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OVERVIEW

ICONIC YOUTH is a multimedia platform that feature stories from five sections: Life, Society, Business, Entertainment, and Thoughts. We focus on youth development and empowerment, with a target audience from the ages of 14-24. Our coverage has an emphasis on the “bridges” of life, the transitions from high school to college, from college to the real world, and from high school to the real world.

We share stories in the form of articles, photos, videos, gifs, listicles and more, with a concentrated focus on local topics that directly pertain to our young Atlanta audience. Internally, our operational structure is “goal-oriented” in that content creators will be assigned a certain task from his/her section editors, and he or she can manage their hours and schedule accordingly—so long as the task is completed as expected.

VISION

Iconic Youth will be the go-to media source for fun, edgy, engaging content that will not only entertain our audience but empower them with useful insight and helpful tips to bridge the transitions of life.

MISSION STATEMENT

Empowering today’s youth to initiate, develop, and lead the lives of their dreams by maintaining their attention and engagement, relaying positive connections and informational resources, delivering critical insight and knowledge for transitioning, and allowing them to further their life’s goals. Through social media, video, podcast and digital content that display unique stories and perspectives about life, relationships, industry challenges and innovators shaping the future, we give our audience the opportunity to explore their passions, interests, and society at large.

SHORT FORM: Empowering today’s youth to lead the lives of their dreams by maintaining their attention, relaying good connections, delivering critical insight and knowledge to allow them to further their life’s goals.

SECTIONS

LIFE

- The Life section of *Iconic Youth* is dedicated to covering aspects of young people’s lives that are relevant to the local Atlanta community. Topics may include a mix of Wellness and Health,

Work/Life Balance, Fitness, Relationships (of all kinds; Friends, Family, Male and Female), and Sex.

SOCIETY

- The Society section of *Iconic Youth* is dedicated to covering societal topics of relevance to the youths in Atlanta's local community, whether it be Politics, Race, Social Justice, or local announcements from universities/schools or other such organizations that participate with our youths. This section can also include coverage on local events that are either hosted by, or catered to, Atlanta youths, as well as developments in law that are of interest to the intended audience.

BUSINESS

- The Business section of *Iconic Youth* is dedicated to covering business and related topics of relevance to the youths in Atlanta's local community, whether it be Money [Money Matters?] (personal finance, credit cards, debts, etc.), Finance, or the Economy. This section can also include coverage on local business openings or closings, or feature stories on young entrepreneurship.

ENTERTAINMENT

- The Entertainment section of *Iconic Youth* is dedicated to covering entertainment and other related topics of relevance to the youths in Atlanta's local community, whether it be Culture & Arts, TV & Film, or Media. Topics do not necessarily have to be Atlanta-based in nature, and may include interviews with local and national interests, reviews of Atlanta-area concerts and plays, film and music reviews, pop culture analyses, restaurant and travel reviews, fashion and beauty product reviews, and games (e.g., crossword puzzles for print; anything for digital).

THOUGHTS

- The Thoughts section of *Iconic Youth* is dedicated to covering young people's opinions on relevant issues to the local Atlanta community. Topics may include a mix of campus, Atlanta-based, national, global, political, or pop culture subjects.

RULES & REQUIREMENTS

1. All writers must follow one of two tracks. The Thoughts section is not available for credit on either tracks. Each track requires, at minimum, 2 articles a week, with varying word counts [800-1200].
 - a. Track A: Write for one section of *Iconic Youth*.
 - i. 2 articles for section (400-600 words each article)
 - b. Track B: Write for two sections of *Iconic Youth*. Writers will be assigned a primary and secondary section, and are required to write for both at least once per week.
 - i. 2 articles for primary section (350-500 words each article)
 - ii. 1 article for secondary section (350-500 words each article)
2. All writers must respond to story budget emails from their respective section editors.
 - a. Each section editor produces a weekly budget of stories for his/her section. These budgets go through a process to ensure minimal overlap with other sections of the company, with consultation from the Production Manager and Editor-in-Chief. Writers should select topics from the budget for fulfilling their CC requirements. Writers must notify his/her section editor of which story budget item is preferred and this selection must be verified by the section editor. If a writer writes a story without seeking permission first, the story runs the risk of not being published.
 - b. Writers are encouraged to develop their own topics. However, any topic not produced on a story budget must obtain prior approval from the section editor before any work is done. Be sure to include as much relevant information to the section editor as possible. This is to ensure that writer-created story topics do not conflict with material budgeted for other sections, as well as to give the Production Manager advanced notice for images/videos relevant to the article.

3. All articles must be turned in by the assigned deadline. In the event of an emergency, or if there will be a delay in submitting your article by deadline, you are required to *contact your section editor* ASAP.
4. Follow the guidelines for writing & submitting your stories.
 - a. Follow the **Reference Guide** when writing stories.
 - b. Submit your material according to the **Format & Submission Guide**.
 - c. Adhere to the **Model Code of Ethics**.
5. Attend meetings with editors and training sessions regularly.
 - a. Section editors are required to have at least one group meeting per month, and are encouraged to have one-on-one meetings with writers as well.
 - i. Additionally, copy editors may want to meet with writers periodically to discuss problems with articles.
 - ii. While the editors will work with your schedule, if you are asked to attend a meeting, you are expected to attend and/or work to schedule an alternate time to meet.
 - b. *Iconic Youth* will host training sessions for writers/content creators, and they are expected to attend a training session as soon as possible after they are hired. You are only required to attend one session, but you may attend as many as you would like after that. If an editor requests your presence at a particular session, though, be sure to either attend or talk with your editor to set up an alternate plan for receiving the information from the session.
 - i. Training sessions are held on the first _____ of every month, unless otherwise noted, from ___ am to ___ pm.
6. Keep management informed of any changes in the following:
 - a. If you wish to change your writing track or your assigned sections, you must contact and wait for approval from the Editor-in-Chief.
 - b. If your contact information changes, you are expected to notify your relevant section editors.
7. Keep a professional attitude with your work at Iconic Youth.
 - a. Due to the nature of working in a media company, there will be times where you may not agree with the decisions of one of the editors, or where you have a problem with something in the paper. You are encouraged to speak to someone within the office if you have a problem, whether it's your section editor, a manager, or the Editor-in-Chief, as long as you do so in a respectful, positive manner.
 - b. Bear in mind that anything posted on a social networking site can be seen by others, potentially including other employees of Iconic Youth, or its affiliates. While criticism of Iconic Youth is not restricted, keep in mind that what you post can be detrimental to the reputation of the organization, as well as to your personal reputation.
 - i. Any problems or concerns you may have should be addressed directly with Iconic Youth management
 - c. If for any reason you need to get in touch with management, please contact your section editor first. If that is unsuccessful, only then may you contact the Editor-In-Chief or the Owner.
8. Potential causes for work suspension:
 - a. All writers are required to maintain their requirements for writing, as outlined in the rest of this section.
 - b. Failure to submit the minimum number of articles in a given month will initially result in the writer being placed on probation for a one-month period. If the writer meets their requirements during the probationary period, they will be taken off of probation. If the writer does not meet their requirements during the probationary period, they will be dropped from the staff of Iconic Youth, and will have to reapply.

- c. Writers are subject to a three-strikes policy. If a writer accepts a topic and fails to turn in the assigned article by the section's deadline, the writer will be placed on probation. If the writer turns in two consecutive articles on time, he or she will be taken off probation. However, after failing to meet a deadline three times, the writer will be at risk for being dropped from the staff of Iconic Youth.
- d. If an editor feels that your work is not meeting the standards for their section, and after multiple attempts to address their concerns you have not shown progress in adapting to their requirements, the editor can request reassignment with the approval of the Editor-in-Chief.
- e. If you feel that you have been unfairly placed on probation or dropped from Iconic Youth's staff list, please contact the Editor-in-Chief to discuss your concerns.

FORMAT & SUBMISSION GUIDE

Title of article should be bold

By *full name*

Word count:

Typed-up stories are never indented. Paragraphs should be about two to three sentences long, and try to use standard font like Times New Roman or Arial.

When submitting your articles, always attach as a word doc. file, even if the story itself is in the body of the email. Images should be submitted in high resolution, either as a JPG or PNG file. Be sure to include any text that needs to be included in captions (such as the names of individuals in the photos). Images should not be submitted in Word documents.

EXAMPLE SHEET

REFERENCE GUIDE

CLARITY: #1 goal of any communications expert. Use precise wording to make your articles easy to follow.

UNNECESSARY or VAGUE WORDS do not add value and are interpreted differently by each reader: good, bad, really, typical, nice, fine, okay, normal, interesting, definitely, extremely, somewhat, quite, handsome, etc.

SHORT PARAGRAPHS: Keep paragraphs down to 2-3 sentences—keeps you from writing fluff.

LEAD: Almost immediately, your readers need to know from you what they'll be reading about, and they'll need to be lured into reading it. Those are the two main purposes of the lead: to introduce the topic, and pull the reader in.

Never commit the cardinal journalistic sin of “burying the lead.” It is a mistake to save something dramatic or significant until halfway through—start off with it.

- Attract the reader's attention.
- Use a strong verb to tell what happened.
- Place this verb within the first seven words.
- Emphasize several news values.
- Summarize who, what, when, and where.
- Summarize why and how if there is room.
- Use less than 30 words and one or two sentences.
- Place attribution at the end, if applicable.
- Use inverted pyramid format for lead and story; the most newsworthy details should be listed first

VOICE

- Use the active voice (“I ended the call”) over the passive (“The call was ended”).
- Use passive voice only if the performer of the action is inferred OR if the receiver of the action is more important than the action's performer

QUOTES: Reporters are not the founts of all wisdom. Let the people you interviewed speak for themselves. It makes the article more true to life and more pleasurable to read.

- Should be: relevant, attributed, and enclosed by quotation marks.
- Reconsider quotes that do not add value to the story or that repeat a previous quote.

ATTRIBUTION

- Use “said” to maintain objectivity.
- Avoid loaded attributive verbs: admitted, confessed, claimed, implied, insisted, etc.
- Use “added” when quoting two people about the same subject.
- Use “went on/continued” when there is only one speaker and he or she keeps talking.
- Use “pointed out” and “noted” only with statements of fact.
- Use “according to” with paraphrases, not direct quotes.

READABILITY INDEX: Given our target audience, ready-to-publish stories must score within the following range of either formulas.

- Flesch score: 65.0 - 90.0
- Gunning Fog: 7.0 - 9.0

ABBREVIATE

- Months: January, February, August, September, October, November & December when used with a specific date (Dec. 6).
- States preceded by a city, county, or military base name except: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.
- Addresses that include St., Ave., or Blvd. when used in numbered addresses.
- Compass directions when used in numbered addresses (21 S. Spring St.).

TIME

- Use noon or midnight.
- Use a.m. or p.m. for all other times: 6 p.m.

DAYS/DATES

- Use day of the week if the event is seven days before or after the publication date.
- Use specific dates for distant events.
- Never use: yesterday, today, tomorrow.

NUMBERS

- Spell out 1-9.
- Use figures for 10 and above, unless the number is the first word of the sentence.
- Use figures for ages: 3 years old.
- Use figures for dimensions: 6 inches.
- Use figures for percentages: 2 percent.

EXCEPTIONS

- Italicize: Web addresses, album, movie, book and publication titles.
- Spell out Georgia State, unless used in a quote.

TRANSITIONS

- Connect each paragraph logically to the next. Some techniques include showing cause and effect, sequence, similarities/differences or using transitional phrases/words and repetition (also, finally, for example, regardless, in fact, likewise, afterward, as a result, of course, however, etc.).

NOUNS/VERBS

- Use precise verbs: “He jogged to the park,” rather than, “He went to the park.”
- Use precise nouns: “The teacher shouted,” rather than “The lady shouted.”
- Collective nouns: team, committee, Congress, group, class, crowd, family, band, etc.
- Use singular verbs and the pronoun “it.” “The band won its first Grammy. The group is proud.”
- Media is plural: “The news media are nosy.”

PREFIXES: Normally hyphenate if the prefix ends with the same letter the next word begins with (preempt, pre-election), if the next word is capitalized (post-Vietnam), or to join double prefixes (sub-subparagraph).

PUNCTUATION

Commas

- Use in simple series but not before the last coordinating conjunction: “I like reading, writing, eating and studying.”
- Use in complex series: “I like peanut butter and jelly, donuts, and pancakes.”
- Use with equal adjectives: “The cheap, ugly, blue coat looks terrible.”
- Use between two independent clauses joined by a coordinating conjunction: “I want As, but I don’t want to study.”
- Use with introductory words or phrases: meanwhile, in conclusion, therefore.
- Use with long introductory phrases: “After winning the Georgia lottery, I quit.”
- Use after an introductory dependent word group: “Since I ate, I’m not hungry.”
- Use with nonessential clauses: “Nichole, who works at the gym, exercises daily.”
- Use with contrasted elements: “Drink water, not soda.”

Semicolons

- Use between two independent clauses not joined by a coordinating conjunction: “I like apples; peaches taste better.”
- Use to separate items containing commas: “Dan, the cook; Dee, the maid; and Jo quit.”

Colons: Use to introduce lists or explanations: “She has one goal: to win.”

Dashes/Parentheses/Ellipsis: Use sparingly.

Hyphenation

- If a word is acting as an adjective for another adjective (also known as a compound modifier), hyphenate the entire term: well-dressed (she is dressed, and she is dressed well).
- Please check AP when in doubt.
- It’s “hip-hop,” not “hip hop.”

AVOID

- And/or – use only one.
- Thing/stuff – name it.
- Cliches and jargon: e.g., “short but sweet,” “crystal clear.”
- Redundancy: past history, 10 p.m. tonight, me myself, future plans, etc.
- Wordiness: not yet known/unknown; announced the names of/identified.

MODEL CODE OF ETHICS

To seek truth and to publish it is the two-step goal of any journalist. Though plainly stated, this process is not always simple or easy to achieve. To help content creators be true to this goal, media organizations adopt rules and guidelines that include a code of ethics for their members to follow. The code contains standards of conduct and moral judgments. Some points are specific and ideally inflexible; others may be less rigid due to extenuating circumstances. Some are based on law. The code answers questions and reminds those who operate under it that standards of honesty and performance exist. A code of ethics is not a burden; rather, a code is a useful license to practice news/information gathering and publishing free of much uncertainty. The code can be used by individuals to measure their work. The code can also be used to evaluate the integrity of the publication as a whole. Readers should expect nothing less than the truth in all our publications. Adoption of a code of ethics by those who publish news and information helps safeguard the public trust given to them.

A media staff member should view a code of ethics as an evolving reference document. All staff members should have a copy; it should be discussed at a staff meeting at the start of a publishing term; all staff recruits, including volunteers and those who are paid, should be introduced to the code as a part of their orientation. It should be revised as needs change and it should be compared to other codes for completeness. Collegiate journalists who follow a code of ethics will find the transition to commercial or non-student media easier.

As ethics is more a process of decision-making rather than a result, the ethical standards of a media organization should be the product of discussion and debate, guided by the standards that inform the practices of professional journalists and communications specialists in the U.S. Adoption of and adherence to a code of ethics leads to greater credibility.

01 Free Travel: To remain as free of influence or obligation to report a story, the content creator, in pursuit of a story, should not accept free travel, accommodations or meals related to travel. For convenience, sports reporters may travel on team charters, but the publication should pay the cost of the transportation and related expenses. The same pay-as-you-go policy should apply to non-sports reporting as well, including businesses and governments. Free travel & accommodations that are non-coverage related and provided by a vendor may be accepted if the primary purpose is for education or training and is related to the fulfillment of an agreement or contract.

02 Gifts: Gifts should not be accepted. Any gift should be returned to the sender or sent to a charity. If the gift is of *de minimis* (no significant) value, such as a desk trinket, small food item or pen, the staff member may retain the gift. As a guideline, if the value is under \$20, the gift may be kept. More than one gift in one year, even if under \$20, from the same giver, may not be accepted.

03 Free Tickets, Passes, Discounts: If money is available, staffers assigned to cover a sporting event, lecture, play, concert, movie or other entertainment event should pay for admission. Free tickets or passes may be accepted by staff members assigned to cover an event or by those attending for legitimate news purposes. Press facilities at these events may only be used by staff members who are assigned to cover the event. Free tickets or passes may be accepted by staff members for personal use only if tickets are available on the same complimentary basis to non-journalists.

04 Ownership of Books, Records, Other Products Given for Review: Any materials given to the publication for review become the property of the publication and not of any individual staff member. The editor reserves the right to disperse the property in an equitable way.

05 Other Campus Media Work: To avoid a conflict of interest, a staffer should not hold similar positions on two or more public information or public relations media or organizations.

06 Online Media Work: Content creators working with Iconic Youth may consider starting their own blog or digital-media sites to serve their own interests and communities. But care should be taken to keep in mind the potential consequences of their decision on Iconic Youth. As long as Iconic Youth is notified and given rights to publish relevant content first to serve its mission in its respective community, precautions have been adequately taken.

07 Other Off-Campus or Free Lance Media Work: Approval of work for an off-campus news medium and freelance media work should be sought in advance of the commitment, from your respective editor. It is permissible

only in a non-competitive medium, on a staffer's own time and should not conflict with the staffer's obligations to Iconic Youth.

08 Relationships & Coverage: Staffers must declare conflicts and avoid involvement in stories dealing with members of their families. Staff members should not cover—in words, photographs, video or otherwise—or make news judgments about family members or persons with whom they have financial, adversarial, romantic, sexual or closely personal relationships. Intra-staff dating is not recommended if one person assigns or evaluates the work of the other person, or if one is in a position to promote the other to a higher staff position.

09 Use of Alcoholic Beverages While On Assignment: When covering an event where alcohol is served, staffers should not accept free drinks unless all drinks are free to everyone in attendance; a maximum of two drinks when on assignment.

10 Sexual Harassment: Sexual harassment is: (verbal) suggestive comments, sexual innuendo, threats, insults, jokes about sex-specific traits, sexual propositions; (nonverbal) vulgar gestures, whistling, leering, suggestive or insulting noises; (physical) touching, pinching, brushing the body, coercing sexual intercourse, assault. This conduct can be called job-related harassment when submission is made implicitly or explicitly a condition of employment, a condition of work-related assignments, compensation and other factors, or if such conduct interferes with the staffer's performance or creates a hostile, intimidating or offensive work environment. Sexual harassment is prohibited. Iconic Youth has established two methods of reporting any harassment claim; information on how the claim will be investigated; and what will be done to correct the situation if it is real harassment.

11 Plagiarism of Words, Art, Other: Plagiarism is prohibited and is illegal if the material is copyright protected. For the purposes of this code, plagiarism is defined as the word-for-word duplication of another person's writing or close summarization of the work of another source without giving the source proper credit. A comparable prohibition applies to the use of graphics. Information obtained from a published work must be independently verified before it can be reported as a new, original story. This policy also forbids lifting verbatim paragraphs from a wire service without attribution or pointing out that wire stories were used in compiling the story. Material that is published on the Internet should be treated in the same way as if it were published in more traditional broadcast media. Because plagiarism can significantly undermine the public trust of Iconic Youth, editors should be prepared to consider severe penalties for documented cases of plagiarism, including dismissal from staff.

12 Fabrication of Any Kind: The use of composite characters or imaginary situations or characters will not be allowed in news or feature stories. A columnist may, occasionally, use such an approach in developing a piece, but it must be clear to the reader that the person or situation is fictional and that the column is commentary and not reporting. The growth of narrative story development (storytelling devices) means that content creators and editors should be especially careful not to mix fact and fiction, and not embellish fact with fictional details, regardless of their significance.

13 Electronically Altered Photos: Electronically altering content of photos for news and general feature stories or as stand-alone news and feature photos is not allowed. Exceptions to this would be adjustments to contrast and similar technical enhancements that don't affect the truthfulness of the subject and context of the subject or the scene. Content may be altered for creative purposes as a special effect for a feature story if the caption or creditline includes that fact and if an average reader would not mistake the photo for reality. These photos are usually tagged as photo illustrations. Otherwise, readers expect photos and stories to be truthful.

14 Use of Photographs of Victims of Accidents, Fires, Natural Disasters: Photos have a tremendous impact on readers. The question of privacy versus the public's right to know should be considered. The line between good and bad taste and reality and sensationalism is not always easy to draw. Care should be taken to maintain the dignity of the subject as much as possible without undermining the truth of the event. In making a final decision on a photo of this type, an editor should consider: *Do the readers need information from this photo that helps explain the event better than words or another photo? Who is hurt by the publication of this photo? How would I react if my photograph was taken at such a moment of tragedy and anguish?*

15 Reporting Names, Addresses of Crime Victims: Staffers need to know the state laws that govern the publication of names of crime victims. Customarily, the names of rape victims are not published; however, some news media have asked victims of sexual assault to identify themselves for publication. This may be negotiated between the victim and the publication. Victims of nonsexual crimes may be identified, but the publication has the

responsibility to give some protection to the victims such as giving imprecise addresses. With the exception of major crimes, predetermined by the editor, an arrested person is not named until charges are filed. However, to avoid a subjective list of exceptions, it is acceptable to withhold all names, regardless of the crime, until charges are formally filed.

16 Cooperation with Law Enforcement, Governments, College Administration: To be a watchdog on other agencies, a publication must remain independent. The publication should not take over any of the duties of any outside agency; cooperation or involvement in the work of these agencies should be restricted to what is required by law. Staffers should know any freedom of information, open meetings and shield laws that apply to their work. If a staffer thinks any public authority is interfering with the staffer's functions, the incident should be reported to the editor. The editor should then seek advice from groups such as the Student Press Law Center, American Civil Liberties Union or an editor or media attorney for a nearby, non-student publication.

17 Scrutiny of a Public Person's Life: Conflicts exist between a person's desire for privacy and the public good or the public's right to know about a public person's life. Persons who freely choose to become public celebrities or public servants should expect a greater level of scrutiny of their life than a private person—even a private person who suddenly is involved in a public situation. Staffers should make judgements based on the real news value of the situation, common sense and decency. Reporters and photographers should not badger a person who has made it clear that he or she does not want to be interviewed or photographed. One exception is those who are involved in criminal activity or in court. Publishing intimate details of a person's life, such as their health or sexual activities, should be done with extreme care and only if the facts are important for the completeness of a story and reflect in a significant way upon the person's public life.

18 Profane, Vulgar Words, Explicit Sexual Language: Iconic Youth's primary audience are young people from the ages of 14 to 24. Profane and vulgar words are a part of everyday conversation, but not generally used for scholarly or general audience writing. During the interview stage of news gathering, staffers will encounter interviewees who use words viewed as vulgar and profane. The staff may publish these words if the words are important to the reader's understanding of the situation—the reality of life—or if the words help establish the character of the interviewee. The staff may decide to limit references to prevent the vulgar or profane language from overshadowing the other, more important facts of the story. Profane and vulgar words are generally not acceptable for opinion writing—columns, editorials and other commentary. Though they may be vulgar or profane, individual words are not obscene. Explicit language (but not vulgar, street jargon) describing sexual activities and human body parts and functions should be used sparingly and with specific purpose, or for accurate reporting of health stories and, in a more limited way, for sexual crime stories.

19 Sexist Language: Staffers should avoid sexist labels and descriptive language. Replace such language with neutral terms and descriptions.

20 Negative Stereotyping: Staffers should take care in writing to avoid applying commonly thought but usually erroneous group stereotypes to individuals who are a member of a particular group. Generalizations, often based upon stereotypes, can be misleading and inaccurate. In a broader sense, writers, photographers and artists should avoid more subtle stereotyping in their selection of interviewees and subjects of photographs or illustrations. It is also advisable to avoid sexual stereotyping in choice of subjects for stories, photographs and illustrations on sports or political or social issues such as equal rights.

21 Use of Racial, Ethnic, Religious, Sexual Orientation, Other Group Identifiers: Identification of a person as a member of any population group should be limited to those cases when that membership is essential for the reader's complete understanding of the story; it should be done with great care so as not to perpetuate negative or positive group stereotyping. When identifiers are used, it is important that the correct one be used. Some examples of identifiers: Hispanic, Jew, lesbian, Italian, person with AIDS (PWA), physically challenged, deaf (or partially deaf). Please consult the style manual of the Associated Press for guidance in properly and accurately identifying individuals on the basis of their membership in ethnic or religious groups or on the basis of their sexual orientation.

22 False Identity, Stolen Documents, Concealed Recording, Eavesdropping: In the ordinary course of reporting, no staffers shall misrepresent themselves as anything other than representatives of Iconic Youth. In extraordinary circumstances, when an editor judges that the information cannot be gotten in any other way and the value of that information to the readers is important, the editor may authorize a misrepresentation. Staffers may not steal or knowingly receive stolen materials regardless of their importance to a story. Except in situations judged by

an editor as extraordinary, a staffer shall not record an interview or meeting without the interviewee's permission or the obvious placement of a recording device (not hidden) at the start of the interview or meeting in which case the interviewee do not object and are aware of the presence of the recording device. Committing an illegal act to eavesdrop on a source is not allowed. *Please refer to the O.C.G.A. § 16-11-62 handout.

23 Granting & Preserving Confidentiality to Sources: A reporter should not promise confidentiality to a source without the permission of the editor. Confidentiality should only be given if there is a real danger that physical, emotional or financial harm will come to the source if his or her name were revealed. The editor should have all contacts and the source's name before the decision is made. The editor should know of any laws pertaining to confidentiality and disclosure before a decision is made. A reporter should make every attempt to get the same information from another source who agrees to be named since the goal is to attribute all information to a specific source for all stories.

24 Anonymous Sources: Generally, anonymous sources are not used in stories. Information that comes from an unnamed or unknown source should not be used unless it can be verified through another, known source. If two independent sources verify the information and both are unnamed, an editor may decide to publish the information with careful consideration of the need for immediacy and the news value of the information. The source may be identified generally as one associated with an agency to give some degree of credibility to the information. The danger exists that the reader might not believe the information if sources are not given, or worse, readers may be misled; the publication's credibility might suffer—information can be obtained later from a named, verified source that might disprove the information given by the unnamed or unknown sources.

25 No Response from Subject: If the subject of a story does not respond to a reporter's inquiry, the reporter may use the failure to respond in the story. However, use the verb "refused" to respond cautiously because of its connotation. It is often better to use "declined" or "would not respond." If the subject cannot be reached, it is acceptable to say that the subject was not available for comment. The difference between not responding and not available for comment should be clear to the reader.

26 Sources on the Internet: Reporters who use the Internet and e-mail to interview sources should identify themselves as a reporter immediately, and should verify the source's identity with a follow-up telephone call. The source should be told that the information given is for a story. Information from Internet chat rooms and bulletin boards should not be used except as background or if it is used, it should be attributed as "from the Internet." Since some information of the Internet may not be accurate, verification of facts through another source is especially important. A particular concern is information from "user-generated" sites such as Wikipedia, YouTube, blogs, Facebook, and others. While not necessarily inaccurate, such sites allow users to post information and allegations without the due diligence and integrity of editing or fact-checking.

27 Corrections: An inaccuracy is never knowingly published. If any error is found, Iconic Youth is obligated to correct the error as soon as possible, regardless of the source of the error. Clarifications may also be labeled and published in the same manner. For online media, any corrections and clarifications will be prominently displayed on the same page where the original story is located. Even in the age of the Internet, journalism is still regarded as 'the first rough draft of history.' As such, content creators should always keep in mind the impacts their factual errors may have on the future record of a person or event.

28 Ownership of Work: Regardless of whether a staffer is paid or a volunteer, the publication "owns" the published and unpublished work done by staffers if the work was done as a staff assignment. Ownership of unpublished work may revert to the staffer at a certain time if the editor agrees with this arrangement. The publication has unlimited use of the work. The act of voluntarily joining a staff indicates approval of this policy. As is practiced in professional media, readers of the press should be made aware that ownership of reader submissions is taken by the press at the time of submission. Iconic Youth may develop a document transferring ownership to be signed by readers who submit materials for consideration.

29 Separation of Reporting from Commentary: To help readers separate fact-based reporting from commentary—in the form of personal columns, editorials, analysis and similar opinion writing—all commentary should be labeled or somehow clearly and consistently identified as opinion, especially when it is outside the editorial or op-ed section and mixed with fact-based reporting.

30 Influence of Advertisers: Editors should guard against attempts made by advertisers and others in the publication's business office to influence the editorial content of the print or online publication. The editorial staff

reserves the right to make all decisions about any editorial coverage an advertiser may get in the publication, including advertising supplements. Readers should not perceive that an advertiser is getting favorable editorial mention simply because the advertiser has bought space in the publication.

31 Acceptance of Reader Feedback: Editors and reporters should invite reader feedback and participation in the publication. Reaction by readers to what has been published should be invited through all methods of communication: snail mail or paper, e-mail, website discussion boards, phone, fax and in-person visits.

32 Checklist: Through all steps in the reporting process, from conceptualizing the story assignment through information gathering and pre-writing, to writing, editing and final publication, a reporter must answer these questions:

- (1) Why am I reporting the story or this content?
- (2) Is the story/content fair?
- (3) Have I attempted to report all angles?
- (4) Who will the story affect?
- (5) Can I defend my decision to report the story? Can I defend my decision to create this content?

Normally, you as the reporter/content creator will consult with your editor regarding these questions, especially if the answers are troublesome.

GUIDING PRINCIPLES

1. **Original:** Be Prepared to Do It Yourself. Be Unique. Be passionate.
2. **Transformation:** Be Prepared to Change. Encourage dialogue.
3. **Stewardship:** Be Selective. Be Concise. Become a Thought Leader.
4. **Respect:** Be Honest and Transparent. Be Personable. Be Mindful.
5. **Knowledge:** Be relevant to your targets. Have Strategy before tactics. Deliver legitimate value.
6. **Purpose:** Be Decisive and Take Risks.

RIGHTS & RESPONSIBILITIES

You have a solemn duty to be fair and accurate. This means that:

- You always quote people accurately. You never make up a quote.
- You double check. If something doesn't sound right, you go back and make sure. You do not take rumor as fact. You make sure you spell names correctly.

Provided you have lived by the code above, the First Amendment to the Constitution of the United States *protects* you.

TERMINOLOGY

Budget: The various news departments' proposals for what they want to put in XYZ; has to do with space & news, not dollars.

Byline: the name of the writer, appearing at the top of an article. Artists & photographers typically get credits. When the reporter's name appears at the end, it often is preceded by a dash, & is called a signer.

Copy Desk: the desk where articles are edited, headlines & captions are written, newspaper style is enforced & deadlines are either made or missed.

Cutline: a caption. The term comes from the day when engravings or "cuts" were used to make the impression on the page.

Dateline: the city or place designation at the beginning of a story.

Stylebook or Style Sheet: the newspaper's book of rules & policies for handling copy. Can include everything from spelling of local streets to policy for handling profanities & juvenile crime victims.

STYLE SHEET: Consistency in the way names, dates, and titles are written can make the difference between a newspaper worthy of respect and one worthy of laughter. Always follow the style sheet!