

STAFF MANUAL FOR STUDENT PUBLICATIONS
Darlington School 1014 Cave Spring Road, Rome, GA, 30165
Adopted/Effective* as of 9/1/15

*Staff Manual subject to change over time by EIC and Adviser with approval by the Student Life Office

I. Organization

A. Staff

1. Selection of Editors

- An Editor-In-Chief will be selected by the Student Publications Adviser and the outgoing EIC after an application process and an interview.
- The three will then choose a new editorial staff after an application process and an interview.
- All selections and processes will commence sometime after the final pages of the Jabberwock yearbook have been sent to the printer in the Spring.

• Removal of Editors/Other Staff Members

- In accordance with the Darlington School Student Handbook, "Any student who has violated the Substance Abuse Policy and remains enrolled... will be suspended for 14 days from all athletic or fine arts competition, or any other event representing Darlington. However, he or she will be allowed to practice. His or her leadership positions will be reviewed and possibly revoked. This includes, but is not limited to, prefect positions, Honor Council, Discipline Committee, etc."
- Thus, violation of the Darlington School Student Handbook places the violator under the direct jurisdiction of the Student Life Office and simultaneously reinforces the rights reserved by the Student Handbook to punish a guilty staff member.
 - Restriction of activities does not include daily class work, which the staff member is expected to continue, but does constitute the inability to represent the school for fourteen (14) days extracurricularly outside of the class or the after-school activity. An unreleased article authored by a violator of the above policy will be subject to suspension and will not be eligible for release until the 14-day restriction has been observed.
- Editors may be removed under the following circumstances by the sitting EIC and Student Publications Adviser:
 - Failure to meet deadlines
 - Plagiarism or other honor violations relative to Student Publications
 - Failure to operate in the job description guidelines listed below
- Procedure
 - Editors who behave in any capacity as listed above, except those who commit honor violations relative to Student Publications, will be subject to meeting regarding his/her performance followed by a two-week probation period in which he/she must show progress against the concerns previously discussed.
 - Those editors who commit honor violations relative to Student Publications will be subject to immediate dismissal from leadership. Referral to the Student Life Office will follow dismissal.

2. Student Publications Job Descriptions

- **Editor-in-Chief** - Oversight and control over the content of and the process required to create the Jabberwokk Yearbook, Darlingtonian news magazine, including the online counterpart, the Darlingtonian Online, and the Inkslinger literary magazine. Works with the adviser directly to meet deadlines and lead class. Keeps the class discussions and design concepts of the staff relevant and ensures the progression of the book. *Final input decided at the EIC's discretion.*
- **Managing Editor** - Generally, maintains the relevance of new input and guides the process in accordance with the direction taken by the EIC.
 - **M.E. Jabberwokk** - Oversees the productivity of the staff and facilitates the flow of relevant input into the Jabberwokk yearbook. Staff reports to the ME. ME reports directly to EIC.
 - **M.E. Darlingtonian** - Maintains flow of relevant and consistent content to the Darlingtonian. Those staff members writing for the Darlingtonian report to the ME. ME reports directly to EIC. Topics or quotations that could possibly be perceived as controversial need to pass through the EIC for review and approval before publishing
 - **M.E. Inkslinger** - Supervises creation of the Inkslinger and ensures a consistent flow of work. Stories, essays, poems, paintings, photographs, or any other kind of submitted literature or visual artwork that could possibly be perceived as controversial need to pass through the EIC for review and approval before publishing
- **Design Editor** - Oversight of design. Keeps page designs relevant to the theme and feel of the Jabberwokk. Reports to either MEJ (Managing Editor of the Jabberwokk) or EIC. Sets example for subordinate designers and leads design-based discussions in coordination with the MEJ and EIC
- **Photography Editor** - Contributes photographs to Student Publications for the Darlingtonian and/or Jabberwokk yearbook. Responsible for high-quality, relevant additions. Manages photographers by delegating certain tasks and events to ensure coverage. Becomes fallback photographer when no one else is available. Should record date, event, subject of the photograph, and the photographer of each photograph.
- **Copy Editor** - Reviews paragraphs and captions for the Jabberwokk and Darlingtonian. Serves as a general floor editor. Works mainly with the EIC as assistant, but will also work with the MEJ, MED, and MEI when needed. In times of deadlines or need, the CE will need to be available for general piece-writing and editing.
- **Social Media Editor** - Oversees the management of the Student Publication's official social media accounts. Manages the staff members chosen to run the Twitter, Snapchat, and Instagram accounts.
- Members of the editorial board serve at the convenience of the EIC and can be reassigned by the EIC or Student Publications adviser to other duties for justifiable cause

3. Equipment Usage

- With permission from the EIC or Adviser, staff is permitted to use certain equipment. However, training will still be required. The devices eligible to be borrowed include:
 - Canon T3i Rebel - beginner
 - Canon T5 Rebel - beginner
 - Canon 7D Mark II - after extensive training and ample experience
- Staff members must check out products with the EIC or adviser. The return date for equipment must be returned by the next day at 5 p.m. unless otherwise discussed.

- Equipment must be returned with all lenses, lens caps, batteries, bags, straps, and accessories with which it was issued.
- The equipment will be treated with respect. Students are responsible for equipment and will be held monetarily accountable for damaged or lost equipment.

4. Expectations for the Staff

- Staff should arrive on time and prepared both mentally and physically to work.
- Computers and phones are to be used productively and should not be a distraction from work. Also, these devices should not be used while the Adviser, EIC, Editor, or any member of the staff is contributing to the conversation or presenting an idea.
- In accordance with the above point and as reiterated in the below point, staff members are expected to treat one another, especially the adviser, with respect. Everyone has the potential to contribute equally.
- Personal disagreements between staff members are possible, but said disagreements must not negatively impact the working environment. The same expectations serve for relationships between staff members; the affected students need to be able to separate “work and play”.
- Some matters of the yearbook/journalistic process are open to common knowledge and are acceptable to disclose. Other matters are not. If there is ever a subject relating to the Jabberwock Yearbook, Darlingtonian, or Inkslinger that the Administration, Student Publications Adviser, EIC, or any member of the Editorial Board deem confidential, the staff is expected to keep said matter confidential. This confidentiality between the staff members creates a necessary level of trust throughout the creative process. A loyal staff is a happy staff.
- Staff members who do not fulfill their responsibilities are subject to removal at the discretion of the EIC and Adviser.
- The staff needs to hold itself to all of the standards of journalistic integrity as stated in the policies below.

B. Adviser

1. Role of the adviser

- The Student Publications Adviser acts as a coach and a mentor for the students involved in publications. The Jabberwock Yearbook, the Darlingtonian, and the Inkslinger are student-run operations. Thus, the adviser does not determine content, the students do. The adviser is also responsible for teaching best practices for writing, design, and photography and exposing the Student Publications staff to the world and regulations of national scholastic journalism.

C. Administration

1. Fine Arts Director

- Student Publications is a division of the Fine Arts Department and, therefore, recognizes the Fine Arts Director as its liaison to the administration. The Fine Arts Director presents possible issues to the governing board of faculty/administration that the Student Publications program may experience and works with said governing body to find a solution.

2. Upper School Director and Head of School

- The Fine Arts Director works with the Upper School Director and Head of School in order to optimize the Student Publications program and help it realize its full potential in any way possible. Ideally, the administration supports Student Publications and their efforts by fostering the journalism program in any way possible.
- Prior Review is the idea where the school administration has the right to view student-created content that will be published in the Jabberwock Yearbook, Darlingtonian, and/or Inkslinger

before it is published. The Student Publications staff will pass controversial articles along to the administration before publication for prior review as needed.

II. Content

A. Writing

- The Darlington School Honor Code and the idea of “Honor Above Everything” most certainly apply to Student Publications. Therefore, **plagiarism and vandalism are intolerable.** Plagiarism is an honor violation and cases will be directed to the Honor Council. Vandalism, or intentional malicious editing of one’s text or pictures, will warrant referral to the dean of students, dean of student life, and /or upper school director.
- **Student Publications does not tolerate articles threatening, bullying, or behaving maliciously towards anyone and will take down content immediately if somehow it is posted in the first place.**
- In association with the above statement, *slandorous or libelous portrayal, misrepresentation of original quotations, inaccurate facts, racism, or any other discrimination directed toward a certain individual or group is unacceptable under any terms.*
- As a recorder and messenger of daily news and historical documents, Student Publications must always hold itself to a high journalistic standard. This statement, explained more directly, refers to the fact that stories, narratives, exposés, captions, and /or any other body of writing produced by Student Publications is bound by this policy to convey the truth.
 - Though difficult to avoid at times, editorializing is recognized as a personal interpretation rather than an accurate conveyance of facts, thus, disallowing its place in journalism.
 - Referring to the Darlingtonian, personal biases held by an author must be revealed at the beginning of an article in order to warn the reader of a potential negative or partial light that could be thrown upon a subject.
 - Referring to the Jabberwokk, editorializing will be censored, altered, and /or removed at the discretion of a managing editor, the EIC, and /or the adviser.
 - Personal opinion pieces are welcome on the Darlingtonian. A clear statement of said pieces being opinion-based and the placement of said pieces into the opinion category must occur.
 - If the opinion piece can be viewed as controversial, prior review must apply.
- Writing intended for the Darlingtonian must be appropriate for a high school news magazine. Writing intended for the Jabberwokk yearbook must be appropriate for students grades PK-12 and faculty.
- **Take-Down**
 - The term “Take-down” refers to the possibility of the removal of a story or interview authored by or mentioning a particular student. Though the removal of content is unlikely, an author or subject may request it at the soonest ten (10) days after publishing. A valid argument for removal must be presented to the Editor-in-Chief of Student Publications, the Student Publications Adviser, and Fine Arts Director for review. The three individuals above will decide the fate of the article in question. Ultimately, if the request is deemed valid, the reviewers will comply and remove the article. If removal is not pressing and there is not reasonable need to comply, the article will remain available. In order for take-down to be requested, there must be evidence of misrepresentation of original quotations, inaccurate facts, slanderous portrayal, racism, or discrimination directed toward a certain individual or group. However, the affected area of the article in question will more likely become the subject of censorship / editing in order to maintain a library of relevant content. In

compliance with Darlington School's "No Place for Hate" policy, Student Publications does not tolerate articles threatening, bullying, or behaving maliciously towards anyone and will take down content immediately. Articles like this will also be subject to referral to the Dean of Students and/or other administrators. An executive decision may be made by the administration regarding removal of any article at any time. Take-down policies also apply to the social media platforms of Student Publications.

- **Death**

- In Memoriam Jabberwock Policy:
 - The Student Publications staff will publish a list of every alumni death reported from March 1st to the last day of February of the current production year of the Jabberwock.
 - The list is courtesy of the Alumni Office and the Director of Alumni Relations.
- In Memoriam Darlingtonian Policy:
 - Should a current student or faculty member die within the current school year, the Darlingtonian staff will treat the death in a respectful manner.
 - A short obituary with the individual's name, school activities, dates of birth and death will appear on the Darlingtonian. The staff will obtain the permission of the deceased's family before printing any information about the cause of death.

B. Inkslinger

1. Submission

- All content within the Inkslinger must be submitted through the email address inkslinger@darlingtonschool.org or volunteered in person by the original author to the EIC or Student Publications adviser.
- If a staff member wishes to submit a piece of visual or literary artwork to the Inkslinger, the above protocol must be observed.
- The only visual or literary artwork that should appear in the Inkslinger must be student-created and submitted. Content *may not* be placed into the Inkslinger without proper submission including:
 1. the title,
 2. the author/creator
 3. and the medium (for submitted artwork including, but not limited to paintings, oil on canvas, etc.)

2. Review/Selection of Content

- All content is selected through unscheduled review processes which includes all or part of the Student Publications staff.
- A voting process decides content. This voting process includes a single piece of visual or literary artwork as a candidate with a "yes" or "no" vote cast by each of the present voters.
 - A simple majority wins and the submission goes into the Inkslinger.
 - A minimum of three (3) voters are necessary.
 - The Student Publications adviser is prohibited from voting.
 - The EIC reserves the right to override a simple majority vote with just cause.
 - The EIC also reserves the right to approve submissions when two (2) or less voters are present in order to keep production moving.

- In the event of an overflow of content, there will be a removal process by which each piece of artwork will be considered for deletion in the same process as its original selection. The same terms of voting and special conditions apply.

B. Design

- Designers are expected to learn the Mac system and key journalism programs, including InDesign, Photoshop, and Word.
- Design is expected to be relevant and concurrent with the theme of the yearbook.
 - This includes, but is not limited to:
 - fonts,
 - colors,
 - logos,
 - and consistent design elements.
- Designs intended for the Darlingtonian and Inkslinger must be appropriate for a high school publication. Designs intended for the Jabberwock yearbook must be appropriate for students grades PK-12 and faculty.
- Designs may not be submitted to the Inkslinger and are produced by the Student Publications staff.

C. Photography

- When a picture is taken for the purpose of use in the Jabberwock Yearbook or the Darlingtonian, the photographer should record:
 1. the date,
 2. the event,
 3. the photographer (for photo credits),
 4. and the subject in the photo.
- The only photography / artwork that should appear in the Inkslinger must be submitted and undergo the review process from Article II, Section B, Paragraphs 1 and 2.
- Photography intended for the Darlingtonian must be appropriate for a high school news magazine. Photography intended for the Jabberwock yearbook must be appropriate for students grades PK-12 and faculty.
- The Darlington Student Publications staff uses the photography policies of the National Press Photographers Association and the Associated Press as models for our own policy. The below statements from the NPPA and AP have been altered slightly to reflect the photographic standards and purpose of Darlington's Student Publications more accurately.

From the NPPA:

- “[We] acknowledge concern for every person's need both to be fully informed about public events and to be recognized as part of the world in which we live. [As] visual journalists, [we] operate as trustees of the public. Our primary role is to report visually on the significant events and varied viewpoints in our common world. Our primary goal is the faithful and comprehensive depiction of the subject at hand. As visual journalists, we have the responsibility to document society and to preserve its history through images.
- Photographic and video images can reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe through the language of visual understanding. Photographs can also cause great harm if they are callously intrusive or are manipulated.

- [The below] code is intended to promote the highest quality in all forms of visual journalism and to strengthen public confidence in the profession. It is also meant to serve as an educational tool both for those who practice and for those who appreciate photojournalism.”
- Code of Ethics for Photojournalists:
 - Visual journalists and those who manage visual news productions are accountable for upholding the following standards in their daily work:
 - Be accurate and comprehensive in the representation of subjects.
 - Resist being manipulated by staged photo opportunities.
 - Be complete and provide context when photographing or recording subjects. Avoid stereotyping individuals and groups. Recognize and work to avoid presenting one’s own biases in the work.
 - Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy. Intrude on private moments of grief only when the public has an overriding and justifiable need to see.
 - While photographing subjects do not intentionally contribute to, alter, or seek to alter or influence events.
 - Editing should maintain the integrity of the photographic images’ content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
 - Do not pay sources or subjects or reward them materially for information or participation.
 - Do not accept gifts, favors, or compensation from those who might seek to influence coverage.
 - Do not intentionally sabotage the efforts of other journalists.

From the AP:

- **Code of Ethics for Photojournalists:**
 - Pictures must always tell the truth. Do not alter or digitally manipulate the content of a photograph in any way.
 - The content of a photograph must not be altered in Photoshop or by any other means. No element should be digitally added to or subtracted from any photograph. The faces or identities of individuals must not be obscured by Photoshop or any other editing tool. Only retouching or the use of the cloning tool to eliminate dust on camera sensors and scratches on scanned negatives or scanned prints are acceptable.
 - Minor adjustments in Photoshop are acceptable. These include cropping, dodging and burning, conversion into grayscale, and normal toning and color adjustments that should be limited to those minimally necessary for clear and accurate reproduction (analogous to the burning and dodging previously used in darkroom processing of images) and that restore the authentic nature of the photograph. Changes in density, contrast, color and saturation levels that substantially alter the original scene are not acceptable. Backgrounds should not be digitally blurred or eliminated by burning down or by aggressive toning. The removal of “red eye” from photographs is not permissible.
 - On those occasions when we transmit images that have been provided and altered by a source — the faces obscured, for example — the caption must clearly explain it.

Transmitting such images must be approved by a Managing Editor, EIC, or the Student Publications Adviser.

- Except as described herein, do not stage, pose or re-enact events. When shooting video, environmental portraits, or photographing subjects in a studio, care should be taken to avoid misleading viewers to believe that the moment was spontaneously captured in the course of gathering the news. In the cases of portraits, fashion or home design illustrations, any intervention should be revealed in the caption and special instructions box so it cannot be mistaken as an attempt to deceive.

III. Communication

A. Social Media

1. Organization

- All staff members who operate a Student Publications social media account will be chosen by the Student Publications Adviser, EIC, and Social Media Editor. The managers will report to the Social Media Editor who will then report to the EIC.

2. Platforms

- The below guidelines and expectations are flexible and subject to change:
- Twitter
 - Guidelines:
 - Correct Spelling
 - Sufficient grammar
 - Tweet facts, not suspicions
 - Make sure something is true before tweeting
 - Don't disclose sources
 - Appropriate content
 - Expectations:
 - Push all new content from the @TheDarNews official Twitter account daily
 - Push miscellaneous announcements
 - Focus on tagging people/groups when possible
 - Promote other social accounts weekly
 - Push breaking news
 - Have at least two (2) updates per week day
 - Maintain the look/profile of @TheDarNews
 - Maintain weekly analytics report
 - User will focus on tagging people/groups when possible.
 - Create weekly analytics report using <https://analytics.twitter.com>
 - 28-Day Summary's change in Tweet frequency, Tweet Impressions, Profile Visits, Mentions, Followers, Top Tweet, Top Mention, Top Follower, Top Media Tweet, and Followers' Interests on "Followers" tab
- Snapchat
 - Guidelines:
 - Relevant content
 - Correct spelling
 - Sufficient grammar
 - Appropriate content

- Expectations:
 - Should be fun
 - No poking fun
 - Tell a story
 - Featured Person of the day
 - Constantly post things
 - Common settings
 - News happenings (it's cold outside or event that night) - Happenings around school
 - Live events
 - Maintain daily view-count number
- Instagram
 - Guidelines:
 - Relevant content
 - Correct spelling
 - Sufficient grammar
 - Appropriate content
 - Expectations:
 - Post at least one (1) image per day
 - Focus on tagging people/groups when possible
 - Post images at least four (4) days per week.
 - Check account daily
 - Establish/maintain look of Instagram profile
 - Focus postings on images from around the school highlighting the big events of the day
 - Maintain weekly analytics of Instagram
 - Followers gained
 - Followers lost
 - Net gain/loss per week
- Facebook
 - ***Dormant*** until further notice

3. Expectations

- Keep content relevant
- Upload frequently
- Follow the guidelines of standard scholastic journalism as stated in Article II Sections A, B, and C
- A manager's behavior is expected to be professional, including, but is not limiting: the absence of offensive or inappropriate content, the maintained confidentiality of passwords, etc.

***Staff Manual subject to change over time at the discretion of the EIC and Student Publications Adviser with approval by the Student Life Office**

Sources of Influence:

<http://www.thekirkwoodcall.com/>

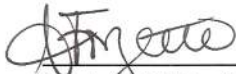
jeadigitaljournalism.com

Randy Swikle, Past Illinois JEA Director, Washington, Ill.

ALL PARTIES INVOLVED HAVE READ AND AGREE TO THE ABOVE STAFF MANUAL.




Head of School Date 10/7/2015



Student Publications Adviser Date 10/7/2015



Upper School Director Date 10/7/2015



Editor-in-Chief, Student Publications Date 10/8/15



Fine Arts Director Date 10-7-15