

The Beacon

Staff Manual

Table of Contents

Letter of Introduction	2
Editorial Policy and Mission statement	3-4
Ethical Guidelines	4
Specific Staff Procedures	6
Technology Policies	11
Production Cycle	12
Current Masthead.....	14
Job Descriptions	15
Business and Advertising	18

Letter of Introduction:

To whom it may concern,

The mission of The Beacon is to be the voice of the entire student body at Wilson. Our school has a large student population and is incredibly diverse, so all races, ethnicities, genders, socioeconomic classes, and sexualities should be equally represented in the newspaper, both in staff and in content. We are an outlet for students to speak their mind, as well as report on news within and outside of the school. We think that in order to do our job accurately it is important that we function without prior reviews and that we avoid an environment of censorship. We intend to be a source of information, news, and entertainment for faculty, students, parents, alumni, and other members of the Wilson community. We also provide an advertising platform for businesses that sell products relevant to the Wilson student body.

As student journalists, we believe that it is our job to be true, unbiased, professional, and accurate when reporting issues. The content section of The Beacon Staff Manual further explains how we avoid bias.

This staff manual contains all of the resources and guidelines to making the newspaper the best it can be. Here you will find guidelines on advertising, content, social media, policies, circulation, and style. Every year members of the staff will update this manual, as well as the paper itself. Each year section one should be rewritten, because the content of this section will change on an annual basis.

This manual is intended to help the Beacon staff in years to come in creating a great final product. The 2015-2016 school year marks the second year that this manual will be implemented and we hope it will be used in years to come. We look forward to another great year!

Signed,
Sophie ReVeal
Managing Editor
Class of 2017

Editorial Policy

“The vigilant protection of constitutional freedoms is nowhere more vital than in the community of American schools.”

-Tinker v. Des Moines Independent Community School District

Mission:

The Beacon is a public forum created for the purpose of expressing the views of and providing information to the Wilson student body. Our mission is to provide an accurate representation of the diverse views, opinions, and concerns of the students of Woodrow Wilson High School. Through journalistically responsible ethical practices, we strive to provide thorough, reliable news coverage of events relevant to the Wilson community, including students, faculty, staff, parents, and members of the wider public.

Editorial Policy:

The Beacon Editorial Policy pertains to all Beacon media, including the print paper and our website, thewilsonbeacon.com, where this policy shall be posted. Online media produced by The Beacon are entitled to the same protections, and subject to the same freedoms and responsibilities, as media produced for print publication. As such they will not be subject to prior review or restraint.

Student journalists may use digital and social media to report news and information, to communicate with other students and individuals, to ask questions of and consult experts, and to locate material to meet their research needs.

Because school officials do not engage in prior review, The Beacon staff assumes complete legal responsibility for all content published in the print paper or on the website. Beacon media is protected by and bound to the principles of the First Amendment as well as other protections and limitations granted by the Constitution and the laws and court decisions implementing those principles.

The Beacon will not publish any material that is determined by the editorial staff to be libelous, obscene, materially disruptive of the school process, an unwarranted invasion of privacy, a violation of copyright or a promotion of products or services unlawful to minors as defined by district or federal law. For definitions of such material, students will refer to the Student Press Law Center’s “Law of the Student Press.”

All content is determined by the editorial staff, and final content decisions shall remain the responsibility of select members of the staff as follows: The chain of command for print articles begins with the contributor who submits the content to the appropriate section editor, who sends

it after editing and revisions to the Written Content Editor. Before publishing, an Editor-in-Chief, and an adviser will review it. The chain of command for prior review of online content is section editors, Written Content Editor, and either an Editor-in-Chief or an adviser.

Staff advisers will not censor or determine content but instead offer advice and instruction, following the Code of Ethics for Advisers established by the Journalism Education Association. Any student staff member seeking legal advice regarding proposed or published content should seek counsel from representatives of the Student Press Law Center or other individuals knowledgeable in media law.

The Beacon welcomes all student contributions: articles, photography, art, or commentary. All submissions can be sent to beaconchiefeditor@gmail.com, and become property of The Beacon. All content in The Beacon is created by students of Woodrow Wilson High School, with the exception of Letters to the Editor, which may be written by anyone in the school community or general public, and content by correspondents from other schools, who will be noted in our masthead. Content may not have been previously published elsewhere.

The Beacon welcomes Letters to the Editor from anyone in the Wilson community or general public. The editorial staff reserves the right to withhold a letter and return it for more information if it determines that the piece contains items of unprotected speech as defined by this policy. All letters will be fact-checked and edited for grammar and spelling. The editors reserve the right not to publish a letter.

Ethical Guidelines

Ethics:

Students aim to report all coverage ethically as guided by Society of Professional Journalists and the National Scholastic Press Association's Code of Ethics.

Conflicts of Interest:

- In order to avoid conflicts of interest, students may not write objective articles about clubs or organizations they are a part of. They may write opinionated pieces about such groups.
- Members of The Beacon's editorial staff should not be interviewed for articles unless the writer deems it absolutely necessary.
- The Beacon will be free from any commercial obligations. News and advertising will remain separate.

For more information on advertising restrictions, see the Advertising section of this manual.

Fostering Diversity:

Reporters and photographers will work to ensure that sources and subjects for articles and subjects for photographs represent all parts of the Wilson population. Diversity includes ethnicity, grade, gender, sexual orientation and social group. The Beacon should also make a conscious effort to recruit a diverse group of people to contribute to the paper each month.

Sources:

All quotes used in The Beacon should be accompanied by verification obtained at the time of the interview, or afterwards via email, text message, phone, recording of the quote with consent, social media outreach, or handwritten consent. All reporters will, when possible, record their interviews with permission of the subject. Sources may be read their quotes upon request. They may not read a full story prior to publication.

All Beacon interviewers will respect a source's wish to remain "off the record" if the fact is known before the information is provided. A significant effort must be made to reach anyone who will be portrayed negatively in a story.

Reporters will endeavor to include the names of all sources, except when the Written Content Editor or Editor-in-Chief decides that doing so will put the source in legal, physical, or emotional danger (ex: sexual assault victims, juveniles charged with a crime).

Material from anonymous sources may be used only if:

- The material is not speculation and is vital to the news report.
- The information is not available except under conditions of anonymity imposed by the source.
- The source is reliable and in a position to have accurate information.

Reasons for anonymity must be given in the story. Reporters will not, within the boundaries of the law, reveal the identity of any source who asks to remain anonymous. Under DC law, reporters cannot be penalized for withholding the name of an anonymous source.

Objectionable Material/Profanity:

The Beacon does not publish gratuitous profanity. Profanity will only be included if it is necessary to the story--if the story is about the language use. All decisions regarding objectionable material are the responsibility of the Written Content Editor and the Editor-in-Chief.

Errors:

Any errors in the print paper found or brought to the editorial staff's attention will be corrected in the next issue, where the editors deem corrections warranted. The editorial staff reserves the right to decide whether an error has been made. Staff members may also edit web stories for grammar and accuracy after publication. If a content change is made to a web story after the story has been posted, the change will be noted at the bottom of the story along with the date

and time the change was made. Any informational updates to a web story will be noted at the top of the story.

Plagiarism/Dishonesty:

Plagiarism is using another person's work, word for word or by paraphrasing, without giving credit to the source. Plagiarism can be but is not limited to, fabricating or changing quotes, knowingly using copyrighted material, or by crediting anyone other than the source. Staff members or contributors found plagiarizing will be asked to no longer contribute to the paper. If plagiarized material is printed in the paper the Beacon will run a correction in the following issue. Reporters are not to include off-the-record information in their articles.

Specific Staff Procedures

Content:

The Beacon covers news relevant to the student body. The print paper includes News, Opinions, Features, Sports, and Style sections, in the given order. The website will include the same sections with exclusive web content. Exclusive web content will generally be shorter than print content, and will include breaking news and interactive, eye-catching features such as polls, videos, and slideshows. Print content will include longform journalism, monthly features, and spreads.

At least one article from every spread will be posted to the website on the day the paper is distributed. At least three other additional articles from the print paper will also be posted. These articles will be determined by the Web Editors and Editors in Chief. A PDF of each print issue will be posted to the website three months after publication to give priority to subscribers.

Columns:

Any contributor hoping to start a column must undergo a trial period in which they publish three pieces in the style of their proposed column. The editorial staff reserves the right to veto a column during this period. At the end of the trial period, the Section Editor will determine whether or not the feature becomes a column. All students are limited to one column at a time. Columns must appear every issue except in case of an emergency. Comparatively, monthly features that overlap

(City Spots and Neighborhood Spotlight; Week of Outfits and Fashion in the Halls) may be alternated monthly. Advice columns have benefits and downsides. They can increase readership and diversity of voices, but can potentially be harmful. The Beacon permits advice columns, but they should be published with careful consideration by the editorial staff and advisers.

Photo Illustrations:

Photo illustrations are acceptable in the event that they better communicate or illustrate a story's concept or message. Any photo illustration will be labeled as such.

Staff Editorials:

A staff editorial is published every month on the top of the page including the masthead. Staff editorials are signed "The Beacon Staff." They are written by members of the editorial staff and represent the views of the entire staff. Their purpose is to express the staff's opinion on a relevant issue: to commend or to bring about change. The editorial can take a stance on the issue discussed in the spread, but it may cover any topic that is timely, relevant and worth discussion. The editorial must be reviewed by the entire staff at Late Nights to ensure that all members feel their views are represented. If disagreements occur, these differences in opinion should be acknowledged in the piece, but the editorial should maintain a unified tone. If it is impossible to reach a consensus, dissenting members of the staff may write a separate, signed editorial to accompany it. The staff editorial is posted to the website on the same day that the paper is distributed.

Letters to the Editor:

The Beacon welcomes Letters to the Editor from anyone in the Wilson community or general public. Letters must be 400 words or less and contain the author's name. They should be sent to beaconchiefeditor@gmail.com no later than two weeks before the next print publication date. Any Letters to the Editor will be reviewed by the Opinions Editors and Editors-in-Chief before publication. The editorial staff reserves the right to withhold a letter and return it for more information if it determines that the piece contains items of unprotected speech as defined by this policy. All letters will be fact-checked and edited for grammar and spelling. Should a letter contain errors in fact or excessive grammatical errors, it will be returned to its author for resubmission. The editors reserve the right not to publish a letter. Letters to the Editor meeting the above criteria and selected by the editorial staff will be posted in full or in part on the Opinions page of the next issue and in full on the website for a minimum of four weeks.

Obituaries: Any current student, faculty or staff member or administrator who dies during the year will be recognized in The Beacon. As a minimum, a 250-word obituary including factual information (date of death, date of birth) will be published on the website. The Beacon will work to obtain permission from the deceased's family before publishing any information regarding the cause of death. Suicide will not be listed as the cause of death without permission from the family, if family members are available for contact. This is not to perpetuate the stigma around suicide, but rather because glorification or coverage of suicide can lead to suicide clusters. Deaths should always be treated with sensitivity and respect.

Birth Announcements: The Beacon will report the births of any children of faculty or staff that occur during the year. This coverage will include a photo if available, name, and any other information the parents provides us. The Beacon will not report births of students' children.

Recurring Features:

Features:

- My Life So Far
- City Spots
- Neighborhood Spotlight
- Baewatch
- KITH

Sports:

- Athlete of the month
- Sports Season Update

Opinions:

- Top 10
- Staff Editorial

Style:

- Fashion in the Halls/Week of outfits
- Artist Profile
- Artist Corner

Where to Look for Story Ideas:

Ideas primarily come from news beats and department contacts. These are often the most valuable and newsworthy ideas. Bulletin boards and flyers around school can also be a good source as well as newspapers from other schools and professional newspapers. It is always a good idea to read professional newspapers as much as you can. Reading professional newspapers is a great way to improve your writing. Word of mouth – talking with students and teachers often turns up good ideas. Follow your curiosity – if you're interested in something, chances are other people are too. In the end, the story ideas suggested by reporters often make the most interesting stories. When you are writing up your story ideas think to yourself, "Would I read this story?"

Deadlines:

While adhering to deadlines is extremely important to the production of the paper, we also understand there are circumstances where the deadlines cannot be met. In cases where events happen after the regular deadline editors should assign a deadline specifically for that article that the writer/ photographer should adhere to. Writers and photographers should take efforts to make sure they can conduct their interviews/ take photos in plenty of time before the deadline, but if they are unable to schedule before deadline they should contact their section editor for an extension PRIOR to the deadline (this applies to editors and junior editors as well). Section editors are not obligated to allow extensions. Writers and photographers should not be given a second extension except in special circumstances. Section editors will communicate with the writer/photographer and determine length of the extension. Priority will always be given to

articles that come in on or before deadline. Writers and photographers who consistently adhere to deadlines are more likely to be promoted.

Production:

Three production nights are held for every issue of the Beacon. One on Sunday, and one after school on Monday and Tuesday. The editor-in-chief and advisor may change production days based on availability, conflicts, and changes in the school schedule. Production nights occur the week the paper goes to print. All members of the editorial staff are expected to come to production nights. Staff members should let the editor-in-chief know if they cannot attend a production night. The adviser and editor-in-chief will determine when it is appropriate for staff members to leave based on fulfillment of responsibilities and layout progress. At the beginning of the year the editor-in-chief will establish a dinner schedule. (See production cycle for specifics about late night tasks).

Interviews:

All articles, except certain features (i.e. MLSF), and certain opinions should have at least two interviews. Face-to-face interviews are strongly encouraged whenever possible. We understand that it is hard to contact people outside the building in which case phone interviews are preferable to email, but both are acceptable. Reporters are responsible for taking accurate notes during the interview or recording the interview (with the interviewee's permission). Preparing questions ahead of time and asking a wide variety of questions is important. Phone calls are encouraged to check quotes after an interview especially with controversial topics.

Tips for Interviews:

- Research all topics to be discussed in the interview, prior to the interview
- Prepare questions in advance. Interviewer doesn't need to use them all, but they serve as a good guideline
- Keep the interview conversational
- Ask hypothetical and followup questions
- Ask who else you should talk to
- Don't ask predictable questions
- Keep eye contact with the interviewee at all times possible

Bylines/Credits:

All articles, graphics, photos, art, columns, reviews, and other original material, with exception of staff editorials should contain a byline. If a work is produced by more than one person the person the byline will be alphabetical (unless the writers have a preference). If someone contributes to an article they can be listed at the bottom of the article. Images taken off of Creative Commons and albums, book covers, or movie posters do not need to be credited. If we receive a photo from someone other than a contributor to the paper it will be credited as "used with permission from..." when we find a photo and ask for permission or "photo courtesy of..." when someone sends us a photo. Along with first and last name, position will be listed in the byline. If the person has more than one position they can chose which to list in their byline.

Working Outside the Classroom:

The Beacon has the privilege of having its own office and the ability to stay way past school and extracurricular hours on late nights. This means that students should use the Beacon office solely for Beacon related or academic work. Generally the Beacon office should only be used by members of the Beacon staff and if there are ever other people in the beacon office (such as for interviews) they should be accompanied by a member of the staff. During late nights students working on the Beacon are restricted to the Beacon office, Ms.Strykers' classroom and the hallway they are located in. Students should not be wandering around the building after extracurricular hours.

Staff Communication:

The Beacon has four main ways of communication, our Facebook group, GroupMe, Trello, and The Beacon email. Every year The Beacon creates a new Facebook group for current editors and junior editors. The Facebook group is where the Editors-in-Chief will communicate about meetings and other information relevant to the whole group. The Facebook group is a good place to discuss things in between the weekly meetings. Editors will communicate with writers through beaconchiefeditor@gmail.com. Photo editors will communicate with photographers through beaconvisuals@gmail.com. The Editor-in-Chief, Managing Editor, Financial Manager, Written Content Editor, section editors and photo editors are responsible for checking the email regularly and responding to relevant emails. Advisors can specify how they would like to be contacted. Staff members may also communicate with each other and with contributors through other means such as, texting, facebook, or phone calls as they see fit. The managing editor should compile a list of staff members contact information to post in the Beacon office at the beginning of the school year. Section editors and photo editors are responsible for having their writers or photographers contact information.

The account information for The Beacon's email address will be available to all members of the editorial staff, who may not share it with individuals not on the editorial staff. Any decisions affecting The Beacon on all levels will be made by the editorial staff.

Staff Dismissal:

Staff dismissal can happen for one of two reasons misconduct and failure to complete the responsibilities of their position. Misconduct includes but is not limited to, plagiarism, mistreatment of other staff members or advisors, vandalism or theft of equipment, inappropriate or unwarranted posts on the Beacon website or social media, or major school infractions. In the case of misconduct, staff dismissal will be the decision of the staff adviser, and the staff adviser will notify the student and explain why they are being dismissed. In the case of failure to complete the responsibilities of a position (applies only to members of the editorial staff) the staff member will first receive a warning. Consistent failure to attend meetings and late nights, not turning in contributions without warning or explanation, failure to communicate with advisors and other staff members, or a bad attitude can warrant a warning. The warning will involve a conversation with the staff member, the editor-in-chief, managing editor and the staff adviser. If

behavior continues without improvement the editor-in-chief will offer the staff member the chance to step down, if the staff member declines the editor-in-chief will raise the issue to the editorial staff. Members of the editorial staff will have the option to have a say in any further action. The chief web editor will be involved when a web position is in question.

***If any members of the staff are having problems with another member of the staff they should approach the managing editor, editor-in-chief, or advisor (whichever they feel comfortable talking to). These people will be able to help address any problems and will not share any information if asked not to.

Technology Policies

Copyright:

The Beacon staff, when citing information and sources, should always be aware of the copyright laws that apply to journalism. Fair use laws allow journalists to use portions of copyrighted materials without specific consent, as long as there is an arguable benefit to the public, including research, news reporting, and non-profit educational uses. In general, consent must be received in order to publish someone else's work. Plagiarism is the accrediting of someone else's work as one's own, and if that is the case the staff adviser should review the incident and decide further action. For the legal basis of copyright laws, address Title 17 of United States Code Circular 92, section 107, (<http://www.copyright.gov/title17/92chap1.html#107>), as well as reference with the Student Press Law Center (<http://www.splc.org/page/copyright>).

Equipment Checkout Procedures:

Beacon supplies, like cameras, video cameras, flash drives, and computers should be organized by the Managing Editor. Equipment can be taken out by contributors and members of the staff after receiving permission from the Managing Editor or staff adviser and signing out the equipment on an equipment checkout sheet. Those using the equipment are liable for it, and are responsible for returning it in the condition it was received. Lost or damaged equipment must be replaced or compensated for by that person.

Comment Policies:

The comment policy on the website is up for interpretation and rewriting every year. Anonymous comments will be allowed as long as a member(s) of the staff are willing to spend time in monitoring the anonymous comments for each online article. Comments will be declined if they contain obscene or spam content.

Social Media:

The Beacon runs a Facebook, Instagram, and Twitter page in order to reach a broader audience outside of the monthly print publication. Therefore, the social media accounts of The Beacon should be used to advertise important/breaking news and events as well as information that the staff feel the public audience would be interested in, like scores of Wilson athletics

games, alerts about school, previews for upcoming articles, etc. There should be a tweet to update the public every time an article is uploaded to the website, tweeted by whoever uploads that article. For Facebook, discretion can be used on what is reported including timely information and articles, as well as a post every time an archived edition of the paper is uploaded to the website. The editor-in-chief will have oversight over all accounts and assign responsibilities to the appropriate web editors. The editor-in-chief is able to post from all the accounts, in order to ensure consistency and security. The opinions reflected on any official Beacon accounts should only reflect the views of The Beacon staff as a whole, and present The Beacon in a positive light, refraining from the use of expletives and maintaining The Beacon's stance as a neutral news source for the Wilson community.

Production Cycle

Editorial Meetings:

The Beacon Staff will meet once a week at the discretion of the Editors-in-Chief.

The Beacon Editors-in-Chief will lead the staff through housekeeping business and a critique of the previous month's issue. Editors should come prepared with comments and suggestions for improvement, both for their section and others.

The Business Manager should come prepared with an idea of how many ads we have so editors can start planning design.

Next, staff discusses the upcoming issue, including questions, concerns, and editing problems. The staff then compiles a budget for the upcoming issue, decides collectively upon a spread (if necessary) and an editorial subject

Writers and photographers are required to come to weekly meetings at lunch. If there is a conflict, they should alert their respective editor well ahead of time.

Before editors split up into their respective sections, the EIC will announce who deserves the Wilson Tiger, the MVP for the week. The EIC will decide on the recipients beforehand in conjunction with the advisor. The EIC will also go over any notes on writing, style, or content that may pertain to staff members and discuss upcoming workshops/sessions and general housekeeping business.

Editors then meet with their individual writers. They should address comments and critiques about the previous month's issue, including reminders about style and The Beacon guidelines, positive feedback on improvements and solid work, and constructive criticism.

Editors then assign photos and stories to staff.

Late Nights:

The Layout editors place ads on inDesign pages, changes the date and issue number, and save pages appropriately.

Editors should have all stories edited with final content by Monday. Aim to begin printouts by 5:00, of all pages, including every article, so editors can make corrections.

The photography editor should aim to have all images properly edited and filed by 7 p.m on Monday. Again, he or she may come in any time before then, including all of of the week before, to prepare for layout night.

Each page should be reviewed, edited for copy, and initialed by at least three editors/the advisor. Section editors are encouraged to read pages other than their own when time allows. There will be three piles of papers. “two or fewer initials”, “three initials, changes not implemented”, and “three initials, changes put in google drive”. When someone has finished editing a page, he or she should place it in the appropriate pile of papers.

Before they leave, editors must check out with the EIC and advisor to make sure they are not forgetting anything. Section editors need to be present for printouts.

The EIC and section editor will review pages together before the section editor leaves. After leaving, editors should have their cell phone on and nearby in case of any questions.

The EIC is then responsible for making sure all pages are properly sent to printing company.

Deadlines:

Writers should email their assignments to The Beacon email by midnight the day of the deadline. Extensions can be granted at the discretion of the respective editor.

If a writer or photographer misses deadline, editors should contact them before the late night begins.

Each section should treat deadlines differently. Features and Style deadlines can be moved up. We will have an A and B deadline, one for articles and one for articles returned with edits and responses to feedback. A deadline is Monday a week before late nights for writers and photographers. B deadline is Friday morning for editors to get feedback back to writers who need to revise by Sunday.

Production Cycle Guidelines:

Everyone on the Beacon Staff will be required to turn in at least three story ideas at the monthly meeting when the issue’s budget is created.

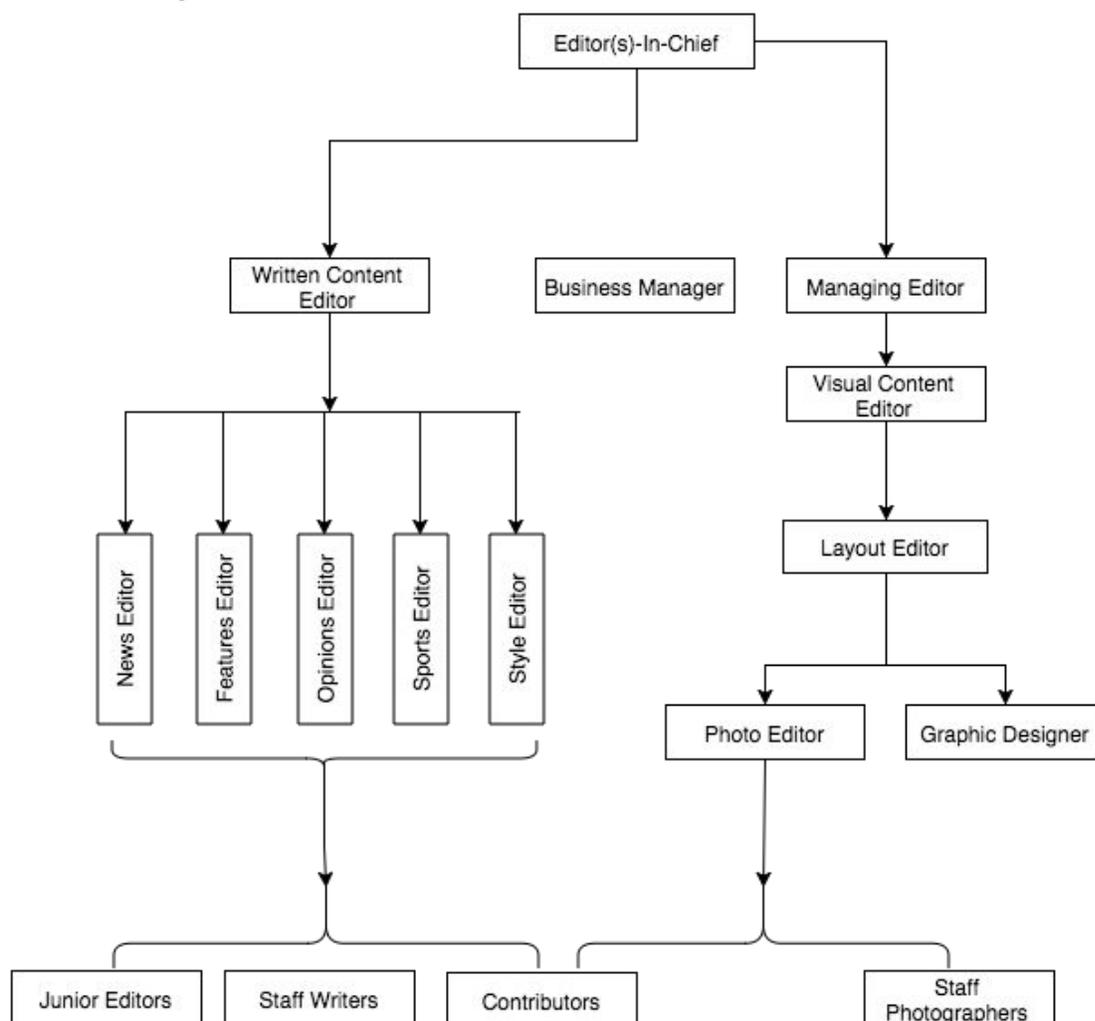
Story ideas can come from anywhere, including the school event calendar, sports schedules, daily bulletin (etc.). Make sure you are subscribed to all school-oriented newsletters and distribution lists. However, it is your job as a member of the staff to find story ideas that are not directly given to you or acquired via the means previously mentioned. Social media is also a great way to find story ideas.

Story ideas must be relevant to Wilson. Vague story ideas on allergies or drinking on campus don't lead anywhere. Make ideas as specific as possible, and think of potential sources on or around school for each of your ideas. It is important to make sure you are being realistic and relevant.

Current Masthead

<p>Co-Editors-in-Chief: Erin Doherty Helen Malhotra</p> <p>Written Content Editor: Rachel Page</p> <p>Visual Content Editor: Mason Strazzella</p> <p>Managing Editor: Sophie ReVeal</p> <p>Layout Editor: Alexei Girdis</p> <p>Photo Editors: Ellie LeBlanc Carl Stewart</p> <p>Advisers: Mary Stapp Alexandra Stryker</p> <p>News Editors: Emma Buzbee Zach Essig</p> <p>Features Editors: Greg Kopetsky Nora Charles</p> <p>Opinions Editors: Ellice Ellis Ellie Mellick</p> <p>Style Editors: Ella Feldman Brian Keyes</p> <p>Sports Editors: Matthew Smee</p>	<p>Graphic Designers: Tom Giagztoglou</p> <p>Junior Editors: Carolina Bayon, Eden Breslow, Danielle Breslow, Anna Bucknum, Zola Canaday, Maya Edwards, Isaac Frumkin, Chloe Leo, Alex Martin, Sam Masling, Zoe Mills, Elena Remez, Sarah Robinson, Abby Tanen</p> <p>Roosevelt Correspondant: Monet Jones</p> <p>Staff Photographer: Luc Nikiema</p> <p>Staff Writer: Kellik Dawson</p> <p>Contributors: Krystal Abbot, Adam Abdul-Hadi, Meg Buzbee, Mabel Malhotra, Fiona Martone, Ellida Parker</p>
---	---

Staff Organization



The Beacon is published monthly by students of Woodrow Wilson High School, 3950 Chesapeake St. N.W., Washington D.C., 20016. Unsigned editorials and cartoons are the views of the staff; personal commentaries reflect the opinions of the writers.

Our mission is to provide an accurate representation of the diverse views, opinions, and concerns of the students of Wilson High School. We aim to serve as the voice of the students. Through responsible, ethical journalistic practices, we strive to provide thorough, reliable news coverage of issues relevant to Wilson.

Advertising and subscription rates are available by emailing beaconchiefeditor@gmail.com. *The Beacon* welcomes all student and guest contributions: articles, photographs, art, commentary, and letters to the editor. All submissions can be sent to beaconchiefeditor@gmail.com, and become property of *The Beacon*.

The Beacon is a public forum created for the purpose of expressing the views of and providing information to the Wilson student body. Thank you for reading *The Beacon*.

Job Descriptions

Editor-in-Chief:

The Editor-in-Chief is responsible for ensuring that The Beacon is a well-run, highly functioning student organization that produces a high-quality publication representing the voice of the student body.

He/she is responsible for organizing the staff, recruiting new contributors, delegating jobs, running meetings, and making sure all parts of each issue of the paper come together well and on time. The EIC brings the paper to school once it is delivered and organizes distribution. He/she also communicates with the staff by posting in the Facebook group, and runs morning meetings. At the end of the year, or when there is a vacancy, the EIC (in conjunction with the staff advisers) appoints people to fill positions. When doing so, they should make sure they are fostering diversity and inclusivity.

The EIC oversees all parts of Beacon production, both print and web, and makes executive decisions regarding content and management. He/she is responsible for dealing with crises when they arise, and making sure everyone on the staff feels heard. The EIC acts as a representative of The Beacon to the school community, and takes responsibility for the paper's coverage, meeting with the administration when necessary. The EIC must fight for the paper, and maintain The Beacon's role as the school's free press. And the EIC should ensure that the staff has fun in that role.

Written Content Editor:

The Written Content Editor is the writing-focused equivalent of the Visual Content Editor. They are in charge of overseeing the writing and editing of articles during each production cycle, guiding section editors in order to ensure that The Beacon remains a top-notch student publication with a wide range of well-written and well-edited articles. In the beginning of the production cycle, the Written Content Editor is in charge of helping section editors to brainstorm and flesh out article ideas, and ensure that each writer has defined their angle and knows how they should go about the reporting and writing process for a particular story. During the month, the Written Content Editor should provide support and guidance to section editors and writers, coaching them through the writing process. When stories come in on deadline, the written content editor is in charge of reading all stories and providing feedback to section editors and writers about how they think each piece could be improved. It is the written content editor's job to ensure that stories are returned to writers with suggestions, and to work with writers to incorporate these suggestions into their articles by production nights. During production, the written content editor is in charge of supervising the editing process, looking over section editors' edits, and making final edits to ensure that stories are in the best shape possible. Throughout the entire production cycle, the written content editor should serve as the point person for the Beacon staff's queries and needs related to writing and editing.

Visual Content Editor:

The Visual Content Editor is responsible for assigning cartoons, graphics, illustrations and any other visual elements of the paper. The Visual Content Editor should collaborate with photo editors and section editors to come up with a vision for the paper, especially the spread. The Visual Content Editor is also crucial during production and must attend all late nights to layout the paper. The Visual Content Editor must export all print-outs, collaborate with editors about changes, and PDF the paper (merging halves together) to be sent to the printer and to subscribers.

Managing Editor:

The Managing Editor is the right hand man to the Editor-in-Chief. Little jobs are delegated to her/him that still have a large impact on the paper. They are also in charge of delegating ads and subscriptions to the Business Manager, though they should keep track of the financial aspects of the paper. He/she is still required to write at least one print article and one web article every month. During production he/she is expected to stay until the paper gets sent to the printer, editing pages and making sure headlines and captions get done in a timely manner. He or she can choose to assign these jobs to other staff members, mainly junior editors, or work on them on their own.

Photo Editor:

Photo Editor is responsible for figuring out which articles need pictures and what they need pictures of. This requires communication with both Section Editors and Web Photo Editors as well as the photographers assigned to take these photos. The Photo Editor can lend The Beacon cameras to contributing photographers for photo assignments. Once photos come in, the Photo Editor must edit them into the appropriate size and color scale and make sure photos get to layout editors and into the paper.

Business Manager:

The Business Manager works in conjunction with the Managing Editor. Their primary focus is selling ads and subscriptions. He or she should attend back to school night and other parent events at Wilson to sell subscriptions. The Business Manager also has to monitor the email, checking for new PayPal subscriptions to put in the Finances google docs. With checks and cash, he or she will first mark them in google docs along with who the payment came from, and then give them to the appropriate PTSO representative.

Section Editors (in general):

All section editors are responsible for brainstorming article ideas, assigning articles and communicating with writers to make sure the articles get written by deadline. This includes trying to find and support new writers to get and stay involved in The Beacon. Between the time that writers finish their stories by deadline and production there should be a back-and-forth editing and response between editor and writer. This is when the editor determines what holes are in the story, and the writer goes back to retrieve that information and complete/polish the story. All

editors are expected to attend late nights, where they will copy-edit articles and make sure their section is complete. Below are the specific duties each position entails.

News Editor:

Being the News Editor is a little more complicated than the other sections because in order for news to be informative, it must also be timely. For this reason, as editor of the news section one may find his or herself taking on the last minute story the day before late nights, which requires the ability to write an article quickly and concisely. No one wants to read news that is no longer relevant, it's repetitive. Work together with layout to find a front page mix of articles and photos that makes people want to pick up the paper. Because the news section comes first, if the front page doesn't look good or engaging, the News Editor takes the fall along with layout because it is a part of their section.

Opinions Editor:

The Opinions Editor is in charge of the editorial content within the paper. On a monthly basis this includes the Staff Editorial and Top Ten pieces. It is important for the Editor to publish an op-ed piece at least every other edition, and to make sure that articles being written are relevant, important, interesting, and are adding something to the content of the paper. It is important to ensure that the opinions being shared are not offensive, but similarly important to ensure that censoring or doctoring of articles remains to an absolute minimum, in order to maintain the author's original voice. The most important thing for the future opinions editor to be is aware. Listen to what people are talking about with passion, and listen to who's talking. It is important to be pretty active in soliciting submissions, because people are a little afraid of putting their ideas out there. Coordinate with news to see what the editorial should be, and oversee the writing of it.

Features Editor:

The Features Editor is responsible for getting the human angle of stories. It means paying attention to interesting individuals, clubs or questions people are asking. There is lots of room for creativity in this job. Being Features Editor requires lots of interaction with people, between interviews for articles, conducting surveys and discovering new stories to share in The Beacon. Part of this job is also to help organize spreads, starting with generating ideas for spread themes as well as the content of the spreads, editing content, conducting surveys and compiling and analyzing data, and working with layout to help design it.

Sports Editor:

The Sports Editor is responsible for keeping track of all sports teams schedules, scores, and records, and acquiring photos of sporting events. The Sports Editor should be up-to-date and have the contact information for all coaches and athletic director. Sports Editor should also try to make contacts with members of every team to make fact checking easier. The Sports Editor should always know when there is a major game or sports event and should always assign one of their writers to cover it (i.e. homecoming, championships, big rivalries). Articles such as Athlete of the Month, Fall/Winter/Spring Sports Update, Season Recap, among others, are

allowed to be published several times over the course of a year, but it is important to have additional in-depth sports coverage for a diversity of reading.

Style Editor:

The Style Editor is responsible for the stories about the arts and style, such as profiles of artists, recaps of theater events, and reviews of albums, movies, etc. They need to be on the look out for plays/shows/concerts/etc to cover for the paper. Some articles may be repeated each month about a different topic, such as Artist Profile and Fashion in the Halls. Style Editor also must coordinate with layout and photographers for pieces such as Week of Outfits, Fashion in the Halls, Playlists, and Artists' Corner.

Junior Editor:

Junior Editors are expected to come to morning meetings and production nights, though they do not have to stay until the paper is sent. In the mornings they should come up with one article idea for the paper or website. During production nights Junior Editors help edit print outs and articles as well as writing the Top Ten, captions, and headlines. Sometimes, Junior Editors are assigned to a specific section where they will work with the Section Editor to learn what needs to be done for that particular piece of the paper. The role of Junior Editor is a training position for section editor. Junior Editors are required to write at least one print article and one web article per production cycle.

Layout:

Layout designers are responsible for attending all late nights. Following a mock up (created by Editors in Chief) layout editors compile articles, graphics, photos and other components of the paper into InDesign. They are responsible for designing the paper and inputting edits from printouts.

Graphic Designers:

Graphic Designers must report to the Visual Content Editor to get assignments. They should come to production nights if possible to work on whatever graphics are assigned to them.

Videographer:

The Videographer makes and assigns videos for the website. Generally videos are made for special events such as spirit week, protests, sports games, or Beacon generated discussions.

AP Style Mini-Guide

Addressing people on first reference - title + first and last name

note: the title 'teacher' is not capitalized

Addressing people after first reference - no courtesy titles -- only last name on second reference

Adviser - not 'advisor'

black vs. Black vs. African American -

- 'black' used as adjective, but not noun.
- 'black people' used for groups
- 'African-American' used for first gen. immigrants
- don't capitalize 'white' or 'black' BUT capitalize "Caucasian" and "Asian."
- use 'white' rather than 'caucasian' for factual articles

capitalization of titles (congressman, councilmember, president, first lady) - capitalize all titles before name; use lowercase if after name.

D.C. vs. DC - DC

Em dash vs. en dash - use the long dash with spaces on each side between words: – . To get this symbol on the keyboard, hit option - dash (-).

Girls vs. girls' sports team

(same applicable for boys) - No apostrophe (girls and boys sports teams)

Hispanic vs. Latino - Go with the way a person describes themselves if possible. If not, generally if the person is from a country that is both Latin American and Spanish-speaking, either term can be used. If the person originates from a Spanish-speaking country not in Latin America, use 'Hispanic.' If a person originates from a country in Latin America that is not Spanish-speaking (i.e. Brazil), use 'Latino.'

'Lady Tigers' or just 'Tigers' for girls sports teams? - just 'Tigers'

Months - spell out months always (do not abbreviate).

Numerals: 16th St. vs 16 St. - put the "th" or "rd" after a street name

Oxford comma – use it.

percent vs. % - percent

16th St. vs 16 St. - put the "th" or "rd" after a street name

political terms - follow AP style:

President Barack Obama or Obama or the president; the vice president

first lady unless starting sentence: First Lady Michelle O

Democratic nominee

Democrat

Democratic convention

Democratic Party nominee

Republican Party

Republican candidate

Congress (refers to U.S. Senate and House of Rep)

Congressman – pref title is Rep. – Rep. Jesse Jackson

U.S. unemployment rate

profanity- Use asterisks for expletives. Not acceptable for writer to use as their language in an opinion piece.

Redskins - Use 'Washington Football Team' for staff editorials; use 'Redskins' everywhere else

Titles of publications - The Beacon
(no italics, "the" is always capitalized)

Titles of books, plays, music albums, poems, songs, TV shows - Follow AP Style. Capitalize principal words and put titles in quotes, except the Bible and religious scriptures and reference works such as dictionaries. Do not italicize.

varsity - varsity lowercase

For more info: <http://www.apvschicago.com/2011/04/titles-quote-marks-italics-underlining.html>

Business & Advertising

Ad Policy:

The Beacon will solicit advertisements from business that sell products that are both available to and legal for high school students. These ads must also be without obscenities. We reserve the right to refuse any advertisement. We allow personal advertisements for senior ads. Political advertisements are permitted though it must be clear that they are in fact advertisements, and not an opinion of the paper staff. Advertisers must submit a signed contract/order and payment BEFORE we publish their ad. If the business follows through then we will find space for the ad in the paper. If payment is not given, then the current Business Manager will send reminders to the business every 2 weeks. All advertisements should be identified as advertisements.

Ad Sales: Scripts:

Phone: Hi this is _____ calling from Wilson High School's student newspaper The Beacon. We distribute to 1700 students plus parents and community members. Can we set up a meeting to discuss the possibility of your business advertising with us? Is there a time where I could come in with our ad order form?

In Person: (bring an order form) Hi could I speak to a manager about advertising opportunities?... My name is ____ and I'm from Wilson High School's student newspaper The Beacon. We were wondering if you were interested in advertising with us.... Our ad rates are...

Letter/Email: Hello, I am from Wilson High School's student newspaper The Beacon. In the past we have printed advertisements from businesses similar to yours, and were hoping you might be interested in advertising with us. Our paper prints monthly, so you could sign on for one

month, or more. Below are our ad rates: If you're interested, feel free to email us back and check out our website [www. thewilsonbeacon.com](http://www.thewilsonbeacon.com) for more information.

Advertising Rates:

Full page = \$300

1/2 page = \$150

1/4 page = \$80

1/8 page = \$40

1/16 page = \$25

Sending Subscriptions:

The Managing Editor or the Business Manager is in charge of sending subscriptions. To do this, he/she needs to create a Contact folder in Gmail, for example 2014-2015 Subscribers. Every time a new person pays, add their name to the specific contact list. On the day that the paper is passed out, compose an email with the PDF attached and send it to the contact list previously composed.

Circulation:

The Beacon is published nine times a year. We print 2000 copies to be distributed around the school to students, faculty, staff, and the Wilson community. We also email a PDF every month to a list of subscribers who have normally donated \$30+ either in person or through PayPal. PDF should be posted into the archives section of the website 3 months after the publication of that issue.

Payment/Billing:

Businesses should pay for their advertisement before it is published. They can pay with cash, check, or through PayPal on the website. If it is not paid for and the ad is run, then every 2 weeks the Business Manager should email them. If it is not paid for af