

# EDITORIAL POLICIES

## *The Cayuse*

The *Cayuse* is a publication conceived, planned, and produced by students as the product of an academic elective program. Journalistic in nature, the yearbook attempts to inform and entertain its audience in a broad, fair, and accurate manner on all subjects that affect readers in the areas of student life, academics, clubs, and sports. The entire student body of prospective readers constitutes the book's target audience, with secondary audiences including school personnel and community members.

### Coverage:

Content focuses on coverage that will meet the wants and needs of the majority of the target audience, the students and faculty/staff at Brookwood High School, so long as those wants and needs are not contradictory to the principles of scholastic journalism.

The yearbook staff encourages constructive criticism of any part of the book, both before and after publication; however, final authority for the content of the yearbook rests solely in the hands of the yearbook staff under the guidance of their adviser.

No material that is knowingly libelous, irresponsible, and/or an advocate of illegal activity will be published. No material that the editorial staff and/or the adviser deem in poor taste will be printed. This includes school portraits that are out of dress code.

The content coverage period lasts from the summer before schools starts to the first week of March, when the yearbook is completed. Events occurring past this date are impossible to include in the yearbook.

While the yearbook staff strives to include all official school sports and organizations as equitably as possible, the editorial staff and/or the adviser make the ultimate decision for page allocation.

### Portrait Policy:

All students and school personnel must have their portraits made with the official school photographer, Magic Moment Photography, to be included in the yearbook. Students and faculty/staff will be afforded two opportunities to have their portraits taken.

By having all portraits taken by the same photographer under the same conditions, the yearbook staff can be assured of uniform quality of

all photographs, thereby serving the best interests of all students.

Senior portraits are formal. Seniors who do not have their drape or tuxedo portrait taken by the school photographer by the deadlines will not have their portrait included in the yearbook.

Each student's official grade classification on the first day of the school year, or the first day the student enrolls at Brookwood High School, is used to determine portrait placement by grade level. A grade level change after the start of school cannot be reflected in the yearbook portrait pages.

### Obituary Policy:

Should a student and/or school personnel die at any time during the current coverage period, the yearbook staff will treat the death in a professional manner. The yearbook staff will rely on family and friends of the deceased, counselors, and/or administrators to officially notify the yearbook staff of the death.

If page submission deadlines permit, the portrait of that person will appear as it would under normal circumstances in the class/faculty section and the name will be set off in a 10% black screen. If page submission deadlines do not permit modification, the portrait and name of the deceased will appear as they would under normal circumstances.

### Senior Message Ads:

Senior Message ads were made available for parents to purchase in the spring. The ads were \$130 for a ¼ page space. To guarantee an ad space, payment must have been received by May 25, 2022. Ads were sold on a first come/first served basis as space allowed.

### Book Sales Policy:

Because the yearbook is a student production, complete satisfaction is not guaranteed to the purchaser. Yearbooks are purchased as final sales, and refunds will not be given for minor errors such as poor portrait quality, misspelled names, etc.

Exchanges can be made for books with flaws if no writing appears in the book and if extra books are available. If a book has been written in, no exchange can be made unless the adviser determines the flaw is of major proportion, i.e. pages missing or pages upside down. Once returned, the book becomes the property of the yearbook staff and can

be resold at the current price. All exchanges are made at the discretion of the adviser.

It is the responsibility of the buyer to provide proof of purchase if the yearbook staff has no record of sale. Valid proof of purchase includes a valid receipt from MyPaymentsPlus or (if applicable) a cancelled check. The yearbook staff cannot hand out any yearbook without proof of purchase. All buyers must present a picture ID (school ID, driver license) when picking up their yearbook. For an individual other than the student to pick up a yearbook, written communication in the form of an email from the purchaser to Mrs. Chatham must be provided.

#### Outstanding Seniors Feature Policy:

In the spring, faculty members nominate and elect seniors for this recognition. Qualifications for nominees include good grades, participation in school/extracurricular activities, and leadership. Note: The number of seniors each faculty member may nominate and the number of seniors recognized will be determined by the *Cayuse* staff on a yearly basis.

#### Unclaimed Books Policy:

Books that are purchased but not claimed by September 1<sup>st</sup> of the following school year will become the property of the yearbook staff, and money paid for the book will be forfeited.

#### Pricing

Yearbook sales do not generate profit. Yearbooks are sold exclusively through MyPaymentsPlus. Yearbooks are sold for the cheapest price during the month of August. Prices increase monthly, with yearbook sales concluding the first week of February. Our final order quantity must be placed to our publisher at that time, so students who do not purchase a yearbook before February 1<sup>st</sup> will not be guaranteed to receive a yearbook. The yearbook staff does not order extra yearbooks; however, occasionally extra yearbooks are printed, and when that occurs, the yearbook staff will sell the extra books for an additional cost after the pre-ordered books have been distributed.