

Black & Gold Editorial Policy

Revised August, 2008

What are the sorts of skills we develop in Yearbook?

Interviewing
Writing
Photography
Marketing
Team Building
Desktop Publishing
Design
News Judgment
Trend Analysis
Direct Observation
Press Law & Ethics
Book Construction

Purpose: The *Black & Gold* is a history book, a reference book, an educational tool and a memory book designed for Rock Canyon High School students and the entire Castle Pines North and Highlands Ranch community.

Distribution: Published once per year, the *Black & Gold* is a spring delivery book (i.e. arriving in mid-May). Books are available by subscription at prices determined annually by the Editorial Board and school administration (currently \$55, escalating to \$65 by delivery). Copies may also be found in the school library, local public libraries and the Rock Canyon HS Publications Office.

Finances: Other than a supplies budget that is budgeted by school administration, revenue for the *Black & Gold* comes from book sales, recognition ads and selected commercial advertising. Any income in excess of publishing costs realized from sales of the book is invested in capital improvements and/or other worthy projects as determined by the adviser and the Editorial Board.

Content: The *Black & Gold* is a student publication, with students responsible for all parts of the yearbook, under the direction of the adviser. The *Black & Gold* is based on the concept of containing individual photos of the entire student body and staff, as well as a complete record of sports, academics, organizations and general student life. An index will always be included as a reference aid. The Editorial Board, the makeup of which can change from year to year, will assume final responsibility for the content of the book. At all times a professional tone will be cultivated throughout the book (without interfering with a sense of fun).

Corrections: In the event of error (omission, misidentification, etc.) the Editorial Board will attempt to mitigate the damage. Every reasonable precaution is made in avoiding error, but some amount of error is perhaps inevitable in a book this size. Each case must be evaluated on its own merit.

Advertising: Recognition advertising, purchased by parents of seniors and other members of the community, is an important part of the coverage of the year and a source of revenue for the book. The only commercial advertising in the *Black & Gold* comes from our Preferred Portrait Studios, who pay a set fee of \$400 for a full-page ad in the book, and for being included in our spring mailing to parents of seniors.

Censorship: No administrator or other staff member of the Douglas County School District has the right to censor any student publication (with the exception of material deemed to be legally obscene, libelous or disruptive, as defined by Colorado statute). However, the Editorial Board takes a major responsibility for overseeing good taste and maintenance of community standards. The Board is also charged with maintaining the journalistic integrity of the publication. These are *not* mutually exclusive aims.

Equipment: Students assume responsibility for all equipment used in the Publications Lab when they utilize that equipment. Normal wear and tear is expected, but willful abuse or neglect of equipment will result in a fine being levied against students to effect repairs. This includes photographic equipment.

Self-Imposed Limitations: Copy and captions will not be knowingly demeaning to students. "Gag" captions will never be used. Baby pictures, class wills, last testaments and other similarly outdated and trivial features will not be included in the editorial portion of the book. These items *may* be included in the recognition ad section.

The yearbook strives to cover an entire year, from approximately April 1 to the end of March. No supplement will be published. Graduates wishing to obtain a copy of the book following their senior year may purchase one for \$25.

We are a chronological book, in part, with traditional coverage in the areas of academics, sports, student life and activities presented week-by-week. The news judgment of the editors and staff determine amount of coverage of students groups and teams, and the editors reserve the right to feature specific students, faculty and groups, based on what we believe students will find interesting and memorable. Portraits, team pictures, scores, etc. will still receive generous coverage.

Make no mistake, we like Rock Canyon High School.

We're not out to rake muck, but we know it's not all good news. The *Black & Gold* strives to be yearbook journalism, and tries to give a full picture of a unique year in school history.