

**WELCOME TO YEARBOOK!**

Congratulations, you are now a student journalist, desktop publisher, photographer, student relations specialist, designer, advertiser and team member. Over the course of the next year, you will learn how to meet deadlines, work well with others, give and receive directions to and from your peers, use complicated computer software, cope with stress and produce a yearbook from designing the cover to distributing the final product. Yearbook is so much more than just a class. We are a business. We have a product that we must market, sell and produce. Our product must be so appealing that students will spend over \$65 to buy a book that they have never seen and that does not exist yet.

**MATERIALS NEEDED:**

The following will be provided for you:

- ❑ Yearbook Press Pass
- ❑ Yearbook Manual

The following must be obtained by the first week of school

- ❑ A USB Flash Drive with 2GB or more (Sandisk, Minicruiser or Memorex)
- ❑ A SD card with 4GB or more
- ❑ A Digital Voice recorder for Interviews / (the record function on your cellphone is sufficient)

**CLASSROOM RULES:**

Five basic behavior expectations:

1. Use respectful behavior when interacting with everyone
2. Be on time!
3. Work cooperatively
4. Respect the classroom
5. Comply with all expectations and procedures in the yearbook handbook.

**CLASSROOM EXPECTATIONS:**

- ✓ Be on time and in assigned seat when the bell rings
- ✓ Be here everyday and then some
- ✓ Refrain from eating and drinking near any electronic equipment
- ✓ Be honest
- ✓ Refrain from side conversations when others are speaking
- ✓ Raise hand with comments or questions
- ✓ Work hard and meet deadlines
- ✓ Act maturely when on assignment and wear a pass
- ✓ Ask before leaving the room and sign out
- ✓ Seek help when needed
- ✓ Bring all needed materials to class daily
- ✓ Never remove yearbook equipment from the classroom without teacher permission
- ✓ Bring a positive attitude to class
- ✓ Represent the school in an appropriate manner
- ✓ Communicate and Collaborate

**CLASSROOM PROCEDURES:**

- ❑ **Daily Updates:**
  - ✓ Every day we will have a staff meeting for the first five minutes of class with the following agenda.
    - Announcements
    - Problems and Concerns
    - Open Floor
  - ✓ After the staff meeting each mini-staff team will meet with together with the following agenda

- Announcements
  - Progress Check
  - Problems & Concerns
  - Open Floor
- ❑ **Phone Etiquette:**
- ✓ The yearbook phone is for business calls only.
  - ✓ Do not use your cell phones in class.
  - ✓ Answer the phone with proper etiquette. “Yearbook Room, this is \_\_\_\_\_ speaking, How can I help you?”
  - ✓ WRITE DOWN ALL MESSAGES in the message book.
- ❑ **Signing Out:**
- ✓ Students will receive a yearbook approved press pass during the first month of school that will not be replaced if lost or stolen.
  - ✓ Do not leave the room unless you are wearing your press pass.
  - ✓ Ask Ms. Sabiston’s permission to leave the room.
  - ✓ No more than 6 students will be allowed to leave the room at a time.
  - ✓ You must return before the last 10 minutes of class
  - ✓ You may not sign out during the first 10 minutes or the last 10 minutes of class.
  - ✓ Conduct yourself appropriately and with dignity when you leave the room. You are a representative of Yearbook and your behavior reflects on me. You will lose all pass privileges if you act inappropriately.
- ❑ **Other Passes:**
- ✓ Yearbook is not the time for your personal errands. I will not allow you to go to any class for any other reason besides yearbook.
  - ✓ I will NOT write late passes for any students. NO MATTER WHAT.
  - ✓ Yearbook is not an excuse to get out of other classes. You cannot miss another class for yearbook without prior consent and approval from that teacher. Permission must be granted at least one class period in advance. Students may not interrupt class to ask the teacher’s permission.
- ❑ **Equipment Procedures:**
- ✓ The following procedures apply to equipment use.
  - ✓ Each editor and staffer is 100% responsible for any equipment they are using or checked out (this includes card readers, cameras, scanners, and computers.
  - ✓ Students will check out equipment before each use and check them back in at the end of each use.
  - ✓ Students are never to remove equipment from the room without a signed property pass and without checking out the equipment.
  - ✓ Students that are not on yearbook are not allowed on the computers, cameras, scanners, or card readers.
  - ✓ Equipment is to be used for yearbook related assignments only. The school adopted usage contract is to be followed. No surfing or playing games on computers.
- ❑ **Dismissal:**
- ✓ Store work in progress and tools in appropriate area. Do not leave materials out when you finish working. If any materials are left out at the end of class, they will be thrown away.
  - ✓ Do not leave your books, folders, or binders for other classes in my room. I AM NOT YOUR LOCKER and I will not hold onto these items.
  - ✓ Students who fail to return yearbook equipment to the designated area at the end of class will not be allowed to use the equipment.
  - ✓ Do not remove yearbook materials from the room. Do not take USB Flash drives home without permission. Place them in their designated places.
  - ✓ I dismiss you, not the bell.
- ❑ **Editor Meetings:**
- ✓ Editors will meet weekly to assess progress and concerns.

### **“3 STRIKES YOU’RE OUT!” POLICY:**

Being on the yearbook staff is a privilege, if the above rules and procedures are violated, you will receive one strike, accompanied by a parent phone call. Depending on the severity of the offence, a detention or referral may also be issued. If you earn 3 strikes in the first semester you will automatically be dropped from the class. **NO EXCUSES OR EXCEPTIONS!**

Strikes may also be earned by:

- ❑ Missing deadlines
- ❑ Missing a training session
- ❑ Missing a scheduled meeting
- ❑ Inappropriate behavior and language
- ❑ Failure to comply with classroom rules or expectations
- ❑ Failure to comply with school rules or expectations
- ❑ Inappropriate photos or text in pages (this can earn you all three strikes at once!)
- ❑ Missing 3 homework assignments or earning an “F” at interim

### **ATTENDANCE/MISSING DEADLINES:**

There are no excuses for missing a deadline – no matter how small a deadline may seem. Please be aware that our deadlines are based on the publishing company’s deadlines and have nothing to do with the school calendar. Your work may be due in the middle of midterms or on the same day that you have tests in three other classes. In addition, the publishing company doesn’t care if you don’t feel good or that you didn’t feel like coming to school. If we miss a deadline our book may not print on time, which means it could arrive in July instead of in May. Fear not, you will have plenty of time to prepare. You will receive a schedule of due dates for every deadline for this year. Completing deadlines will require after school hours.

### **BONUS POINTS:**

Bonus points will be given to those students who work above and beyond the call of duty, who stay after school to help others even when their work is done, who volunteer for extra assignments, or who take extra pictures just because.

### **MONEY:**

The business aspect of this class will require you to work with money. Each staffer is responsible for learning how to fill out a receipt book and receipt envelope correctly (taught in class). On a sale day, there will be a pre-determined number of stations. Each station will have an assigned money box or envelope and an assigned receipt book. For every shift that a staffer works, he or she must be able to balance out the money collected and compare that to the record. For example, if the receipt book shows that you should have \$300 dollars, then there should be \$300 in the collection. If the money collected does not agree with the record, the students working the station must make up the difference. Balancing your record at every change of shift is imperative. The earlier a mistake is found, the faster we can fix it.

#### **Writing Receipts:**

The following must be included on a yearbook receipt.

- Last name, First name
- Date
- Grade
- Price of book
- Total
- Your initials

### **Economic Goals:**

It cost \$40,000 -\$60,000 to produce a yearbook. No money = no yearbook.

#1 Sell 600 pre-sale yearbooks.

#2 Raise \$30,000 dollars in ad sales.

#3 To conduct other fundraising as necessary.

We want to be able to attend out of area conventions this year and we want to buy new equipment for yearbook, like digital cameras. Without money we can't do these things.

## **THE FUTURE OF JOURNALISM**

In this class you will become what the journalism industry is calling a one-man-band. Future journalists are expected to know how to do it all from writing a story to creating multimedia content, like video. You will learn how to write, take pictures, design, and create multimedia for the yearbook and our news website.

### **ASSIGNMENTS/GRADES:**

#### **Spread Assignments:**

Spread assignments are content that will be published in the yearbook. Students will work together with their maestro group to complete these assignments. Students receive a 100-point grade for each spread they complete. The score will be determined by specific criteria on a rubric. Both editors and the adviser will track students' progress, noting strengths and areas of improvement. The adviser will determine all grades.

Our yearbook is chronological and our pages are completed based on events happening each week. Student groups will be assigned to certain weeks of the school year. Group members are expected to propose story ideas for their assigned weeks. They should not expect their editors to come up with ideas for them. It is their responsibility to be aware of what is happening at school and propose relevant topics and events to cover.

**Further, it is REQUIRED for all team members to attend the events being covered in the yearbook that week.**

Students who fail to attend those events will not be able to receive higher than a C on their assignments for that week. You will be notified well in advance of events. Therefore, you will be able to clear your schedule in advance, so you may fulfill this obligation.

#### **Weekly Story Ideas:**

Students will be required to gather story ideas each week. They are due each Wednesday in preparation for the following week. Each student must submit 3 ideas relevant ideas. This will be a weekly 30-point grade.

#### **Beat Assignments:**

Students will be required to complete beat assignments. Each will be assigned to one club and one sport for the school year. They will become our staff's resident expert on their assigned club and sport, completing a weekly report for each sport and a biweekly report for each club. Students will receive a 50-point grade for each report. Students will not be assigned to sports or clubs that they belong to. This represents a conflict of interest and makes it impossible for them to be an impartial reporter.

#### **Ad Sales:**

Students are required to sell a full page in advertisements - during 1<sup>st</sup> quarter. The grade is determined based on a student's attempt to sell their requirement. Students should document all of their sales attempts with either an advertising contract for ads sold or an advertising refusal form for failed attempts to sell ads. The advertisement grade represents 10% of each student's grade.

#### **Rubrics/Evaluation Sheets**

Every assignment will be graded with a rubric. Editors will be asked to indicate the grade they would give the assignment as well as the student's strengths and weaknesses during the completion of the project. The adviser will assign the final grade and indicate the student's strengths and weakness during the completion of the project. Each student will have a folder where the rubrics will be filed.

#### **Myth of the Guaranteed A:**

Yearbook is not a guaranteed A. Students are expected to produce quality work on time, which will be evaluated based on a set rubric. Many students earn B's in this class and some earn C's and D's. If you want an A, you will have to earn it.

## **JOURNALISM ETHICS/RESPONSIBILITIES**

Students are expected to maintain journalistic integrity and follow journalism ethics.

### **Unacceptable/Unethical Behavior:**

The following behaviors are unacceptable and are grounds for disciplinary actions and potential removal from the staff: plagiarism, posing pictures, making up quotes, making up facts, failing to gather all relevant information, reusing students who have already appeared in the yearbook, misrepresenting photographs in a spread design.

### **Abusing Staff/Editor Position:**

When students leave the classroom, they represent the staff as a whole. Students are not to abuse their position as a staffer or an editor. The following behaviors are unacceptable and are grounds for disciplinary actions and potential removal from the staff: skipping class to be in yearbook, skipping yearbook class, taking students out of class without a reason and using your press pass to get into events for free when not on official yearbook business.

\*\* Please print out the Staff Expectations sections below, sign and return to Ms. Sabiston by the end of the first week of school.

## STAFF PERFORMANCE EXPECTATIONS

**I understand that producing a yearbook is a challenging and rewarding class. As a member of the Pathfinder staff I acknowledge and agree to the following requirements and expectations:**

- ✓ To share the staff's goals to make Pathfinder a first-class publication that accurately and thoroughly documents the 2014-2015 school year
- ✓ To be aware of school events and have ideas for photo opportunities and stories
- ✓ To attend class from bell to bell
- ✓ To follow the proper check-in and check-out procedures for leaving class. Students are not permitted to just walk out of class.
- ✓ To follow the proper check-in and check-out procedure for equipment (card readers, cameras, etc.)
- ✓ To handle all yearbook equipment properly and with care.
- ✓ To return all yearbook equipment each morning BEFORE school starts.
- ✓ To replace or repair any broken equipment, should it become broken while in your care.
- ✓ To work as a cohesive group
  - Attend all events during an assigned week as a group
  - Assist each other in completing the overall assignment – which is to complete pages of the yearbook
  - Offer to help others, when your own assignments are complete
- ✓ To clearly communicate
  - Students who are absent are expected to inform both their editor and Ms. Sabiston of their absence and are to make arrangements for someone else to cover for them if they are working on a deadline.
  - Students are expected to give 24 hours notice if unable to attend a scheduled photography assignment or a class meeting or training.
- ✓ To complete all assignments by the deadline given and to the quality expected of the Pathfinder staff
- ✓ To follow the deadline process when turning in assignments
  - Assignments are to be submitted before the day they are “due” to allow editors to evaluate them. The editor and staffer will sit down and discuss the evaluation in class. The “due” date is the date your work/assignment is expected to be finished, not turned in.
- ✓ To stay after school in order to complete assignments, especially when we are on a mailing deadline
- ✓ To deal with conflict immediately and directly
- ✓ To be a good listener and keep an open mind
- ✓ To act appropriately and maturely during class and at all out of school events (refrain from being loud and obnoxious, refrain from distracting others from their work)
- ✓ To keep files neat and organized and return all items to their assigned locations

- ✓ To maintain journalistic integrity and follow the adopted journalistic ethics policies for this class, which include, but are not limited to, avoiding the following: plagiarism, posing pictures, making up quotes, making up facts, misrepresenting photographs in a spread design.
- ✓ To refrain from taking advantage of my position as a yearbook staffer (i.e. – refraining from skipping other classes to be in yearbook, refraining from skipping yearbook class, refraining from taking students out of class without a reason, etc.)
- ✓ To refrain from doing homework for another class during our class time
- ✓ To participate in fundraising for the publication (Ad sales, candy, wreaths, etc.)
- ✓ Attend all scheduled meetings, training opportunities, and workshops

**As a member of the yearbook class and the Pathfinder staff, I realize that I hold a respected position and agree to fulfill all responsibilities and promote the excellent reputation of South Fort Myers High School student publications. Further, I understand that failure to meet these expectations may lead to removal from the class or poor grades. I have read all the staff performance expectations, the grading policy, and the “3 Strikes You’re Out” policy and agree to honor and abide by them.**

Student Name	Student Signature	Date
Parent/Guardian Name	Parent/Guardian Signature	Date
Parent/Guardian Name	Parent/Guardian Signature	Date