

**The Huron Emery
Staff Manual**

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This staff manual was originally created by Kara Kozma in 2018. It was significantly revised by Julie Heng and Samantha Ruud in 2019.

The staff manual serves as a handbook for efficiency and intent. Its twofold purpose is to act as reference for staff members and to demonstrate values and policies to the public. While the handbook demonstrates best practices, supplemental materials and procedures not listed are also used to produce *The Huron Emery*. Changes made to the manual are not only allowed, but welcomed, especially as the paper grows and new scenarios are encountered. Such changes must be approved by the student leadership team in addition to the Editor-in-Chief.

ABOUT

The Huron Emery is Huron High School's student newspaper. The 2019-20 academic school year will encompass the fifth volume printed since the paper's re-founding.

Contact Information

Location: 2727 Fuller Road, Ann Arbor, MI 48105, room 4203

Website: <http://thehuronemery.com/>

Email: thehuronemery@gmail.com

Twitter: @thehuronemery

Instagram: @thehuronemery

Facebook: @theemerynews

Mission Statement

The Huron Emery is a platform dedicated to history-making at Huron High School. We collaborate and rely on self-discipline to make the school closer and more informed and entertained. We aim to improve ourselves as writers, thinkers and communicators serving communities to which we belong, and we strive to maintain the highest degree of journalistic integrity.

2019-20 Leadership

Editors-in-chief: Julie Heng 2020hengjulie@aaps.k12.mi.us and Sami Ruud 2020ruudsamanthaa@aaps.k12.mi.us

Adviser: Sara-Beth Badalamente, CJE

News editor: Clara Bowman

Opinion editor: Nathan Penoyar

Arts + Entertainment editor: Maya Kogulan

Sports editor: Vish Gondes

Design editor: Shannon Stocking

Copy editor: Samer Yassir

Online editor-in-chief: Mishal Charania

Social media editor: Hana Hughes

Business manager: Kaitlyn Sabb

Membership and Awards

The Huron Emery is a member of the following organizations:

- National Scholastic Press Association
- Columbia Scholastic Press Association
- Journalism Education Association
- Michigan Interscholastic Press Association

The Huron Emery received a 4th place Best of Show ranking for Volume 5 Issue 2 at the National High School Journalism Conference in November 2019. Additionally, a Gold Ranking was achieved in the Spartan Critique during the 2017-18 and 2018-19 academic years.

Numerous awards for individual published stories have been won at the state, regional and national level. These may be found comprehensively under the “About” page of our website.

COVERAGE POLICIES

Content Policy

- News: The News section contains all pieces regarding school, local, state, national and international news. Pieces in the news section should be factual, objective, and formal in tone.
- Opinion: The Opinion section contains all opinion-based pieces regarding topics other than entertainment. Pieces in the opinion section should be well-researched and include logical arguments. They may vary in formality, but a formal tone is preferred, and should avoid petulance. The staff editorial and any recurring columns, excluding sports columns, will be included in the opinion section.
- Arts + Entertainment: The Arts + Entertainment section contains all pieces regarding music, literature, radio, film, television, video games and other entertainment media. Reviews are included in this section. Pieces in the entertainment section can be factual or opinion-based. Pieces in this section may vary in tone.
- Sports: The Sports section contains all pieces regarding school, local, state, national and international sports. This includes new coverage, sports opinion and sports-related feature pieces. Pieces in this section may vary in tone.
- Feature: The Feature section contains all pieces regarding human interest and lifestyle topics as well as pieces miscellaneous in subject. If a specific theme is given to an issue, that will fall under the feature section. Pieces in the feature section should be factual and may be less formal in style than pieces in the news section.

Opinion/Editorial Policy

All opinion pieces published by *The Huron Emery* reflect only the views of their authors, not those of the adviser, editor-in-chief, editorial board or other staff members. While opinions will not be censored, published work will be edited and fact-checked to the best of the staff's ability.

One staff editorial is published per issue, usually pertaining to an event or theme covered in that issue. It is published without a byline.

Death Policy

In the unfortunate event of a student death, obituaries or any related coverage is at the discretion of the staff and adviser. If the story is determined to be newsworthy, *The Huron Emery* will obtain factual information surrounding accidental deaths as appropriate. If the cause of death is

suicide, specific details will not be mentioned. Any coverage will avoid romanticism or embellishment.

Guest Writing Policy

The Huron Emery welcomes student input from the entire school and seeks to highlight student expression. Thus, we publish works regardless of whether a student is formally in the “Writing for Publications, Newspaper” class. Any pieces written by students in “Journalism,” “Advanced Journalism” or “Writing for Publications, Yearbook” will be printed with the student’s name and “Guest Writer” in the byline. Any Huron High School student may submit work for publication, conditional on newsworthiness and standards the staff’s own content is held to. Guest submissions will follow this procedure:

- The staff becomes aware of a piece or potential piece by a guest writer.
- An editor will sit down with the guest writer. They will be the primary editor for this piece (assigned to the case, if you will). This editor will discuss the story’s medium (multimedia online, in print), angles, perspectives, intent and goals with the guest writer, noting journalistic standards and styles.
- The piece will be read by a section editor, Editor-in-Chief, adviser and copy editor like any other piece in the publication cycle.
- The piece may be slated for publication.

Ethics

While *The Huron Emery* strives to uphold freedom of speech, we adhere to a strict ethical policy. Material that is libelous, not fact-checked or not presented factually is not protected expression and will not be tolerated. Such material is subject, at any time, to removal from publication by the editors or adviser.

All staff members of *The Huron Emery* shall pledge to neither do nor appear to do the following:

- commit plagiarism in any way
- include fabricated information in any piece
- include subjective content in any non-opinion piece
- cover a topic with which they are personally involved for a non-opinion piece, creating a conflict of interest
- cheat in any way on any category of newspaper assignment

If any content misprints are noted, please inform a staff member straightaway. The staff will decide, based on the context surrounding the misprint and egregiousness of the error, whether to print a correction in the following issue, write a formal signed apology or otherwise.

Anonymity Policy

As a rule of thumb, anonymously bylined pieces will not be published, and quotes by anonymous sources will not be included. Anonymous sources will be considered if the source's livelihood is potentially endangered by printing their name. Any content attributed to an anonymous source must be fact-checked. Once printed, *The Huron Emery* will stand by keeping such sources anonymous and protecting their identities as necessary.

Censorship

Currently, *The Huron Emery* is prior reviewed by Dr. Janet Schwamb, principal of Huron High School. This means that the content of each issue is sent for administrative approval before it is sent to press. One student staff member will send the issue in for approval at least 24 hours before intended publication. Any objections will be addressed before the paper is published. A lack of objection will also be treated as unspoken approval.

Retroactive Takedown Policy

In the event that a story's removal is requested, context will be considered first and foremost. If a factual error has been printed, necessary corrections or changes will be made. Stories (whether print PDFs or online stories) will only be taken down as a last resort.

ROLES AND RESPONSIBILITIES

Class Rules

- Show courtesy toward and respectful for teachers, including substitute teachers, and fellow students
- Demonstrate proper classroom behavior and proper use of technology
- Not abuse the privilege of possession of a press pass
- Follow the rules listed in *The Huron Emery's* ethics pledge
- Follow *The Huron Emery's* editorial policies

Staff Members

Every staff member enrolled in the newspaper class is expected to:

- Follow all editorial policies
- Demonstrate excellence, here and henceforth in this document defined as quality equal to or greater than that which would be present in any noteworthy professional newspaper, in writing pieces of all categories of content chosen and assigned
- Demonstrate excellence in research and interviewing
- Demonstrate excellence in photography and design
- Cooperate with all other staff members to achieve collective goals
- Sell advertisements or to otherwise raise funds to support the newspaper
- Complete all assignments by their deadlines as specified by the production cycle, the editors, the Editor-in-Chief, or the adviser
- Complete other assignments as assigned by the adviser or the editor-in-chief
- Be on time

If a staff member has any grievance, they may talk to an editor who will determine how to best resolve the issue.

Editors

Editors are selected by the Editor(s)-in-Chief and the adviser. This selection is finalized in the beginning of the new school year. This may include applications, nominations or written tests for AP style, as necessary for each new year. Editors' roles are not guaranteed.

In addition to all responsibilities expected of staff members, editors are expected to:

- General:

- The editors must assist writers as requested to the best of their ability and cooperate with all other Emery staff members to achieve collective goals.
 - Editors are in charge of curating content and helping brainstorm ideas or sources. Editors may assign specific pieces to specific staff members as necessary.
 - Editors read pieces from their assigned section. Typically, editors are given one day to edit and return pieces. When giving feedback, editors must exercise mutual respect and consider the many different starting points and levels of each staff member. Editors are expected to sit down with each staff member to offer constructive criticism to improve the quality of each piece.
 - Feedback needs to be specific and actionable. Writing “vague” or simply redoing the work will not improve future writing quality! Note specific positives so that staff members know what to maintain and ask questions about their intent and direction. Make sure we’re not spoon-feeding, or redirecting, but working to make what they intend with a good quality piece. Care personally and challenge directly (“Radical Candor” theory)
 - Editors are expected to *work with staff* members. Physically, this means no sitting in an isolated corner, with backs to the rest of the room. Editors should try to complete interviews and write stories outside of class time.
 - Additionally, editors are expected to attend weekly editors’ meetings and participate in preparation and execution of the paper outside of class. They may be delegated additional tasks by the Editor-in-Chief or adviser as needed during the production cycle.
- Specific:
- News: The news editor must be proactive with making sure stories are fact-checked and balanced in presentation.
 - Opinion: While it is key for all editors, the opinion editor especially must consistently guide better writing rather than influence the writer’s voice or content.
 - Copy: The copy editor must read the final version of each story, caption and headline before publication.
 - Online: In addition to reading every piece before online publication, the online editor will set specific deadlines and expectations for online content. This will be coordinated with the Editor(s)-in-Chief and the adviser. The online editor will also aim to increase multimedia production throughout *The Huron Emery*.

Editor-in-Chief

The Editor-in-Chief will typically be selected by the adviser in June of the previous academic year. The selection may include an application process to evaluate candidates’ goals and merits. Input from previous student leadership may be considered by the adviser.

The Editor-in-Chief accepts final responsibility for the content of *The Huron Emery* and is expected to address any unexpected issue that arises during publication.

In addition to all responsibilities expected of editors, the Editor-in-Chief must:

- Maintain a consistent leading presence in class, with the goals to guide and teach staff members. Expectations for each class should be planned and communicated with the adviser in advance. In other words, demonstrate excellence in leadership, instruction, and organization.
- Monitor the progress of all staff members, including editors, during the production of each issue
- Assign deadlines and giving applicable extensions
- Determine the content, including the theme, if applicable, of the issue, and assign stories when necessary and approving content for publication
- Provide “second reads” of each story after they have been seen by the section editor, as well as continual reads for both content revisions and copy
- Determine a course of action if work is missing
- Organize and lead weekly editors’ meetings
- Respond promptly to queries by staff members, editors or the adviser
- Establish a community-based culture for staff members, through bonding and recognition events
- Take initiative to pursue projects that will lead to the improvement of *The Huron Emery*, cultivate the paper’s good name and image

Summer work: The Editor-in-Chief is also responsible for determining, if not developing, curriculum for bootcamp including relevant activities and rubrics, updating the staff manual and production cycle guidelines as necessary and creating the first issue of the paper for distribution on the first day of school.

Business Manager

At the beginning of each school year, the business manager will update the Advertisement Policy, Fundraising Policy, Donor Policy and subscription service to fit the needs of *The Huron Emery*. The business manager will be responsible for finding funding mechanisms, keeping track of income, aiding staff members to set up fundraisers and general accounting.

Adviser

In keeping with the tradition of student expression, the adviser will make executive decisions regarding what will or will not be published but will lend advice based on their experience. The

adviser may assign jobs and expectations as necessary to assist the paper. Additionally, the adviser will manage trips (conventions and workshops) and competitions.

Communication Expectations

Staff members share contact information at the beginning of each year to facilitate stories.

- GroupMe: There are group chats designed for the class as a whole and editors specifically. Students can then be directly messaged, by the advisor or otherwise, through the app.
- Trello: Boards will be designated for each “Issue Package,” where all stories and accompanying media will be stored in Trello cards.
- All students are expected to respond to emails, direct messages or texts within 24 hours unless valid reason is given.

STYLE GUIDE

The Emery follows the following style hierarchy:

1. AP stylebook
2. The Farlex Grammar Book
3. Purdue OWL for MLA
4. The Merriam-Webster Dictionary

Additional stylistic standards

- Acronyms: Acronyms should be placed in parenthesis following the full name of the noun to which they refer the first that noun is used. The noun may then be replaced by the acronym.
- Em Dash: The em dash (—) should never be written as two successive dashes or replaced by a hyphen. Any dash should be bracketed by spaces.
- Etc.: Never use etc.
- Grades: The grade of a student must be indicated at every first reference (freshman, sophomore, junior, and senior). No other format, such as indicating the student's graduation year, is acceptable. These names of grades should never be capitalized within a sentence.
- Headlines: Only the first word of the headline will be capitalized, unless there is a proper noun. Headlines will not be written in all caps with the occasional exception of certain online stories (which, still, should be limited and used with taste and caution).

Library

Every student should have their own copy of the library. Only the Editor-in-Chief and the adviser may edit the master copy. If a design element is present in the library, it should be used for every occurrence of that element in the paper.

No deviations should be made from the guidelines of the library except the following:

- Column Titles: Font sizes may be changed.
- Focus Quotes: Font sizes and colors may be changed.
- Graphics: Alternative fonts and fonts sizes may be used within graphics or infographics.
- Headlines: Font sizes and colors may be changed. Alternative fonts may be used with permission from the editor-in-chief or the adviser.

Print design guidelines

The Huron Emery is printed on 11”x17” paper, with five columns across. As a rule of thumb, this grid will not be broken. Margins are 0.625 in on the top and bottom and 0.5 in on the inside and outside.

The design of the paper is intended to artistically highlight and improve the reading experience. Design should consider accompanying stories by piquing and guiding interest.

Additional design considerations:

- If there are several photos, make sure one is dominant. In a photostory, photos should be numbered in the captions.
- Break up text with graphics – there should be no continuous piece of text larger than a dollar bill or handprint.
- Credit on photos and graphics will be the creator’s name only. Do not indicate “Graphic by,” “photo credit,” or other similar additions. In the case of a courtesy photo, “Photo courtesy of _____” will be indicated.
- Bylines: An editor’s title overrides other titles such as “Columnist” or “Staff Writer.” Arts + Entertainment will be spelled out with the plus sign.

Final design considerations are at the discretion of the design editor and the Editor-in-Chief.

FUNDING

Advertising Policy

Businesses and organizations may advertise with *The Huron Emery* by filling out the Ad Contract. Ads can be placed in one issue or multiple issues. A business can send in a desired graphic (which may be altered for sizing purposes) or can request an advertisement be made with specific details.

Fundraising Policy

Students may organize fundraisers on behalf of *The Huron Emery* with local businesses.

Donor Policy

The Huron Emery will accept donations from members of the community or any businesses. The donations will not influence any coverage. The donors will be listed next to our sponsors on our website.

Subscription Service

We are excited to unveil a new subscription service to homes and businesses this year. You may purchase copies of *The Huron Emery* which will be hand-delivered to your designated address by filling out our subscription form.