

# 2007-2008 Policies for the *Talon* yearbook

The purpose of the *Talon* yearbook is to inform, entertain and provide a historical record of the school year in a journalistic manner. Coverage will include student life, academics, people, clubs, sports, ads, the community and national and local events.

The staff encourages constructive criticism and suggestions before, during and after publication, but reserves the right as the final authority for the content of the yearbook. Content and editorial decisions will be made by the student editors, who are protected by and bound to the limitations afforded by the First Amendment of the Constitution and the various court decisions implementing those principles. No material which is libelous, irresponsible and/or an advocate of illegal activity will be published. No material the editorial board deems in poor taste will be printed.

## CONTENT

The content coverage lasts from the summer before school starts to late February when the yearbook is completed. Events occurring past this date may be included in a printed or video supplement if resources allow for it.

The staff will send a representative to home games and activities and events at the school when possible, but the staff is not responsible for events not publicized or not listed on the official school activities calendar. Any additional events or changes must be given to the staff in writing a week before the event in order to be considered for coverage. Event notifications can be dropped off in Room 1200 or e-mailed.

All attempts will be made to create accurate work. The staff will check name spellings using the school's information listings and have interviews signed by the source to verify accuracy. Any name spelling changes or preferred name requests must be made in writing and delivered to the staff in Room 1200 by Oct. 28, 2007.

## PORTRAITS/PHOTOS

The official school photographer, Prestige/Lifetouch Portraits will make all portrait pictures of students and school employees, which provides the highest quality of reproduction. Seniors are responsible for contacting the photography studio to schedule senior portraits and for attending the scheduled session. The studio is responsible for providing all photos to the yearbook publishing plant in the correct format. Senior portraits must be scheduled with the official school photographer and taken by Sept. 16, 2007 in order to be in the yearbook. The studio will come to the school on Sept. 13 to take a yearbook only picture for seniors.

At least two opportunities will be provided for all students and employees to have their photos taken, however, it is the responsibility of the student/faculty member to attend one of these sittings.

Each student's official grade classification at the end of the second

nine-week grading period will be used to determine portrait placement by grade level or the grade listed by the portrait. A grade level change after this point in time cannot be reflected in the yearbook portrait pages.

If a portrait is deemed inappropriate by staff or administration, the student must attend a retake sitting or his/her portrait will not appear in the yearbook. If a student/faculty member chooses to have the portrait retaken, the retake photo will appear in the book unless eyes or closed or it is in some way deemed inappropriate.

It is the responsibility of the coach/sponsor to schedule team/group photos and get a copy of the photo to the yearbook staff along with the names of those photographed. All photos and names are due no later than Jan. 20, 2008 in order to be published in the yearbook. If individual, group or candid photos have to be replaced due to a student's inappropriate actions, the student will be responsible for paying any production costs incurred to change said photo and is subject to any disciplinary actions deemed appropriate by the administration.

Photos will only be altered to improve technical quality or to achieve a specific artistic effect, i.e. desaturating to black and white, feathering the edges, etc. Any photos changed for any other reason will be labeled as either altered photos or photo illustrations.

## ADVERTISEMENTS

All advertising accepted by the staff must meet the same guidelines as editorial content. Ads for products or services illegal to those 17 years and younger will not be accepted.

The *Talon* yearbook staff discourages senior ads that include boyfriends/girlfriends. If for some reason the couple decides to "break up," photos and copy will not be replaced and the money will not be refunded.

Ad proofs for both senior and business ads may be picked up by the advertiser for evaluation prior to submission. However, the proofs must be picked up and returned with any needed corrections noted by the deadline specified on the ad contract. Ads will run "as is" if proofs are not picked up or returned by the specified dates.

The yearbook staff does not guarantee the safe return of any photos for ads. If these photos are dear to the family, please have them copied before submitting them.

The last day to purchase ad space and turn in ad content is Oct. 26, 2007. An advertising rate sheet and information is available in Room 1200 or on the school website [hhs.lisd.net](http://hhs.lisd.net)

## SENSITIVE ISSUES

Deaths of students or faculty members will be acknowledged with the dates of birth and death beside the regular portrait picture in the people section if a portrait is available and the deadline for page completion has not passed. A portrait with the dates of birth and death will be included in the index if the portrait pages deadline has passed. If the circumstances

of the death require additional coverage, a story may be published.

Space may be purchased for memorials during the year that would have been the senior year at the regular advertising rates.

## SALES/REFUNDS

The sales price of the 2008 yearbook will begin at \$65 and will increase to \$70 on Nov. 13, 2007. (Personalization on the cover costs an additional \$5.) Students who do not purchase a book on or before Dec. 18, 2007 will not be guaranteed to receive a book at distribution. The cost of any books sold at distribution, if any are available, will be \$80, and payments made at distribution must be made in cash. There is no guarantee that extra copies will be available at distribution, and no books will be reserved after Dec. 18, 2007.

The first opportunity to purchase books will be at Fall Open House on Sept. 17, 2007. The books will then go on sale during designated sales periods until Dec. 17, 2007.

Students must show the sales receipt and picture identification in order to pick up a pre-paid yearbook at distribution. No one may pick up someone else's yearbook without a valid receipt. Arrangements for early graduating seniors or those no longer enrolled to pick up yearbooks should be made at least a week prior to distribution by calling 469-713-5183 ext. 2838.

Exchanges may be made for books with major printing flaws if and only if no writing has been done inside the book. If the book is written in, no exchange will be made unless the adviser feels the flaws in the book warrant the exchange.

Because the yearbook is a student production, satisfaction is not guaranteed to the purchaser. Refunds will not be given for minor errors such as poor photo quality, misspelled names, etc.