbooks at the end of the school year on a first-come, first-served basis, if there are additional copies available for purchase. Students are strongly encouraged to purchase yearbooks during the pre-sale period, as there may not be extra books available for sale.

Extra copies are never guaranteed. Reprints will not be made. In order to guarantee a copy of the current yearbook, all purchases must be made prior to sales deadline.

Northwestern High School faculty and staff are offered a one-time use discount on current yearbooks. Aeneid staffers will receive a one-time use discount on current yearbooks, once ad sales goals have been met. These discounts are not transferrable and may not be combined.

Staffers will be required to assist in the marketing, distribution, and sales of yearbooks. Staffers will NOT collect money at any time for yearbook sales. Money may only be collected by Mrs. Silva or other designated personnel.

Previous Year's Yearbook Sales:

Any yearbook available from a previous school year may be sold at the current year's sale price.

2019-2020 Ordering Information:

The cost of the yearbook is finalized at the beginning of the year. We offer a discount coupon price on the registration sheet that ends in a graduated process. Yearbooks may be purchased via cash or check in A-230 or online at yearbookforever.com

Book Distribution:

Students who cannot attend school the days yearbooks are given to their respective owners may pick up their books: a) during the summer, when available, from Mrs. Scott; b) during the school year in Mrs. Silva's room (A230) from the advisor or staff. Any student whose name is not on the list must show proof of yearbook purchase by means of receipt. Without proof of purchase, the yearbook staff cannot be held liable. Yearbooks will only be handed out to the student it belongs to or a parent/guardian of that student. Special arrangements will not be made to distribute yearbooks.

Book Refund:

No refunds will be made available for ads or books beyond the scope of exceptions staff in earlier policies.

Staff and Faculty Pricing:

If available and circumstances allow, yearbook staffers and Northwestern personnel may purchase a book for an agreed upon staff rate.

Northwestern High School faculty and staff are offered a one-time use discount on current yearbooks. Aeneid staffers will receive a one-time use discount on current yearbooks, once ad sales goals have been met. These discounts are not transferrable and may not be combined.

Senior Scholarship:

If available and circumstances allow, yearbook staffers and Northwestern personnel may purchase a book for a deserving senior at an agreed upon rate. Members outside of the Northwestern community may purchase senior scholarship books at the current yearbook price.

Section 4: Aeneid Roles and Responsibilities

EDITOR-IN-CHIEF

A good editor is critical to producing a good yearbook. The editor is responsible for the overall content and development of the yearbook. Though the duties are primarily supervisory, he or she can't be above helping with the day-to-day tasks of putting the yearbook together. The editor must be able to manage and motivate the staff members.

- Works with adviser to select the staff and helps assign roles best suited to staffers' skills.
- Updates existing staff manual materials and helps set policies and procedures.
- Coordinates summer meeting and workshop schedules and manages the staff at those functions.
- Works with the adviser to set a training schedule for all new and returning staffers.
- Issues assignments for each deadline and assigns staffers to pages and deadlines.

- Delegates all aspects of theme/concept work, including selection, development, design and production of cover, endsheets, title page, opening, dividers, closing and other related details.
- Leads by example as a communicative, prompt, responsible, responsive, effective staffer whose concern is for the staff as a whole.
- Completes the final check of all pages prior to submission and works with the adviser to ensure timely, correct submission of all deadlines to the plant.
- Assists adviser with assessments of each staffer's participation and contribution following each deadline.
- Modifies policies and procedures as the year progresses to improve the process and the product.

MANAGING EDITOR

- Manages the staff to ensure that all deadlines, both mini- and final, are met along the way.
- Assists staff members as they work to help complete tasks.
- Reports issues with staff/work progress to the EIC and adviser in a timely manner to ensure quick resolution of issues.
- Encourages staff members and other editors and helps build energy, positivity and productivity.
- Coaches staffers to improve their stories, photo ideas and coverage strategies.
- Work closely with adviser to ensure you are operating within all school, district and federal online protection policies.
- Leads by example as a communicative, prompt, responsible, responsive, effective staffer whose concern is for the staff as a whole

SOCIAL MEDIA MANAGER

- Maintains the security of the social media and website passwords.
- Maintains the expectations of journalistic integrity when posting.
- Maintains the expectations of the proper regard for the reputation of the school, its students and staff, and the publication.
- Responsible for managing the yearbook's social media sites.
- Determine which social media sites the yearbook program will use (Facebook, Twitter, Instagram, Pinterest, YouTube.)
- Define the staff's goals for the yearbook's social media and web presence.
- Promote the yearbook's social media and website channels to the student body.
- Post yearbook-related information, photos and videos on social media sites.
- Maintain the yearbook's website and all virtual content.
- Monitor posts and comments made to the sites and reply when appropriate.
- Post snippets throughout the year to build interest in the yearbook and promote sales.
- Works with the Web Manager to create seamless and congruent Media presence
- Generate story ideas, polls, surveys, etc., to keep students engaged.
- Engage with the sites of other on-campus groups, organizations and teams to increase overall engagement.

BUSINESS MANAGER

- Develops the budget with the adviser and editor.
- Checks, maintains, and answers all emails to/from the gmail account and does so with professionalism, accuracy, and integrity.
- Trains and supervises all staff members selling ads.
- Organizes and runs the yearbook sales campaign.
- Makes sure all yearbook bills are paid on time.
- Inventories all supplies and orders them well in advance.
- Supervises all fund-raising activities. (if needed)
- Compiles a list of prospective advertisers and patrons.
- Draws up the sales contract and sets advertising rates with assistance from your Walsworth rep.
- Prepares thank you and patron letters and supervises their mailing.
- Divides the area into sales territories and assigns sales teams to each.
- Trains and manages all salespersons.
- Responsible for managing all advertising income.
- Notifies the Photo Editor when an advertising photo is needed.
- Supervises design and copy for ad pages and checks them for consistency and accuracy.
- Works closely with Legacy Ad manager to ensure fair use of budget and ad space.

LEGACY AD MANAGER

- Creates and distributes promotions for Senior Legacy Ads
- Works with Business manager and Adviser to establish costs of Legacy Ads and appropriate sales, coupons, and promotions
- Creates and distributes marketing and sales literature for Legacy Ads
- Communicates with parents/guardians wishing to purchase ads
- Establishes with adviser and communicates clear ad guidelines
- Organizes meetings with parents/guardians as needed to create ad
- Imports and places all online ads
- Sends proof to parents/guardians

DESIGN EDITOR & ASSISTANT

- Assists the editor in finalizing the layout portions of the yearbook style guide.
- Helps the editor complete the overall book plan.
- Trains the staff to design layouts.
- Critiques layouts, suggesting changes and coaching designers so that their work improves as the year progresses.
- Answers all questions regarding design, so the editor can manage other aspects of production.
- Checks all pages for consistency, style and technical errors before they are submitted to editor/adviser for the final check.

PHOTOGRAPHY EDITOR & ASSISTANT

- Selects and assigns photographers for each event.
- Tracks the school's activity calendar to be sure every event is photographed.

- Notifies subjects when photos are scheduled.
- Makes sure that no photo is used more than once.
- Checks to be sure that everyone has been photographed but no one has been photographed too much.
- Trains photographers to set up easy-to-identify group photos and to get the names of all people in the group.
- Schedules visits of the professional photographer.
- Coordinates the image management system so it's easy to locate the photo files when needed.

COPY EDITORS

- Assists the editor in developing the copy portion of the yearbook style guide.
- Trains staff members to write factual, interesting copy, captions and headlines.
- Reads all copy for spelling, grammar and journalistic style consistency.
- Edits all story copy and captions prior to adviser reading.
- Keeps the production pages/process moving on time towards deadline.
- May assist the editor on theme, opening divider and closing copy.

REFERENCE (INDEX) EDITOR

- Maintains an accurate list of every student, faculty member, administrator, school support person, advertiser, team, club, topic and section.
- Confirms that page editors have entered all names from copy and captions into the index or uses HJ Index Builder after each deadline to eliminate errors and update coverage reports.
- Prepares information sheets for club advisers, class sponsors and coaches to complete.
- Schedules club photo appointments with club advisers and the Photo Editor.
- Notifies the photo editor and copy editor if some students are in too many candids and others in none.
- Supervises creation, formatting and submission of the final reference section.
- Designs, plans and executes all additional coverage mods for index pages.

CAPTION EDITOR

- Confirms that every photo, on every page, has a complete caption.
- Confirms that photographers have indexed all names and checked spelling of every name on every page in the section
- Confirms that the grade level or staff position in the attribution is accurate.
- Confirms that all required parts of the caption are complete and follow the rules/expectations for structure and content.

COVERAGE EDITOR

- Confirms that photographers have indexed all names and checked spelling of every name on every page in the section.
- Compare last 3 YBs and ID people who have never been covered.
- Approves students and staff who can be interviewed/photographed prior to writer/photographers leaving YB room.
- Keeps meticulous records of coverage in Yearbook shared drive.

SCHEDULER

- Creates, maintains, and updates all calendars and shared schedules
- Enforces and emphasizes deadlines, mini deadlines, and due dates
- Schedules photographers and reporters when none has volunteered for events and activities needing coverage
- Maintains portrait and make-up schedules
- Creates and maintains book delivery and sales schedules

PHOTOGRAPHER

- Brainstorms copy ideas and coverage concepts for each assigned spread.
- Carries a prepared camera at all times and is on the lookout for unexpected shots.
- Brainstorms possibilities for every assignment, including a variety of photo shapes, action, angles and perspectives.
- Notifies the photo editor in advance if he or she can't meet an assignment.
- Confirms with page editors that shots provided fill all needs for the spread; if not arrange for another opportunity to shoot the assignment.
- Completes all steps on the spread grade sheets for completion of the spread/deadline.
- Is responsible for making all assigned deadlines.

DESIGNER

- Works alone or with a team to complete assigned spreads.
- Chooses/crops/labels photos for each assigned spread.
- Designs the main package for each spread.
- Re-touches and makes corrections to mods/captions after the spread teams.
- Checks pages for completion before submission to editors.
- Makes sure that copy and layouts are correct and consistent with the style guides.
- Is responsible for making all assigned deadlines.
- Completes all steps on the spread gradesheets for completion of the spread/deadline.

COPY-WRITER

- Brainstorms copy ideas and coverage concepts for each assigned spread.
- Conducts necessary interviews and research for all copy.
- Expands on topics by adding supporting layers of coverage (mods) such as quote bars, timelines, personal profiles, etc)
- Writes copy, captions and headlines for each assigned spread.
- Checks spelling of every name on each completed page.
- Spell checks and proofreads all copy before submitting to copy editor.
- Is responsible for making all assigned deadlines and completing all steps of the production sheets.
- Checks copy for correctness, accuracy and completion before submitting it to editors.
- Completes all steps on the spread gradesheets for completion of the spread/deadline.
- Is responsible for making all assigned deadlines.

STAFFER

- Checks spelling of every name on each completed page.
- Inputs spreads into the computer.
- Spell checks and proofreads all copy before submitting to copy editor.
- Checks pages for completion before submission to editors.
- Is responsible for making all assigned deadlines and completing all steps of the production sheets.
- Must stay at lunch or after school when necessary to make assigned deadlines.
- Sells ads, help with sales and distribution and any other tasks as needed/assigned by editors or adviser.
- Responsible to editorial board and adviser.

SOCIAL DIRECTOR

- Collects all staffers' birthdates and organizes birthday celebrations.
- Plans and organizes the fun stuff.
- Reminds the adviser to do the fun stuff.
- Plans and organizes food as needed.
- Organizes and recruits staff assistance for thank-you's, shout-outs, and appreciation to the Northwestern faculty and staff.

PRODUCTION ASSISTANT

- Runs all errands.
- Delivers receipts to classrooms.
- Keeps the room clean and orderly.
- Assists Business department as needed.
- Files paperwork.

ADVISER

- Trains the staff to create the yearbook — but does not do work for them. Gives advice and asks questions; however, the copy, the designs and the photos are produced by the students.
- Completes a final review of the content of each deadline prior to submission.
- Communicates clearly and often with the yearbook staff, parents, NHS administration and faculty staff.
- Meets the day after each deadline to review what worked well and what could be improved.
- Assigns grades to production pages and other required activities for the class.
- Selects the next year's staff.
- Assigns all Editorial Board positions.

Section 5: Grading**Sanity Rules for All Members of Staff**

Keep past interviews, handouts, and notes. Do not throw anything away.

Work online with OneDrive or Google Drive.

Check OneDrive, Remind, and Canvas often.

Rules for Copy-Writing and Captions

- Before writing, research your copy. Learn about the topic through a variety of sources.
- Observe, INTERVIEW, then write. Find a unique angle – try to look at the story the way nobody has before. Try to keep the spin positive, as the yearbook copy will be on these pages forever and people want to look back with fond memories, not negative memories.
- Follow journalistic style. Use short sections and paragraphs. Use active voice. Use direct and indirect quotes. Fully identify sources.
- Copy must include facts: who, what, when, where, why, and how.
- Create a mood, record an event, and achieve an effect.
- Follow A, B, C, D rules for all captions:
 - Attention Getter
 - Basic info
 - Complimentary Info
 - Direct Quote
 - Along with the Photo / Name of Photog
- Copy is written in past tense, as the event has already occurred.

Staffers – Yearbook

- Staffer will work with partners on one spread per deadline (staffers may choose to have multiple spreads due in a single deadline but must discuss first with Adviser and Editor(s)). Grading is simple. Staffers will be graded on their ability to meet all deadlines (mini and final) and their ability to complete these deadlines with quality work. Through the process of editing, staffers will have the opportunity to improve their product.
- Staffers are responsible for turning in hard-copy proof to their adviser to show that mini-deadlines have been met through weekly plans. For the editor deadline, staffers are required to print proofs of spreads to turn in to the Editor-in-Chief.

Mini-deadline requirements

- Pictures must be properly selected for space allowed, labeled, cropped, and approved by the section/page editor.
- First mini – deadline: Captions, Pictures, And Story should be done
- Second mini - deadline: Headlines and Layout finished, proofed and read twice by different staff members
- Headlines, secondary headlines, and sidebars must be approved by section/page editors before they can be considered complete.

Photographers Point System

- Photographers must turn in names of photo subjects and captioning information sheets with each photo.
- Photographers will receive points for each photo assignment sheet completed with photo editor's signature.
- Photographers will also receive an "F" for a deadline not completed on time. Photographer's deadlines are earlier than staffers' deadlines for the same topic, as staffers must have the photos before they can finish their deadline assignment.
- Photographers will not receive a grade point until the photos are approved as meeting or exceeding required yearbook quality. Pay attention to deadline dates.

Photographers Guidelines

Aeneid Photographers must work to ensure:

- To present the 2020 Aeneid yearbook class, staff, and adviser in the best light by:
 - Wearing a sanctioned Yearbook t-shirt and photo pass at all events
 - Always maintain professionalism
 - Never take advantage of your ability to be at an event
 - Understand that you are at an event for the sole purpose of covering it for the 2020 Aeneid
- Proper use and care of all yearbook cameras and equipment
- Proper check - out / in procedures for all yearbook cameras, equipment, and passes
- A variety of students, events, and activities are photographed
- To be in the action of event without disrupting the event or action
- Photographers are not gathering in one spot and are sharing equal space and duties assigned
- All photos are given proper credit by informing Index manager
 - This is best done by taking a picture of your "photo board" before shooting and being responsible for the camera you check out
- Students are not photographed who are:
 - Using obscene, inappropriate, or unidentifiable hand signals
 - Wearing inappropriate attire, are out-of-dress code on campus, or are wearing clothing from other local high schools
 - Are actively engaging in any inappropriate or easily misconstrued sexual or explicit behavior, PDA, alcohol, drug, or tobacco use.