THE ROAR

How to be the best editor you can be!

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What does an editor exactly do?

In-depth explanation of each responsibility will be on the corresponding pages listed next to the responsibility.

Editor Email:

Editors have their own email that is set up like an NVHS staff email. This is a **PRIVILEGE** and should not be used for other school purposes or personal uses.

Logging in:

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███████████████

What it can be used for:

- Sending emails for other staff writers to people outside of the district

- Looking up student emails

- Having staffers send their articles to get looked at

- Any other Roar business

This is also where you can store resources or other information such as cleanup sheets, any previously made Roar resources, passwords, etc

How to run an effective bullpen:

Scheduling a bullpen:

When it is time to start giving staffers new stories, it's time to run a "bullpen." Try to give the staff a day or two heads up before the bullpen and ask them to try and come with three or more story ideas.

Sharing ideas:

Before you start sharing ideas, go through the holding section and see if anyone wants to pick up any of those stories. Get rid of any stories that are no longer relevant or no one wants in holding, don't keep it if it is mostly a no.

Bullpen can be hectic, so one of the most important things to do is to establish a system of how ideas will be shared. Either have students raise their hands or go around the room. If it starts to get rowdy or hectic, be authoritative and bring everyone back together. There is nothing wrong with this, it's the only way to be most productive!

Don't be afraid to push back on people's ideas, but do it respectfully! If it's more of a topic rather than a concrete angle, ask the staffer what angle they can take it at or ask others in the room. If it's something that isn't exactly about Northview, ask them how they can localize it to our community. You're also an editor, contribute how they might be able to fix these key issues with their ideas.

Try to also have a balance of all categories and coverage!

Claiming stories:

Staffer's can either claim their idea on the spot or leave the story for someone else to claim. At the end, go through all of the unclaimed stories and ask who would like them.

If a story goes unclaimed, either put it in the holding category and revisit it later or erase the idea. Stories may go into holding for various reasons: a staffer would like it but they have enough stories at the time, it's not timely yet or it's a good idea but no one wants it yet.

Editor Teams:

Making editor teams:

The responsibility should be shared between all three editors and each editor is supposed to have their own set of staffers to worry about.

Get a class list from Howe and go through all of the journalism kids and assign them to an editor. All three of you should have about the same amount of staffers, give or take a few.

Communication with your team and other staffers:

It is important to maintain constant communication with your team.

Collecting all of their phone numbers and putting them into a groupchat is a great way to do so. In this group chat, send important reminders, other important information; such as when you won't be at school, having peer discussions if someone is stuck on their stories, etc. The Roar needs outside of school commitment and this is the place to have the communication!

Also, maintain a groupme with the entire staff to send out important staff reminders or announcements. If a staff member runs into a problem at a game or event, someone will be able to come to the rescue if they are able to communicate!

Checking in with your team:

It's your responsibility to check in with your team multiple times a week, even if it is just going up to them and asking if they need any help or asking about their progress.

On Fridays, sit down with each of your team members and ask them about what they have accomplished that week and ask them what they plan to accomplish the next week. Be sure to check on their progress with their stories as well!

Editing stories:

After roundtable, all articles will go to the staffers assigned editor. Try to sit down with them and go over it with them sitting right there, it helps them understand why you are making those changes and it will hopefully prevent those mistakes in the future.

When editing, look for the following:
- Content holes- If you find yourself asking questions, write them! Readers will have those questions too. If you feel like there is something missing somewhere, talk about it!

- Grammatical errors- Things such as punctuation, capitalization, or word choice are among the most common.

- Source count- Most stories (within reason) should have at least two sources!

- Clarification- if something doesn't sound right or could be interpreted a different way, clarify it.

- Check for opinionated writing-If it is not an opinion piece or backed up with a quote, it doesn't belong there!

If you don't think the story is ready, don't be afraid to give them constructive criticism and help them improve, it is what you are here for.

Making content decisions:

There might be some times where you might have to make some tough decisions.

Using anonymous sourcing:

Try to avoid using anonymous sources on most occasions! But there might be some times where you have to take into consideration if the staffer should or not.

Anonymous sourcing is used when writing about topics that can often get a student in trouble with the law or sensitive issues.

In the event where a staff member needs to use anonymous sourcing, a vote will be made between the Editorial Board with the guidance of Mr.Howe. If the vote is in favor, the only person to ever know the identity of those sources is the staff writer, Mr.Howe and the editors are to not know the identity of those sources.

Under NO circumstances will the staff writer ever give up the sources in their articles, including the staff of NVHS. All names will be changed to basic first names.

Controversial topics:

The goal of our publication is to inform the community and students about relevant topics or issues that are relevant to them, including those that are controversial.

The editors are responsible to make an educated decision on whether the topic is RELEVANT and APPROPRIATE for the publication.

If it is approved, the editors need to make sure that the story is done with sensitivity and rightfully to be sure the topic is covered in the best way possible.

Taking down and holding policy:

In the instance that a staff member or higher authority of NVHS asks to have an article taken down, it is solely the editor's decision on whether or not the story is taken down or not.

If a story were to cause unnecessary controversy or "bad press" for the publication, the editors have all rights to take down the stories they see fit without the permission of the staff writer. Editors are also able to stop the publishing of any article.

Uploading articles:

You are responsible for teaching new staffers on how to upload their articles and uploading them.

<u>How to tell if an article is ready to be published:</u>

- They have a featured image (horizontal) and a caption
- They have tags and a category
- A headline
- The article is copied and pasted into WP

<u>How to upload:</u>

1. Go to ▮▮▮▮▮▮▮▮▮▮ and use this login to get to the editor WP account:

WP User: ▮▮▮▮▮▮

WP pass: ▮▮▮▮▮▮▮▮▮

2. Once you are logged in, go to "posts" and then "all posts."

3. Find the article you need to upload and click on it

4. Do one final read-through and fix some final minor mistakes.

5. Check over the feature image, tags, category and headline and if their article does not meet one or more of the criteria listed under "How to tell if an article is ready to be published," (besides category,) ask the staff writer to go in and fix it.

6. Under tags, put a "front page" tag

7. Preview it

8. Click the upload button in the top right corner

Article Clean up:

In order to have balanced coverage, it's important to know who we have covered and what grade(s) The Roar needs to try and cover more. This helps us know who we've covered that school year and whether a staffer can interview that person or not.

Four major coverage categories:

Featured: This person is the center or one of the centers of the story. They take up a good portion of the story and they are more than just quoted a couple of times.

Quoted: This person is quoted once or twice in the story. They are often used to enhance the story, and to validate what the article is about.

Mentioned: This person is not featured nor quoted in the story. Oftentimes, you see this in sport recaps when the writer mentions something a player did.

Pictured: If this person does not meet any of the above criteria but are pictured in a photo in the article, this person is "pictured" in the article.

DO NOT put down all four categories if the person is featured, being 'featured' means that person will often hit all of those categories.

How to start article clean up:

Mrs.Atchison in the guidance office is able to either electronically send you a spreadsheet that you can make copies of.

How to do clean up:

At the end of each month, each editor is responsible to do clean up of all of the articles their staffers wrote.

Coordinate a specific color for each major category. Fill the box with that corresponding color and put the initials of the staff writer in the box. (Example)

Making changes to how The Roar runs:

If something isn't working out or if an idea is out of date/can be improved, it's your job to fix it!

1. Always talk it over with the other editors to get their input and approval. You guys are a team so it should be something you can all agree upon

2. Go to Mr.Howe and talk it over with him. He will give you his final approval and will help you execute your idea to the best of his ability

3. Get everything you need/ to do in order for your idea to happen

4. Execute your idea!

It's okay if it doesn't work out, there is always another way to do it.

Raising Money:

The Roar is NOT a school funded activity and all money earned by The Roar is by the staff itself. That can be done one of two ways: ad sales or fundraising.

Ad Sales:

Each member of The Roar is expected to sell at least $120 worth of ads each school year. As an editor, it is your job to make sure that your staffers are meeting this expectation. Encourage them to hit up smaller businesses in the area or family friends that own businesses.

Make sure you put into the Editor Google calendar when ad sales need to be taken off the website. After their subscription is up, they no longer have an ad. You can also have the original seller contact them to ask if they would like to renew their ad.

Fundraising:

Another way to raise money is by fundraising. Either organize can drives, purchase things to sell to students and community members or any other idea you may have.

You should be actively involved and participating in these fundraisers.

Depositing money:

Mr. Howe will either take care of the checks/cash or will tell you where to bring it. Make sure you update the spreadsheet of all withdrawals and deposits!

Making Decisions On How Money is Being Spent:

The Roar is constantly evolving and there may be times where money will be needed to be spent to keep up and maintain the growth of the publication. This can be things such as camera lenses, microphones, software, etc.

Paying for Roar Upkeep:

Every year in July and November, there are two different renewal purchases that need to be made through Bluehost. The renewal dates are easily accessible through the website and emails will come in the Roar Tech email when dates get close.

How to pay for Roar business:

1. Get approval by Mr.Howe

2. Send an email to Ms.Charland with Mr.Howe cc'd in it
    a. Explain what needs to be paid
    b. How much
    c. And when you will be visiting her to pay for the payment

3. Go to Ms.Charland in the office next to the main one with the payment page pulled up. Tell her you're from The Roar and you are there to make a payment. She will give you the card to enter in

4. Send her the receipt once the payment goes through

5. Update the spreadsheet.

Social Media:

Social media is becoming one of the most popular ways we reach our audience fast and widespread. The Roar uses three (3) major social media platforms: Facebook, Twitter and Instagram to extend coverage and promote what The Roar is doing.

Instagram:

- Quick news brief/breaking news
- Sports final score updates
- Promoting significant coverage on The Roar
- Promoting new stories often
- Source gathering

Facebook:
- Updating Parents and other community members:
  - on our coverage
  - Important updates for parents regarding their students
  - Updates on The Roar itself for parents

Twitter:
- Tweet important breaking news updates
- Re-Tweeting other Northview accounts about important updates and info
- Live tweeting from sports games

How to efficiently run social medias:

Social media should be updated regularly, especially Instagram. The goal is for students to rely on us for their updates and information regarding school and its activities.

Try to come up with some sort of posting schedule or be looking ahead for certain dates to know when certain events need to be posted. Getting a calendar is a great way to do this.

One person should be appointed to be the "gatekeeper" to all social medias. (A veteran staff member or editor should be this person.) As a gatekeeper, they are responsible for editing, giving suggestions, creating posts of their own and uploading to their respective social media account. Other staff members should contribute to social medias but should not be allowed to upload their own posts.

If another staff member is live tweeting, they are allowed to be logged in but the Twitter runner should be periodically checking their Tweets.

Making WordPress accounts and updating the staff page:

Making accounts:

1. Log into the Roar Tech WordPress account and go to 'Users' and 'Add new.'
2. The username should always be first initial and then their last name
   a. EX: oaustin
3. Then put in their school issued email address
4. Enter in their first and last name
5. Nothing will go in the website box
6. Password will be Roar and the current year
7. Under 'Role' put staff member
8. Put their staff picture under 'profile picture'

Updating users is very similar. Make sure you're updating staff members if they take on new roles or have new staff pictures.

Updating the staff page:

1. Log into Roar Tech Wordpress account and go to "staff members' and 'add new.'
2. Enter their first and last name into staff name
3. Under position put 'Staff writer"
4. Enter their email address into the email spot
5. Have the staff write their bios and once you edit them, enter them into the 'staff member bio' box.
6. Under 'slug' enter their first initial and last name
7. On the right side, check the staff writer box.

Updating the staff page is very similar, you don't have to make new ones every year. Just go in and enter their new bio and new staff picture.

Submitting Awards to MIPA:

Every year in February, we submit awards to MIPA to honor our hard work and commitment. You should already be familiar with the idea of how this works.

The process of deciding what to submit should start early. At the beginning of the school year, go through the stories that were published after the submission date the year prior written by current staff members that can fit into categories and are written well.

As the school year goes on, keep tabs on stories that will be great submissions. In the years past, we've used Google Sheets to keep track of all of our submissions. If you have more than two submissions that can fit into the same category, keep track of them still, you will make final decisions later.

When there is about a week left before the deadline, as an editor team, sit down and go through your submissions. If there are categories that have more than two contenders, whittle it down to the two best submissions.

Actually submitting:

1. Have Mr.Howe log into MIPA and get the ACES platform access code
2. Once you open ACES, read through the directions, THESE WILL HELP YOU!!
3. Click register to open a new contest submission page for this year
   a. If you're revisiting, click the login button
4. Once you are done, recommending doing it at least two days in advance, double check all of your submissions.
5. To pay for the submissions, you can pay by credit card on the ACES website. You will follow the same steps as you would when you have paid for other dues as well.

We also submit our website for a critique every year. Under Spartan Critique, you will select "news media website" as your option. As an editorial team and with Mr.Howe, you will go through the entry form and fill out the information and pay for it the same way as above.