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HIGHLIGHTS NEWS MAGAZINE | CORAL GABLES SHS FSPA LEADERSHIP CHALLENGE 2021

SCENARIO 1

Caroline, Jacob and Sabrina,

Great work creating a vibrant sports spread that depicts a diverse group of students on the swim team. Please consider the feedback below and implement my edits accordingly.

Story Edits:

- Content: Your hook is currently broad and does not tell the reader anything about the swim team. Please add imagery to your sentence and reference swimming specifically to engage the reader.
- Content: Be specific with what you are referencing when you use the word "it." You use the term over five times.
- Content: What did the swim team host? Be specific on the level of competition. You mention that they are hosting for "the third time in a row," but is it the third time this season or third year that they have hosted.
- Content: The text on the second page of the spread is exactly the same as the first page. Add new information to ensure no potential or space is wasted.
- AP Style: You reference Pedro multiple times by his first name. After the first mention, you should only refer to him by his last name.
- AP Style: Please correct your quote formats. They should all have a comma before the end-quotation mark, include the grade or position of the person who said the quote and end with the word "said." For example: "Sample quote," senior Alexandra Torres said."
- Content: When did the swim team host the game? Add the date. G
- rammur: Do not use any conjectures in your story. Great job quoting people in different grade levels!

Photography Edits:

- The photo of Coach Tom Paloumpis is taken of the back of his head. Please change this to another picture that is taken from a front-view to include the coach's facial expressions and mannerisms as he advises the athletes.
- The last image under "on and off the deck" appears to be a group of friends at someone's house. Change it to an image of members of the swim team

Layout and Caption Edits:

- Add page numbers.
- The headline "We swim and stuff" is too informal and should be more engaging to attract the reader's attention. Please change it to either state a fact or draw a picture.
- Add 1p0 spacing in between the "Extra-Poolicular Activities" sub-headline and the blue box it is placed on top of.
- Capitalize the first letter of the word "photos" in Jacob and Sabrina's photo-credits to match the same format as Caronline's story-credit.
- There should be different captions and caption slugs for each image that specifically relate to the images and draw a connection to the text. "[There was] an atmosphere of friendliness" is too broad, and could apply to a story about any topic.
- The images under "Extra-Poolicular activities" should be the same size. All the images are currently different sizes.
- Make the headline "Extra-Poolicular activities" black to match the "On and off the deck" headline.

SCENARIO 3

As stated in our publication policy, all content published by our publication is “determined by and reflects the views of the student staff members only.” With this message explicitly stated on our website, I would not remove a story until I have come to the conclusion that it violates journalism ethics.

First, I would re-read the story and ensure that all information in the article is factually correct. In doing so, I would verify that all referenced quotes are written exactly as they were initially stated by referring to the recordings of the interviews. I would then check to make sure that the writer did not editorialize any information by adding their personal opinions or perspectives to the story. I would do this to ensure the article is objective and impartial. Regardless of what type of story (i.e. features, news, opinion, etc.) the article is, I would then check to see if our claims are supported with credible statistics, quotes, and sources. Our publication further follows the principle of ‘limitation of harm,’ and thus if any errors on behalf of our publication would harm the reputation of the student, I would remove the story from the site.

Hence, I would not remove the story from the site if the article is truthful, impartial and arguments are supported. However, if the article does not adhere to the principles of ethical journalism by including incorrect information, manipulated quotations, etc., then I would immediately take down the story. I would further take accountability on behalf of our publication and express sincere apologies for our errors.

SCENARIO 4

To recruit new staff members for the coming year, I would start by creating informational videos and flyers to post on our social media platforms. In these videos, I would describe what our staff produces, reference unique traditions like our “Warm and Fuzzy” Birthday celebrations or our annual cookie exchange party, and emphasize that we offer writing, photography, design, media coverage, etc. I would then contact teachers for permission to present in their classrooms and create a presentation schedule. During these presentations, I would reflect on the skills and amazing experiences joining a publication has offered me, and address any questions prospective members may have. Finally, I would reach out to local middle schools and schedule presentations with rising freshmen to attract 9th graders to our publication.

Once recruitment is over, the most important thing that I intend on doing to prepare myself and the staff for the coming year is building a strong foundation of open-communication and organization. In doing so, I will begin by organizing staff bonding opportunities that leave people excited to be on the staff, such as virtual game-days or a field-day. I would like to establish close bonds with the people I will be working with so that we can communicate and work efficiently.

To train the new editorial board and staff members, I intend to lead workshops on AP style, journalism ethics, the inverted pyramid, interviewing, photography and more. These presentations would be interactive, to ensure that the staff is applying the information I am teaching. In our publication, section editors are responsible for editing stories and making layouts for their respective sections. I would work closely with the new section editors on their InDesign, Photoshop, and Illustrator skills because we use the Adobe Cloud applications on a daily basis during our production cycles. I would further create a ‘Nuts and Bolts’ document to establish magazine standards for the new years and provide all staff members the document as a checklist to enhance the overall unity and professionalism of the magazine.

I will further organize Summer Production, my publication’s annual two-week training seminar, where the staff would directly apply all the information I taught them to produce real layouts and articles.

Given that I would be younger than a majority of people on the staff, I would then communicate my expectations of editors, managers and staff writers in being respectful and timely with their work. To ensure everyone is comfortable talking to me, I will share positive reinforcements and work to fix problems rather than penalize my staff for any mistakes.

SCENARIO 5

The following are the goals I would have for my first meeting with my school's new principal:

1. As one of five publications at our school, I would first introduce highlights as the school's award-winning news magazine. I would explain that we publish six 32-page issues every year, maintain an active social media presence on Instagram, Twitter and Facebook, and publish frequent content online. I believe it is important for the new principal to be familiar with the type of work we produce because we are an active platform that often expresses the views of teachers, students, and faculty members on matters of importance.
2. Given that our publication is entirely student-run, I would then introduce them to our publication policy by mentioning that — as per Miami-Dade County Public Schools — our content is not subject to prior-review by administration or district personnel. While we reserve the right to determine and reflect our views in our content, we nonetheless value their input as the leader of the school, and will work diligently to ensure our work does not cause any harm on the school or student body. I think it is important that the new leader is aware of our publication's no-prior review policy because as student journalists and active members of the school's student body, we deeply value our right to freely express ourselves.
3. Next, I would mention some of our individual goals as a publication. I would specifically mention that we are hoping to instill magazine stands across the campus, print our magazines in full-color, and gain access to more camera equipment to enhance photography in our issues. I believe it is important to mention some of these goals at our first interaction to reveal that we are passionate about the work we do for highlights and to show that we are constantly looking for opportunities to better ourselves and the school.
4. I would ask the new principal what expectations they have for our publication. I believe this is important because all the content we publish would ultimately reflect on them and the school, so I want to ensure we are on the same page.
5. Lastly, I would create a package with recent issues of our magazine, a highlights school t-shirt, and contact references for our entire editorial board to emphasize that we consider them a vital part of our publication family.