



Agromeck

THE OFFICIAL YEARBOOK OF NORTH CAROLINA STATE UNIVERSITY

Staff Manual

PART OF THE STUDENT MEDIA FAMILY INCLUDING
AGROMECK • NUBIAN MESSAGE • TECHNICIAN • WKNC 88.1FM • WINDHOVER

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PREFACE

WELCOME TO AGROMECK

Agromeck is the official yearbook of North Carolina State University. As you begin working at Agromeck you will find that every effort has been made to create a professional working environment. Yearbook can be a lot of fun, and a learning experience, giving you the skills necessary to enter the professional work force. This manual will tell you virtually everything you need to know about Agromeck and yearbook in general. It is designed as:

- A training manual for new staff.
- A brief history about the yearbook.
- A guide about what good journalism is and how to do good writing.
- A guide to Agromeck policies and procedures.

Each staff member is responsible for being familiar with all information contained in the manual.

It will take time and effort to get started at Agromeck, but if you take the time and make the effort, you won't be sorry.



Katy Bridger 'paints the town red' during Homecoming week. Photo by Jeff Reeves

PURPOSE

As the longest running student publication at North Carolina State University, Agromeck is an integral part of the history at this University. It is the purpose of every Agromeck to capture a complete year (March to March) of life at N.C. State, covering all aspects of campus life, sports, organizations, events, news, academics and the student body. Agromeck should strive to be as comprehensive and realistic as possible.

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INTRODUCTION

WHAT IS AGROMECK?

HISTORY

Since 1902, the Agromeck has chronicled the lives of students at N.C. State. According to the staff of the 2002 edition, the “Agromeck is chartered to present ‘a picture and word record of the year’s events utilizing the artistic and journalistic talents of the university community.’” The yearbook is the longest-running student publication.

After much deliberation, the book received the Agromeck title in 1902 because at the time the University was named the North Carolina College of Agricultural and Mechanical Arts. Combining agriculture and mechanical arts yielded the name Agromeck. The current Agromeck signature was scanned from the first yearbook off a picture of a blackboard with a list of possible names for the book.

In 1966 the editor tried to change the name of the yearbook to Phase 66. Each subsequent year the name of the book would be Phase and the year. He was successful in convincing the student body to buy into the new name, but student government stepped in and said the book would keep the name Agromeck.

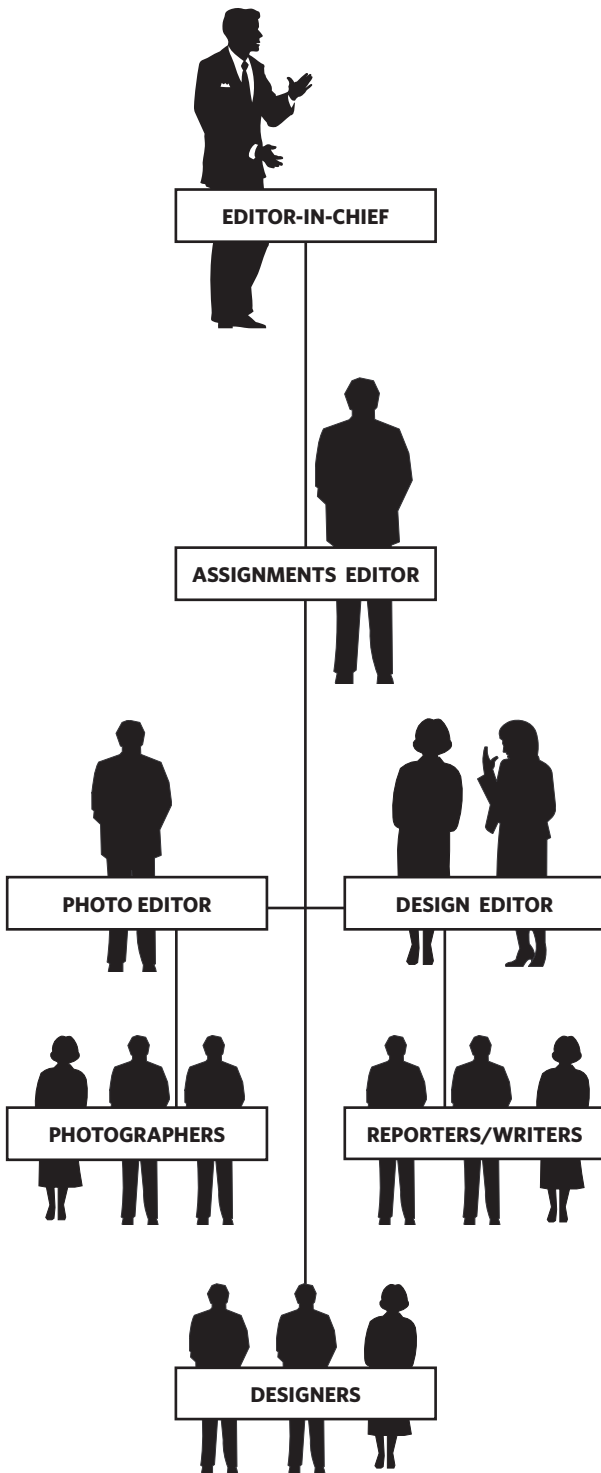
The 21st century would bring more challenges for the Agromeck. Three consecutive yearbooks were shipped in 2003. The ‘01, ‘02 and ‘03 books were finished in one calendar year after missed deadlines and staff changeovers pushed back completion of the books. Since 2003, the Agromeck has been completed every year, winning numerous awards from the Columbia Scholastic Press Association, the Associated College Press and the Society for Collegiate Journalists, not only for the book, but also for individual staff awards in photography, writing and design.

AWARDS

The 2012 Agromeck, edited by Kathryn Glaser and Susannah Brinkley, won a Silver Crown award from the Columbia Scholastic Press Association. The Silver Crown is one of the highest awards given nationally to collegiate publications. Other top staff members on the 2012 edition included Chelsea Brown and Sharon Eschet, design editors; Jordan Moore, photo editor; Katherine Hoke, Tim O’Brien, John Joyne and Alex Sanchez, photographers; and Elizabeth Moomey, Alanna Howard, Trey Ferguson and Mark Herring, writers.

The Associated Collegiate Press nominated the 2012 edition for a Yearbook Pacemaker award, from 61 entries. It is one of 12 finalists in the competition. Since 1927, the Pacemaker has been the highest honor ACP gives to its members.

STAFF ORGANIZATION
CHAIN OF COMMAND



JOB DESCRIPTIONS
WHO DOES WHAT

EDITOR-IN-CHIEF

The editor is the leader of the staff. The staff takes shape based on the personality and direction of the editor. The editor sets the foundation for a successful program and is ultimately responsible for the content and quality of the book and actions of the staff.

- Organize and conduct weekly staff meetings.
- Make final decision on all copy, photos, designs and promotional material.
- Assign duties not covered in job descriptions.
- Attend weekly staff meetings and the bi-annual staff retreat.
- Recruit and train new staff members.
- Serve as a positive role model for all Student Media employees.
- Work with the section editors to set deadlines.
- Meet weekly with adviser to assess progress on meeting goals.
- Maintain an updated ladder, nag sheets and calendars.
- Work with the adviser and Board to establish a budget and to work within it.
- Serve with the adviser as a liaison to the publishing company.
- Oversee staff payroll.
- Prepare monthly Board reports and attend Student Media Board meetings.
- Candidates for editor-in-chief must have at least two semesters remaining as an N.C. State University student.
- Candidates for editor-in-chief must have been a member of that media for at least two full semesters.
- Work with the adviser to organize and teach at annual staff retreat.
- Hold regular office hours during the normal work day. A minimum of 20 hours per week are required.

WHO DOES WHAT

ASSIGNMENTS EDITOR

The assignments editor is in charge of staff management and oversees the staff in the editor-in-chief's absence. They will keep track of assignments and due-dates in order to make sure that the day to day operations run smoothly and that progress is being made daily.

Assignments

- Plan coverage and design with the editor-in-chief and section editors.
- Collect story ideas
- Record assignments of each staff member

Staff Training and Development

- Recruit and train new staff members
- Work with all other areas of staff and assist where necessary

Involvement/Production

- Enforce deadlines set by the editor-in-chief and section editors. If a writer or designer fails to meet his or her deadline, notify the EIC and send daily email reminders to that staff member.
- Update the ladder as assignments are given and turned in
- Work with editor-in-chief and section editors on special projects such as cover, dust jacket, and opening and closing spreads
- Run the index and update the "you're in the book" in a timely manner after each deadline
- Attend at least 2 work-nights a week

Other Responsibilities

- Meet weekly with the EIC to assess progress on deadlines
- Attend weekly staff meetings and bi-annual staff retreats
- Hold 10 weekly office hours
- Assist in marketing, promotion and distribution of the yearbook
- Other duties as assigned by the editor

DESIGN EDITOR Team Builder

Assignments

- Administer spread assignments. It is the responsibility of the design editor to take on extra and/or more complex spread designs.
- Plan coverage and design with the editor-in-chief and other section editors
- Collect story ideas

Staff Training and Development

- Recruit and train new staff members
- Work with the editor-in-chief to lead a monthly team building activity
- Participate/contribute to monthly design training
- Lead critiques of spreads at weekly meetings

- Provide one-on-one coaching

Involvement/Production

- Regularly complete spread assignments
- Work with co-design editor and editor in chief to develop template and styles
- Keep track of progress on all spreads and work to coordinate appointments to work with staff designers
- Lead initial design process of spreads
- Work with co-design editor, editor-in-chief and section editors on special projects such as cover, dust jacket, and opening and closing spreads
- Attend at least 2 work-nights a week

Other Responsibilities

- Attend weekly Agromeck staff meetings and bi-annual staff retreats
- Hold 7 weekly office hours
- Assist in marketing, promotion and distribution of the yearbook
- Other duties as assigned by the editor

PHOTO EDITOR

The photo editor is the head of the photography staff. His job is to recruit new photographers and train them. He will be in charge of the photography in the book, including the administration of assignments and selection of photos.

- Recruit and train new staff members.
- Work with section editors to coordinate photo assignments.
- Assign all photos requested to photo staff.
- Conduct weekly photo staff meetings.
- Shoot a minimum number of assignments as determined by the editor.
- Conduct a photo training night at least twice a month.
- Select photos that will appear in the yearbook.
- Color correct and size photos for production.
- Complete assignments not assigned or taken by other photographers.
- Work with other Student Media on training staff.
- Attend weekly staff meetings and the bi-annual staff retreats.
- Hold regular office hours during the normal work day. Approximately 10 hours per week are required.
- Assist in marketing and promoting the yearbook.

PROMOTIONS MANAGER

The promotions editor will maintain the website and the social media sites. They will coordinate with the business office and editors to promote the sale of the yearbook. The promotions editor should also organize Agromeck presence at University events.

Assignments

- Administer the Agromeck website and the social media sites, such as Facebook and Twitter.
- Organize events that the yearbook can be present at, especially Alumni Association events.
- Plan with editor-in-chief and section editors for designing marketing items, including advertisements and postcards.

Staff Training and Development

- Recruit and train new staff members.
- Work with editor-in-chief and Student Media marketing manager to ensure yearbook sales reach goals. Coordinate with the editor-in-chief and section editors for content for the website and social media sites.
- Update staff of events or people we should cover for promotion of the yearbook.

Involvement/Production

- Track of website and social media hits.
- Track senior portraits and yearbook sales.
- Work with editor-in-chief and section editors for promotional materials, like advertisements, fliers, social media.
- Attend meetings with outside potential partners, like the Alumni Association.
- Attend at least one work night a week.

Other Responsibilities

- Attend weekly Agromeck staff meetings and bi-annual staff retreats.
- Attend marketing meetings held by the Student Media marketing manager.
- Attend work nights and meetings when needed.
- Assist in marketing, promotion and distribution of the Agromeck.
- Other duties as assigned by the editor.

STAFF WRITER

Staff writers are responsible for writing articles which feature a specific aspect of campus life or issues pertaining to students. It is their responsibility to gather fair and accurate information and to portray it as such.

- Write at least two stories per deadline.
- Write headline and subhead for each story.
- Assist section editors in collecting story ideas.
- Assist in writing captions.
- Attend weekly staff meetings.
- Assist in marketing and promoting the yearbook with duties as assigned by editors.

STAFF PHOTOGRAPHER

Photographers are responsible for taking photos of campus life and issues pertaining to students. Photographers are also responsible for gathering accurate and complete caption information.

- Attend weekly photo meetings.
- Complete photo assignments in a timely fashion as determined by photo editor.
- Place caption/credit information in the File Info of every photo placed on the server.

ADVISER

The adviser fosters a professional and educational working environment. His/her job is to encourage students to work to their full potential and provide them opportunity to develop the necessary skills and technical expertise to do so.

- Serve as the final step in the copy editing and page proofing processes.
- Serve as liaison between the publishing company, portrait company and advertising representative.
- Meet with the editor and managing editor weekly.
- Meet/work with senior leadership staff to review/discuss coverage plans on a regular basis. (Daily/weekly/monthly, as needed.)
- Work with the editor, promotions manager, the marketing/sales team and Student Media Marketing Coordinator to develop and implement tools, ideas, campaigns to ensure *Agromeck* awareness among the campus community.
- Work with the editor to plan and organize the bi-annual staff retreats.
- Serve as budget resource for students when purchasing and planning.
- Serve as resource for University policy, procedures and guidelines.

ALL STAFF MEMBERS

- All regular student employees of the Student Media shall maintain at least a 2.00 grade point average. Student leaders must maintain a 2.50.
- At the time of their candidacy or appointment to a higher office or at any point in the semester, the media adviser may check a student's grades to ensure compliance.
- A student who does not maintain the minimum grade point average shall be dismissed from staff until the grade point average is brought back up to a 2.00 (2.50 for student leaders).
- All regular student employees of the Student Media shall be full-time students at N.C. State University unless in their final semester of study.

HOW TO WRITE A GOOD STORY—THE FIRST TIME

PROCRASTINATION KILLS: DO NOT WAIT TO GET STARTED

After picking up an assignment, do not wait to get started. Even if Homecoming or Shack-a-Thon does not start for another month, begin brainstorming ideas and collecting background information. Make sure you have an angle in mind before an event starts so you can prepare interview questions.

Give yourself at least one week to do the story from start to finish. One to two days to collect background information, brainstorm ideas and do preliminary interviews. Spend another one to two days writing the article and then use the rest of the time to rewrite and polish the final article. Important and busy people can be difficult to get a hold of so give yourself plenty of time to play phone/e-mail tag. Do not wait to get started after picking up an assignment.

SOURCES

To get all sides of a story you need to interview as many sources as possible. Interview more sources than you could possibly use. The more quotes and information you have at your disposal, the easier writing the article will be.

Always attribute sources using “said” after the person’s name. Include first and last name, year and major. Ex. Cindy Lou, a freshman in biological sciences, said.

In case you need to ask a few more questions after initial interviews, it is a good idea to have cell phone numbers of some of the interviewee’s. This is most helpful if you need to follow up with someone after an event.

Before submitting a final draft of a story, always double check the names and majors of your sources. Nothing is more embarrassing then spelling someone’s name wrong.

INTERVIEWING

Good interviews turn into good stories. Make the interviewee as comfortable as possible, schedule interviews to be held where your subject wants to meet; their apartment or office, etc. Avoid having your subjects coming to meet with you in the office, this pulls them out of their environment and makes them less likely to speak to you comfortably.

Before you set up an interview, be sure to have thought out multiple questions to ask that relate to the subject whom your interviewing and ones that will provide the detail needed to support the angle of the story. Being unprepared for an interview will significantly decrease your chances of getting enough information to write a story.

Make an appointment for ample time and state the purpose of the interview. Always identify yourself as being a writer for the Agromeck yearbook.

QUICK TIPS FOR GOOD WRITING

- Interview more sources than you’ll ever need for one story. The more information to work with, the easier to write the article.
- Write in past tense, third person, plural.
- Include first and last name, year and major when attributing quotes.
- Show, don’t tell. Use descriptive language to set the scene.
- Answer the five W’s and the H; who, what, when, where, why and how.
- Use “said” when attributing quotes. Do not use “says” or “stated” or “exclaimed.” Focus on what a person said, not how they said it.
- Always double check the spelling of people’s names and their majors.
- Majors are always written in lower case with the exception of English or foreign languages.
- Before submitting a story, read it out loud. Does it sound good?
- New speaker = new paragraph.
- Do not use cliché phrases.
- Avoid wordiness. Don’t try to impress readers with lofty vocabulary.
- Be specific. Don’t use words like: some, a few, a lot, several or many.

Ask open-ended questions as they provide the subject the opportunity to answer in more detail opposed to simple yes/no questions. The more detail and helpful quotes you obtain from interviewing, the easier it will be to write the story.

Ask multiple follow-up and clarification questions. The more questions you can ask, the better. It provides the subject more opportunities to provide you with information for your story.

After finishing an interview, be sure to thank the subject for their time and cooperation. Ask for contact information in case you need to ask more follow-up questions. Having the subjects contact information is valuable in case you need to track them down again. Without an e-mail address or phone number, it may be hard to reach them again.

SHORT PARAGRAPHS

Write brief transitions to let your sources tell the story. Transitions provide background information to lead into quotes. They do not need to be novel length. Brief transitions allow the quotes from sources to tell the story, yet provide enough background information for the quotes to make sense.

HOW DO I WRITE THE LEAD?

The purpose of the lead is to grab the reader's attention. A poor lead could cause the reader to skip the rest of the story. A good lead entices the senses enough to where if you closed your eyes, you could imagine the situation, time and place in which your story takes place. To entice those senses use descriptive words, active verbs, similes, metaphors, personification, alliteration and contrast/comparison phrases.

THINK LIKE A READER

Don't forget to always think like a reader. Even though you are writing the article and know the details of the story, don't forget to include all of those details. Think about what questions should be answered for the readers and ask yourself the question 'Have I included all of the details of the story so that the reader will understand the facts?'

In thinking like a reader, don't forget to read your stories out loud after you have finished writing. Does the wording and sentence structure make sense and sound good?

STAY FOCUSED

Stay on topic when writing an article. Do not try to cover every aspect of Wolfpack Welcome Week. Have a specific angle. Ex. Wolfpack Welcome Week provides students with an opportunity to learn about campus life before school starts. Writing a story that tells what happened at every event in a week is boring, instead try focusing on what students get out of attending the event or why students chose to attend. Yearbook stories are not intended to provide general overviews, they are intended to delve into interesting subjects and tell the stories of interesting people.

PRODUCTION PROCESS

A SPREAD FROM START TO FINISH

BRAINSTORMING IDEAS

The staff gets together and talks about ideas, who to talk to, who not to talk to, different approaches, how it's been covered in the past (so we don't do it that way again), etc.

RESEARCH

After a story has been assigned at the weekly staff meeting, staff members individually and collectively go out and research new angles, find new sources, talk to people to get background information, etc. The staff gets together and finalizes and approach, an angle, a plan.

Writers have two to three days to plan interview questions and find background information on the event or feature.

The writer should contact the assigned photographer and discuss specific angles of coverage.

REPORT

This is what you are "paid" to do. Reporting means getting out and talking with people in person. Finding out why things are the way they are. Visual reporting is just as critical as reporting words. This is where you should spend the most time—talking with people and getting their impressions. Get all sides of the story from a variety of viewpoints.

Writers should interview people at the event in person. Never conduct interviews over e-mail. Speak to at least five people to get a broad range of comments and impressions. Get extra information, quotes, fun facts and other infographic material. Stories should include dates, facts and other numbers about the event to provide a wider range of coverage.

Photographers should conduct interviews of their own to compliment captions. Captions are stronger when more information or quotes are included.

WRITE

This is the easy part. If your brainstorming, research and reporting have been done well and in an organized fashion, the story will write itself.

Finished stories should be e-mailed to the respective section editor. The writer should meet with the section editor and bring a hard copy of the story so it can be edited.

EDIT

We don't do enough of this. Editing is a team process. Writers should sit down with section editors, the assigned photographer and a production assistant to go over the story.

The story will be passed between the section editor and writer until the section editor finds no corrections to suggest.

The story is then passed to the managing editor and editor until there are no more suggested corrections.

Finally, the story is passed to the adviser for a final proofing.

LAYOUT

The production assistant places the photos, captions, story, and headline style on the spread. The writer is responsible for submitting a headline suggestion in the appropriate style for the section. The production assistant is responsible for running spell check, checking sizes of photos and proofing the lay out. The photography editor is responsible for color correcting and sizing the photos to fit the lay out.

To enhance captions, the writer should read over captions and add additional information if possible.

The lay out is proofed the managing editor, editor and adviser before it is deemed complete.

PDF

The final step in the process is to .pdf the spread for submission to the publisher. Open the spread and export the document into the 'Pages Done' folder. Use the pre-defined .pdf profiles to ensure correct and consistent .pdfs.

DEADLINES

GETTING THE PAGES DONE ON TIME

Agromeck's success depends on meeting deadlines. There are deadlines on all aspects of production, including photography, stories, designs and submissions to the publisher. Every member of the Agromeck staff is expected to make deadlines. A missed deadline can cause delays in other areas of production as well as the final shipping date for the yearbook. Any staff member that misses a deadline may be subject to a warning, docking of pay, withholding of pay for the assignment or dismissal.

Meeting deadlines requires managing time, planning ahead and being prepared for problems which may arise. When reporting, be sure to ask for the contact information of the people you interview in case you need more information for an article. Photographers, be sure to take plenty of photos so there will always be a good option.

Just meeting deadlines is not enough. We have to meet deadlines with quality content of which we are proud of. Do not wait until the last minute to start an assignment, take pride in your work and do not be afraid to ask for help.

LADDER

WHAT GOES ON THE PAGES

The ladder is the template of the book. It shows the page numbers and what content is featured on those pages. The ladder contains information about every spread including who is writing the story, taking the photos and when the pages are due.

POLICIES/PRIVILEGES

STAFF POLICIES

FREE/DISCOUNTED YEARBOOKS

The editorial staff of the Agromeck is entitled to a free book. This includes the Editor in Chief, the Managing Editor, the Photography Editor, and Section Editors. Photographers and Staff Writers are not eligible for a free book unless they have gone above and beyond the call of duty. This may include, but is not limited to: creating layouts, making calls, error checking, public appearances.

REFUNDS

It is Agromeck policy to only refund money for serious errors. We can not refund money to everyone who disagrees with the content of the book or for spelling/grammatical errors. In rare cases, refunds will be given as follows:

- In the event that a student purchases a book, and his or her parents purchased a book unknowingly, one of the books may be refunded.
- In the case that a mistake is not fixable by crack and peel stickers, a refund will be given.

PORTRAITS

The Agromeck provides every undergraduate student the opportunity to have their portrait included in the yearbook, free of charge. Students must have their portraits made with the official photographer to be concluded. Guidelines for portrait sessions are as follows:

- Seniors are requested to dress in shirt and tie for the yearbook pose. A cap and gown will be provided by the portrait company for formal poses.
- Underclassmen are requested to come dressed as they are for class.
- Students are not allowed to have their portraits made while wearing a hat.

OFFICE RULES

ETIQUETTE FOR USING OFFICE EQUIPMENT

PHONE SYSTEM

Use the office phones when contacting sources or digging up background information. Save your cell phone minutes for critical situations.

To dial out, you must dial a 9 before dialing the rest of the number. When calling on campus numbers, just dial a 2 and then last four digits of the number for calls to residence halls or 5 and the last four digits for calls to offices on campus.

To dial long distance numbers, ask the editor for the long distance code.

EQUIPMENT/COMPUTER USE

All Agromeck equipment is the property of N.C. State and more specifically Student Media. All Student Media and university guidelines regarding computer use, computer equipment, photography equipment and other equipment apply.

No staff members are allowed to install any hardware or software on any Agromeck of Student Media computers. At no time will any software violating copyright laws be installed on Agromeck computers. At no time will any Agromeck or Student Media computers be used for purposes that are considered illegal or deemed inappropriate.

ETHICS

SEEKING THE TRUTH

Freedom of inquiry and expression are guaranteed and, of equal importance, corollary responsibilities must be exercised by student editors and managers to provide reliable and responsible journalism. Such responsibilities include the avoidance of libel, obscenity, undocumented allegations, harassment, and unwarranted attacks on personal integrity.

PREAMBLE

Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice.

SEEK TRUTH AND REPORT IT

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.

Journalists should:

- Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
- Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
- Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
- Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
- Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
- Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
- Never plagiarize.
- Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- Examine their own cultural values and avoid imposing those values on others.
- Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- Support the open exchange of views, even views they find repugnant.
- Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
- Distinguish news from advertising and shun hybrids that blur the lines.
- Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

MINIMIZE HARM

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Journalists should:

- Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.

- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
- Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
- Show good taste. Avoid pandering to lurid curiosity.
- Be cautious about identifying juvenile suspects or victims of sex crimes.
- Be judicious about naming criminal suspects before the formal filing of charges.
- Balance a criminal suspect's fair trial rights with the public's right to be informed.

ACT INDEPENDENTLY

Journalists should be free of obligation to any interest other than the public's right to know.

Journalists should:

- Avoid conflicts of interest, real or perceived.
- Remain free of associations and activities that may compromise integrity or damage credibility.
- Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- Disclose unavoidable conflicts.
- Be vigilant and courageous about holding those with power accountable.
- Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- Be wary of sources offering information for favors or money; avoid bidding for news.

BE ACCOUNTABLE

Journalists are accountable to their readers, listeners, viewers and each other.

Journalists should:

- Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
- Encourage the public to voice grievances against the news media.
- Admit mistakes and correct them promptly.
- Expose unethical practices of journalists and the news media.
- Abide by the same high standards to which they hold others.

The Student Media at North Carolina State University realize that the people putting out the publications and broadcasting are students first and dedicated to the media second. Grades are an important indicator of future success. And while there will be time when the media will, out of necessity, take priority, maintaining a full course load and an at least average GPA are important.

TERMS YOU SHOULD KNOW

ANGLE

The focus of the story. The angle drives the content of the spread.

ATTRIBUTION

The attribution identifies who is quoted in a story or caption. Include first and last name, year and major when attributing sources.

BYLINE

Included before or after an article, this credits who wrote it.

CAPTION

Copy that answers reader questions about the people in a photo. Effective captions include who, what, when, where, why and how. Additional information including quotes make captions more interesting and provide additional insights.

COLUMNS

Vertical guides which assist a designer in placing content. Columns provide structure within a spread.

CROPPING

Editing a photo to remove distracting or unwanted elements.

DEADLINES

Dates which completed yearbook pages are due to the publisher. Meeting all deadlines is essential in keeping the delivery of the yearbook on schedule.

DIVISION PAGES

Indicate new sections of the yearbook. The division pages are used to develop the theme of the book.

EDITORIALIZING

When the opinion of the writer is included in the story.

ENDSHEETS

The heavy paper between the cover and the first and last pages which is used to hold the signatures into the cover. The endsheets can also be used to develop the theme of the book.

EYELINE

Used to unify a spread, and eyeline is created when elements are aligned so the one-pica spacing extends across the spread to give movement to the reader's eye. The eyeline might be broken by a design element, such as a dominant photo.

FOLIO

A reader service which includes the page number.

GRID

Narrow columns used to organize the placement of content. Grids can be used both vertically and horizontally.

GUTTER

The area in the center of the spread where the pages go into the binding. The gutter must be taken into consideration when designing pages as poor planning can ruin photos. Typography should remain at least two picas from the gutter.

HEADLINE

Words, often in a large point size, designed to attract attention, highlight the content and lead the reader into the story. See also **SUBHEAD**

INDEX

A reader service which lists every person and topic included in the copy or photography along with the corresponding page numbers.

LADDER

The ladder outlines the contents of a yearbook and includes which topics will appear on which pages.

MARGINS

Planned white space used to organize a design. External margins act as a frame around the outside edges of a spread and should be kept free of content with the exception of bleed photos and folios. Internal margins are the white space between content elements.

MARKETING PLAN

Outlines the details of a yearbooks sales campaign. A marketing plan includes goals/objectives, target audience, timelines, strategies and materials needed.

PHOTO CREDIT

A credit line included with the caption giving the name of the photographer.

PICA/POINT

A pica is equal to 1/6 of an inch and is used for measuring photo boxes and spacing. A point is equal to 1/72 of an inch or 1/12 of a pica and is used for measuring typography and rule lines.

PROOF

Proofs provide a final opportunity to review pages and make last-minute changes before printing.

STORY

Words written to tell a story or describe an event. Also called an article or copy.

SUBHEAD

A secondary headline which is subordinate in size, that provides specifics and additional information.

SIGNATURE

Yearbooks are printed on large sheets of paper that when folded make 16-page mini-books. Binding signatures together creates a complete yearbook.

TEMPLATE

Master pages that maintain consistency within a design or section.

THEME

A unifying concept gives the story of the year a unique personality and approach. The theme section includes the cover, endsheets, title page, opening and closing, and section dividers.

HEADLINE

Contains subject and verb; entices the reader to read story. Subhead adds additional information.

CAPTION

Gives information about the photo; includes photo credit

DOMINANT PHOTO

A photo that is at least two times as large as any other photo on the spread

BODY COPY

Body text is set consistently in the same font, size, leading and with the same alignment



FOLIO

Contains the page number and spread title

GUTTER

Space running down the middle of a spread or between columns

"WHITE" SPACE

Left to the outside of the spread, this is area free of any printed material

APPENDIX

YEAR SPECIFIC MATERIAL

GOALS

- Promote, increase Agromeck awareness on campus.
- Sell 300 yearbooks.
- Train editor-in-chief and other leadership staff for 2014-2015.

Deadline	Pages due
June 27, 2014	24
August 14, 2014	48
October 7, 2014	64
December 12, 2014	72
February 13, 2015	72
March 7, 2015	48
Total	328

Team 2014-2015

Name	Position	E-mail	Phone		Birthday
Liz Moomey	Editor	editor@agomeck.ncsu.edu			
Kaitlin Montgomery	Assignments Editor				
John Joyner	Photo Editor				
Nikki Stoudt	Promotions Manager				
Austin Bowman	Co-Design Editor				
Molly Donovan	Co-Design Editor				
Martha Collins	Adviser	mcollin2@ncsu.edu	919.656.0563		October 2