



Staff Handbook 2013-14

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Available online at <http://iushorizon.com/staffhelp>

1. Introduction

About the Horizon

The Horizon is the student-produced news organization of Indiana University Southeast.

The first newspaper at IU Southeast was started in 1947. For many years, students published a weekly broadsheet printed newspaper, called The Horizon for many years. In 2004, The Horizon added a weekly video newscast. This fall (2013), student editors and the advisers are combining the newspaper and newscast staffs into one news organization, where students will print a tabloid newspaper every other week and publish video and written content to the web almost daily.

While most students who write or produce content for The Horizon are journalism majors taking one of The Horizon classes, any student can join the staff as a volunteer. The Horizon is partially funded by Student Activity Fees, as well as paid advertising.

Mission Statement

The Horizon is the student-produced news organization of Indiana University Southeast. It serves to ethically and fairly inform, enlighten and entertain the IUS community.

Purpose of this Handbook

The Horizon editors and advisers have compiled this handbook in order to create a sense of consistency within the publication as well as professionalism among its staff members. The handbook should help new members get familiarized with the procedures as well as act as a reference tool for all members. It includes a list of policies, procedures, guidelines and style unique to The Horizon. All staff members are expected to read, be familiar with and follow what is outlined in the handbook.

2. Staff Organization

Position Descriptions

The Horizon staff is made up of students enrolled in C327 and J385 classes, volunteer contributors and some paid editors.

Below are titles and descriptions for the various positions on the staff.

Adviser

The adviser(s) assists the editors and staff in making decisions about content, policies, and general operations. The adviser is there to provide advice and instruction, but all editorial decisions remain the responsibility of the editor-in-chief and other editors.

Because many Horizon staff members are receiving course credit for their contributions, the adviser(s) will be primarily responsible for developing grading standards and evaluating students.

The adviser is responsible for all business operations of The Horizon, including managing all finances. This includes deciding on equipment and other operational needs, and working within the university financial system and policies to ensure appropriate compliance. The adviser will consult with editors on relevant business decisions.

Advisers sit on and are voting members of the Publications Board and have the authority to organize a meeting of the board.

Editor-in-Chief

The editor-in-chief of The Horizon is responsible for the overall operations of all facets of student media, through various distribution methods, including print, web, mobile, social media, video, etc. This includes other distribution methods not yet developed. Specific duties include (but are not limited to) the following:

1. Plan and maintain effective staff communications, including organizing regular meetings of all other editors and the advisers, and regularly communicating with the entire staff. This includes running all such meetings (except for

story idea meetings, which are primarily run by the managing editors).

2. Motivate entire staff, and work with other editors and the advisers to create and facilitate an open and inviting environment.
3. Oversee the organization of the staff and assignment of tasks to ensure quality content is being effectively distributed by the deadline to meet overall staff goals.
4. Organize and conduct regular staff trainings, including working with the advisers to develop in-class and out-of-class opportunities for staff development. This includes periodic seminars, organizing trips to conferences, possible summer boot camps, etc.
5. With input from the staff and advisers, develop overall staff goals, and work with the advisers and individuals to create individual goals for each staff member. Periodically assess those goals.
6. Work with the advisers on all budget-related issues. This includes developing and maintaining advertising and revenue-related goals and working with advertising staff to effectively meet those goals. This also includes working with the advisers to order necessary equipment and supplies.
7. Be available and open as a resource for all staff.
8. Professionally and effectively represent The Horizon and its staff as a liaison to other members of the campus community.

Managing Editor(s)

The managing editor of The Horizon is responsible for all the production functions of the various distribution channels used to communicate Horizon content to the campus community. The primary job of the managing editor is to work with other editors and staff members to determine the best distribution method for individual stories. The managing editor is the second in command after the editor-in-chief. Specific duties include (but are not limited to) the following:

1. Assist the editor-in-chief in all assigned duties, and generally act as a second in command.

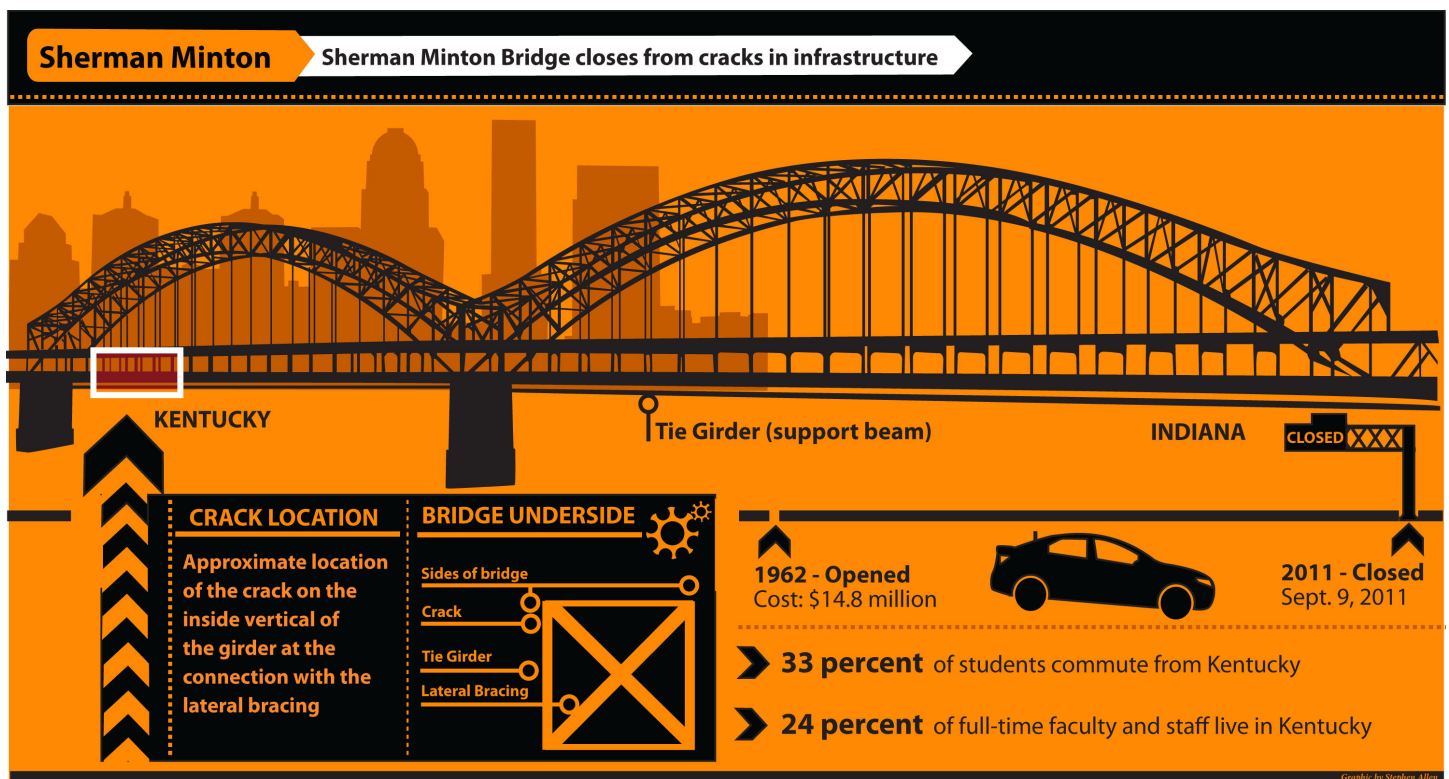
2. Conduct story idea/pitch meetings. Ensure reporters are regularly coming up with ideas. Use strong news sense and creativity to come up with ideas for compelling content. (Much of the expectation for story ideas is placed on individual reporters.)
3. Work with platform editors (print, online, video) to determine best platform for individual stories. Work with those editors to assign reporters to stories. Work with editors to ensure quality stories are being completed and published by the appropriate deadline.
4. Work with platform editors to ensure coordination around all three platforms. Develop plans and coordinate communication for stories that should use cross-platform storytelling techniques.
5. Be primary point person for new staff members to ensure they are not falling behind or feeling overwhelmed. Work with the editor-in-chief and advisers to help support new staff members in whatever ways necessary.

Because online media are the primary distribution channels for video content, this position requires extensive coordination with the video platform editor. Specific duties include (but are not limited to) the following:

1. Work with the managing/assignment editor to determine which content is intended for the online platform.
2. Work with reporters assigned stories for the online platform. This includes regular communication and coaching of those reporters as they work on reporting and writing the stories. Also includes editing of those stories before publication online (the online platform editor has the ability to publish content online).
3. Ensure news, event-oriented and other time-sensitive content is published in a timely manner.
4. Work with print and video platform editors to ensure coordination around all three platforms. Develop plans for stories that should use cross-platform storytelling techniques.
5. Develop and implement social media plans, including scheduling all Facebook and Twitter posts, and work with the advertising/marketing manager and editor-in-chief on any social media marketing plans.
6. Organize and plan for production of mul-

Online Platform Editor

The online editor of The Horizon is responsible for all material distributed through online means, including iushorizon.com and social media. This may include other online media options yet to be developed.



timedia content, and help reporters create multimedia content such as photo slideshows, audio slideshows, interactive maps, interactive infographics, etc.

Video Platform Editor

The video editor of The Horizon is responsible for all material distributed through video, primarily through iushorizon.com but also through other means such as social media. Because online media are primary distribution channels for video content, this position requires extensive coordination with the online platform editor. Specific duties include (but are not limited to) the following:

1. Work with the managing/assignment editor to determine which content is intended for the video platform.
2. Work with reporters assigned stories for the video platform. This includes regular com-



munication and coaching of those reporters as they work on reporting, writing, shooting and production of their stories. Also includes performing a final check of those stories and possibly uploading them (the video platform editor has the ability to publish video content online).

3. Ensure news, event-oriented and other time-sensitive video content is published in a timely manner.
4. Work with print and online platform editors to ensure coordination around all three platforms. Develop plans for stories that should use cross-platform storytelling techniques.
5. Work with the editor-in-chief and advisers to organize trainings for staff members about video techniques, including shooting, writing scripts and editing, among others.

Print Platform Editor

The print editor of The Horizon is responsible for all material distributed through print, primarily the printed version of The Horizon newspaper. The purpose of the print edition of The Horizon is to focus on in-depth content, including features, profiles and stories that are less timely than other content. Specific duties include (but are not limited to) the following:

1. Work with the managing/assignment editor to determine which content is intended for the print platform.
2. Work with reporters assigned stories for the print platform. This includes regular communication and coaching of those reporters as they work on reporting and writing those stories.
3. Oversee layout, design and production of the printed version of the paper (with help from other editors, primary the editor-in-chief and managing editor), as well as individual staff members who express a special interest in designing the newspaper.
4. Work with print and video platform editors to ensure coordination around all three platforms. Develop plans for stories that should use cross-platform storytelling techniques.
5. Work with the editor-in-chief and managing editor to develop plans to encourage staff members to write in-depth enterprise stories.

Advertising & Marketing Manager

The advertising/marketing manager is responsible for advertising operations of the newspaper. This person will also work with the editor-in-chief to develop strategies to promote The Horizon and its various platforms. Specific duties include (but are not limited to) the following:

1. Be the primary ad salesperson for The Horizon.
2. Work with the editor-in-chief to reserve space in various platforms for advertising.
3. Work with the advisers to ensure effective and timely billing of advertising.
4. Work with the editor-in-chief to develop marketing strategies to promote The Horizon and its platforms to the campus community and other audiences.

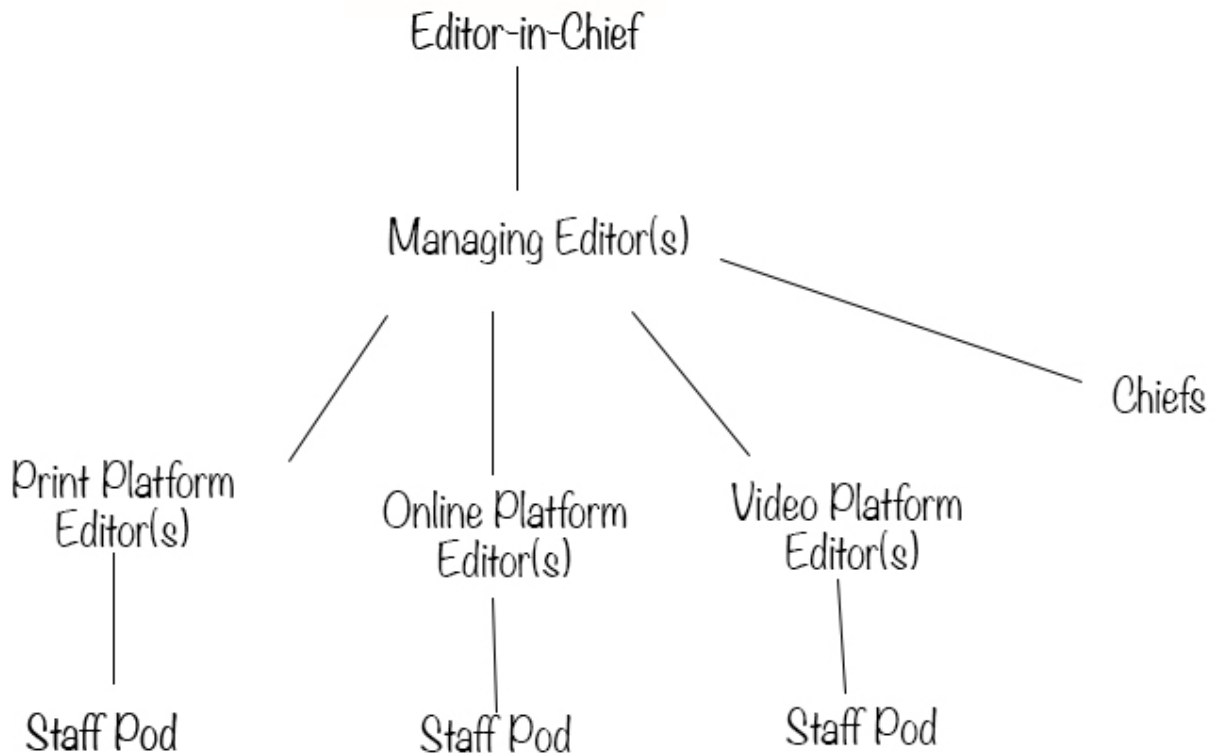
Chief Photographer

(if one is appointed by the editor-in-chief and managing editors)

As a modern newsroom, the goal of which is to prepare students for a multimedia-reporting environment, all reporters are expected to shoot their own photos for the vast majority of stories. However, some stories may require additional photographic resources or expertise. The chief photographer will be responsible for working with content editors and reporters to determine when such need exists, and this person will be responsible for providing such advanced photography skills. Specific duties include (but are not limited to) the following:

1. Work with the managing/assignment editor and platform editors to determine which stories require advanced photography.
2. Work with reporters to determine best ways to cover such stories, and be the primary photographer for those advanced projects.
3. Work with the editor-in-chief and advisers to develop photography-related training for staff members.

The Horizon
Chain of command



Chief Copy Editor

(if one is appointed by the editor-in-chief and managing editors)

A chief copy editor will be responsible for ensuring clean and fact-checked copy appears in all platforms. Specific duties include (but are not limited to) the following:

1. Ensure all copy is written with correct grammar, spelling, punctuation and style.
2. Work with platform editors to develop best protocol and workflow.
3. Work with the editor-in-chief, managing editor and advisers to update the Horizon Style Guide.
4. Work with the editor-in-chief and advisers to develop training programs for staff members to improve copyediting and fact-checking skills.

Staff Reporter

Each staff reporter will be responsible for covering various stories of interest to readers/viewers of The Horizon's various platforms. Normally during the course of a semester, staff reporters will rotate among the different platforms. Specific duties include (but are not limited to) the following:

1. Develop regular story ideas, and report/write/produce stories as assigned by supervising editors.
2. Propose/develop enterprise/in-depth stories. This requires multi-tasking and the ability to work on several projects at the same time.
3. Responsible for turning in accurate and error-free content, reported ethically, and written/produced in a manner that best tells the story.

Compensation

Only editors and advertising sales staff are eligible to be paid. Such decisions are made on a case-to-case basis through consultation with the adviser.

Grading

Because C327 and J385 are required courses for journalism majors and minors, many students who produce content for The Horizon receive a grade for their contributions. Grades are determined by the adviser(s), who also serve as instructor(s) for the courses associated with Horizon work. Grades will be

determined by procedures set forth by those advisers/instructors.

See the syllabus of the appropriate class for more information on how grades are calculated.

Hiring of Editors

Editors are chosen through an application and interview process that occurs at least once a year. Individual interviews are conducted with, and decisions are made by, The Horizon Publication Board. The board consists of current and past editors and advisers as decided by the current adviser and editor-in-chief. Anyone interested in becoming an editor may apply.

Other supervisory positions, such as chief photographer, are appointed as needed by editors based on hard work and talent.

Termination of Staff & Editors

Working for The Horizon is a privilege, and that privilege can be revoked.

Students enrolled in the C327 or J385 class who repeatedly fail to comply with policies and procedures may lose ability to have their work published and may face grade penalties as determined by the adviser and course policies. Additionally, violations of academic dishonesty policies, such as but not limited to fabricating or plagiarizing a story, may be subject to campus disciplinary guidelines.

Student editors are expected to fulfill their duties as outlined in this handbook. Failure to do so could result in termination. Editors may be demoted or removed from staff upon a decision of the Publications Board. If the situation arises where an editor is normally a member of said board, the editor must recuse him/herself from such proceedings. If a staff member has concerns about an editor, he/she should contact the adviser, who may call a meeting of the board.

3. Newsroom & Equipment

Equipment Available for Checkout

The Horizon has a limited supply of photography and videography equipment that can be checked out for use on official Horizon assignments. This includes:

- Two digital SLR (manual) cameras, along with various lenses.
- Four HD video cameras.
- Two large, professional-grade video cameras (SD)
- Various microphones, both handheld and tie-clip, that can be used with all video cameras.
- Various tripods that can be used with still or video cameras.

Note that most equipment requires at least a minimal amount of training to use properly. See the editors or advisers for any questions you have about using the equipment.

You are encouraged to use personal equipment whenever possible, especially with still photo assignments. While smartphone cameras might be useful in limited circumstances (e.g., outdoor photos with plenty of light, photos that would be used primarily online and not in print), many situations require more advanced equipment. The adviser can provide recommendations if you plan to purchase your own equipment.

Equipment Check-Out Policies

If a staff member needs to check-out equipment in order to complete a story, he/she must see an editor or adviser to do so. Equipment may be used only for a story. The Horizon has a limited inventory of equipment and therefore it must be returned promptly by its due date. All staff members are expected to treat the equipment with the utmost care and respect.

Any malfunctioning or damaged equipment should be immediately reported to the adviser and editors. Staff members are responsible for any broken, damaged or lost equipment, which may include paying for repair or replacement.

Newsroom Location/Hours

The Horizon newsroom is located in University Center South, room 020. It includes a small video studio and an office with computers. Cameras and other video equipment are available for checkout for use on Horizon assignments. Horizon members are expected to behave respectfully and professionally while in the newsroom. All are expected to clean up after themselves.

The Horizon newsroom is available for use by anyone on The Horizon staff. Only editors are issued keys to the newsroom. Staff members can access the room at any time an editor is available. If no editors are present and a staff member needs to gain access, the member should contact an editor or an adviser.

Supplies

When staff members see supplies running low in the newsroom (e.g., printer paper, toner, batteries, etc.), they should contact the adviser. Supplies, which are funded by The Horizon account, will be restocked as soon as possible.

Technical or Equipment Problems

Any technical problems with computers or any other equipment should be reported to the editor-in-chief and the adviser immediately. Staffers should not independently call IT about a technical issue without first reporting it to the EIC or adviser.

4. Staff Policies

Attendance at Class Sessions & Staff Meetings

Regular staff meetings are held Mondays and Wednesdays from 4:15 to 5:30 p.m., during the class time scheduled for the C327 and J385 courses. All Horizon staff members are expected to be on time and present for all meetings. You must alert an editor or adviser if you must miss a meeting. Habitual tardiness or absences will result in potential disciplinary action, which includes possible grade penalties and removal from The Horizon staff.

Conflicts of Interest

Staff members are expected to be aware of situations that may present potential conflicts of interest. Examples of such conflicts may include, but are not limited to, covering a campus group to which a staff member belongs or using one's roommate as a source. Staffers are expected to avoid such conflicts and declare to an editor when such potential conflicts exist. Staff members are prohibited from covering or making news judgments about family members, close friends or anyone else they have a close relationship with.

Note that this policy is not meant to discourage The Horizon from covering legitimate stories about individuals or groups that are close to individual Horizon staffers; it just means that those stories must receive additional scrutiny in how they are assigned and edited to avoid conflicts.

Contests

The Horizon is a member of several collegiate press associations and regularly submits work to the contests offered by those organizations. The Horizon top editors, usually the editor-in-chief and managing editor(s), in consultation with the platform editors and adviser(s) will decide which contests to enter and what material to submit. Awards presented to the publication as a whole are the property of the publication. Individuals who win awards retain ownership of those awards, though from time to time The Horizon may ask for a copy to be made to showcase in the newsroom or elsewhere.

The Horizon may also develop internal contests/awards to motivate and reward staff members for high-quality work. The organization of such internal contests is up to the top editors in consultation with the adviser.

Ethics

In addition to the policies set forth in this handbook, The Horizon follows the guidelines set forth in the Society of Professional Journalists' Code of Ethics:

- **Seek Truth and Report It:** Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.
- **Minimize Harm:** Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.
- **Act Independently:** Journalists should be free of obligation to any interest other than the public's right to know.
- **Be Accountable:** Journalists are accountable to their readers, listeners, viewers and each other.

See the full SPJ Code of Ethics, reprinted in the resources section of this handbook.

Gifts/Free Tickets

No member of The Horizon should accept any sort of compensation or any other sort of gift item from a source or organization. If free tickets or passes are available for press to attend an event for legitimate news purposes, Horizon staffers may accept them only with prior permission from the editor-in-chief or managing editor.

If someone offers to buy an advertisement if we cover them in a story, staffers should tell that person that news decisions are made separately from advertising decisions.

In all these respects, accepting gifts or ads in exchange for favorable coverage reflects badly upon not only the reporter but also the entire Horizon organization.

Ownership of Work

No matter whether a staffer is enrolled in a Horizon-producing class, is a paid editor, or is a volunteer, all work produced by that staff remains his or her intellectual property. However, as a member of The Horizon, the staff member grants The Horizon (including all of its platforms now used and those developed in the future) an unlimited, unrestricted, perpetual license to use any work created for publication in The Horizon.

Plagiarism/Fabrication/Academic Dishonesty

Plagiarism is strictly prohibited. For the purposes of this policy, plagiarism is defined as the word-for-word duplication of another's writing without attribution that is outside of direct quotes. Additionally, The Horizon requires that all information be attributed; examples include:

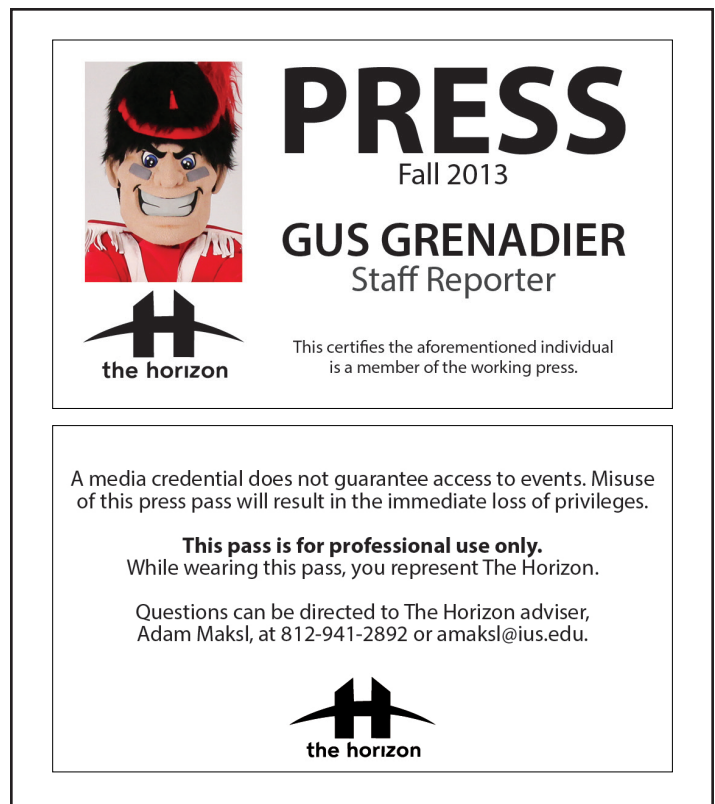
- Direct (exact) quotations
- Paraphrased information
- Summarized information
- Ideas, opinions, or thoughts about what particular facts mean
- Any fact that is not common knowledge (Common knowledge is defined as some piece of information that is widely available; for example, the fact that Barack Obama was elected president in 2008 is common knowledge.)

Fabrication is defined as the creation of imaginary characters or situations, including the use of composite characters. Such behavior is strictly prohibited in all journalistic work for The Horizon.

A journalist's chief asset is his or her credibility, and one of the quickest ways to lose credibility is to plagiarize or lie. It's also an easy way to lose a job. In this class, plagiarism or fabrication will result in severe penalties, up to and including removal from The Horizon staff and failure of The Horizon course. It may also be considered and punishable as a violation of the IU policy. See the IU Code of Student Rights, Responsibilities, and Conduct (<http://www.ius.edu/studentaffairs/codeprocedures.cfm>).

Press Pass/Identification

All Horizon staff members will be issued a press credential at the beginning of each semester. The



press pass is meant to provide, when needed, proof of official affiliation with The Horizon. The pass may only be used to assist in official newsgathering activities, and staff are expected to act professionally and ethically when using the pass.

Horizon staff members should always introduce themselves as journalists and members of The Horizon staff, and under no circumstances should mislead sources by intentionally withholding this information.

Professionalism

Horizon staff members are expected to act professionally at all times when on the IUS campus or interacting with the IUS community, especially when conducting official Horizon duties. Staffers should consider how their conduct might be perceived by others and how such perceptions can affect the credibility of The Horizon. Professional expectations include, but are not limited to, the following:

- *Dressing appropriately.* For example, if a staff member is interviewing the chancellor, the staff member should wear professional clothing, such as slacks and a button-up shirt and tie, not a t-shirt and jeans.
- *Being prompt.* Show respect for your col-

leagues' and your sources' time by showing up for meetings on time or early. Avoid arriving late or missing a meeting, but if you must, make sure to keep whomever you are meeting informed of such circumstances. This includes all class/staff meetings, in which you are expected to inform your immediate editor and the adviser(s) of your absence.

- *Being respectful and attentive.* During meetings, avoid seeming distracted by constantly checking your phone, etc.
- *Following procedures and guidelines.* Follow staff procedures and guidelines, as well as common practices of good journalism as learned in classes. When you are unsure, ask an editor or adviser, and follow that advice.
- *Keeping promises.* Do what you say you will do. Follow through with all promises made to colleagues and sources.

tors and adviser at the beginning of each term. Staff members should use their IUS email; if they do not regularly check that address, they should set up that account to forward to one they do regularly check.

It is important that you regularly check email and voicemail, and more importantly, that you respond in a timely manner, meaning no longer than a day.

Staff Communications Policies

All staff members are expected to provide updated email addresses and cell phone numbers to the edi-



5. Editorial Policies

Accuracy

All work submitted for publication at The Horizon will be checked and rechecked for accuracy. Under no circumstances should information ever be assumed; reporters and editors should check all facts.

This includes checking the spelling of names and accuracy of titles/majors. Students' names and majors and staff/faculty names and titles should be checked against the directories available in The Horizon newsroom.

Advanced Viewing

The Horizon does not allow for sources to read full stories before publication. However, reporters are encouraged to share individual facts and/or quotes with sources for the sole purpose of ensuring accuracy.

Anonymity/Confidentiality

The Horizon does not allow the use of anonymous sources. However, if it is absolutely necessary for the story, an exception may be made. An anonymous source should only be used if the source would be at risk of any sort of harm by revealing his or her identity. If an anonymous source is used, information from the source must be confirmed by at least one other credible source. The staff member and editor should have the facts and sources' name before approval of confidentiality. Staff members must not promise confidentiality without the prior consent of the editor-in-chief.

Controversial/Sensitive Topics

The Horizon may cover topics generally considered to be controversial. The controversial nature of a story should not, in and of itself, be an element used to encourage nor discourage coverage. Stories should be evaluated on their newsworthiness and benefit to the IUS community.

The editor-in-chief will make the final decision on such material, taking special care to ensure legal issues, such as libel and invasion of privacy, and various ethical issues are considered. The editor-in-chief

is encouraged to consult the adviser(s) in such situations.

Corrections

The Horizon staff strives to be truthful in all reporting, and appropriate steps are taken throughout the editing process to ensure information is checked thoroughly for accuracy. If a mistake is made, we will promptly correct it. In print, corrections will be made in the next issue, to be placed in a regular and prominent place, such as an op-ed or news page. For errors online and in videos, corrections will be made to the original piece when possible, but the online post will have an editors' note explaining to readers what had been changed, when it had been changed, and why.

Crime Coverage

To ensure accuracy and avoid potential libel claims, stories involving crimes should be handled with extra care:

- *Arrests vs. charges:* The police arrest people; prosecutors charge them. When reporting an arrest, do not use the word "charge" unless you have independently verified with the prosecutor's office that charges have been filed. If reporting an arrest, say "arrested on investigation of operating a vehicle while intoxicated" instead of "arrested for drunk driving." The latter suggests guilt and uses non-official terms for the offense. In general, stick as close to the terms from the police report as possible.
- *Attribution:* Reporters and editors should take extra care to ensure all information in crime stories is carefully attributed. Information obtained and clearly attributed to official government documents, such as police reports, are generally protected from libel claims.
- *Any identification of an individual* as a suspect in a crime story should come from a public record.
- *Identifying victims:* The Horizon omits the names of crime victims from stories unless there is journalistically sound reason for inclusion (e.g., the victim is a prominent public

figure, the victim wishes for his/her name to be published, etc.). This includes omitting the names of those listed in the Police Blotter who have filed police reports.

- *Police Blotter:* The Horizon regularly monitors the daily police log of the IUS Police Department and publishes a listing of incidents. The Horizon will publish names of those arrested on investigation of committing a crime, as that information was true at the time of publication. Updates will be made in online versions of the Blotter should the staff be informed of changes (e.g., if charges were filed, dropped, etc.).

Deaths

If a current IUS student or faculty/staff member dies, The Horizon will publish an obituary on its website. This will normally include basic biographical information and usually be just a few paragraphs long. The purpose of these obituaries is to inform the campus community of the death.

The Horizon may report more information about

a death in another story if the story includes other elements of newsworthiness.

Generally, The Horizon will not cover suicides that occur outside of the public's eye; those that occur in public or involve public figures may be covered. This is done out of respect for the family, as well as the fact that many suicide prevention experts suggest that suicide coverage may lead to other suicides.

Above all else, stories about deaths should be handled with extreme care and respect, and they should balance the public's right to know with the privacy intentions and rights of the deceased's family.

Letters to the Editor

The Horizon accepts Letters to the Editor, but is not required to print/publish them. Letters to the Editor must be signed, include students' major and class standing or faculty's title, and be fewer than 300 words. Letters may be submitted by e-mail or to the newsroom. The Horizon reserves the right to edit for brevity, grammar and style, and may limit frequent letter writers.



Libel

Libel is, simply, the publication of false information that causes damages to an individual. While the burden of proof is high for a plaintiff to prove libel, the best thing a journalist can do to avoid having to defend against such a claim is to make sure all information is thoroughly fact-checked and edited. This means, quite simply, double-checking facts with multiple sources. The general rule is, "Trust, but verify." Also, giving opposing sides of an issue the opportunity to respond shows an attempt to get at all sides of the truth.

No Response from Subject

If a potential source is vital to a story but does not respond to a request for an interview after repeated attempts, the reporter may write that the source "did not respond to interview requests" or "could not be reached," depending on the context. Avoid the "refused to respond" phrase because of its connotation.

Online Comments

All comments, excluding spam, are automatically approved on The Horizon website and social media pages. However, The Horizon reserves the right to delete comments that are defamatory, obscene or contain racial slurs/derogatory terms.

Photography Guidelines

Photography and videography in The Horizon should receive the same scrutiny as written work. The Horizon does not stage or re-enact events. Doing so would constitute fabrication and would be a severe violation of The Horizon ethics policies. Photographers may direct subjects only in studio work, such as portraits. Such work should normally be labeled in the publication as a "photo illustration."

Additionally, The Horizon does not publish photographs that have been digitally altered beyond making minor adjustments (e.g., color and exposure correction, removal of dust/scratches, etc.). More substantial digital alterations must have a journalistic sound purpose, and the published product should be labeled in the publication as a "photo illustration."

Privacy

The Horizon respects individuals' rights to privacy, and will therefore avoid reporting on any details of one's personal life that would be offensive to an ordinary person and would serve no legitimate concern to the public. In general, the reporting of private information can be legitimate if the information is newsworthy and serves a public interest. If such information is to be reported, the decision will be made by the editor-in-chief in consultation with the adviser(s).

In practice, Horizon staff members should refrain from doing any reporting that would intrude upon people in a place where they have a legitimate expectation of privacy.

- Don't go onto someone else's property without permission. Being a member of the press gives you no special access to someone's property.
- Don't lie about who you are or try to go "undercover." Always identify yourself as a journalist.
- Don't use technological means to gain entry (e.g., using a telephoto lens to shoot a photo into someone's home) or record "undercover" (no hidden cameras).

You may record interviews, but you should ask permission of the interviewee.

Profanity

The Horizon's primary audience is made up of adults, especially college students, and profane and vulgar language (i.e., swear words) are part of the everyday vocabulary. However, these words are generally not included in professional writing.

The Horizon may, from time to time, publish these words if the editor-in-chief and other editors believe using such words are vital to telling part of a story, such as accurately portraying the reality of a situation. When making such decisions, editors should consider that inclusion of such words might overshadow other, more important parts of a story.

Using such words should have a journalistic valid purpose and not be done for shock value.

Racial, Ethnic, Religious, Sexual Orientation & Other Group Identifiers

Group identifiers based on race, ethnicity, gender, religion, sexual orientation, etc. should be used only if relevant to the story. This should be done with exceptional care to ensure that such identification does not perpetuate stereotypes.

Consult guidelines published in the Associated Press Stylebook, as well as the stylebook supplements of professional organizations such as the National Association of Black Journalists (<http://www.nabj.org/?styleguide>), the Asian American Journalists Association (http://issuu.com/aaaja.org/docs/aaaja_stylebook_revised), and the National Lesbian & Gay Journalists Association (<http://www.nlgja.org/resources/stylebook>).

Sourcing & Verification

Most Horizon stories require at least two sources, preferably three. Stories with fewer than two sources will either not be published or will be published under the byline "Horizon Staff Reports." Exceptions can be made by an editor.

Those sources should complement each other. For example, many stories should strive to have involved, uninvolved, and official sources:

- **Involved:** Those involved directly with an issue; maybe activists or academics who are intimately involved and knowledgeable (even an expert) about the topic.
- **Uninvolved:** People who would be affected by an issue but don't necessarily have an agenda to push. Average people.
- **Official:** Government or business people who drive the action of a topic.

Whenever possible, stories should mix together human and documentary sources. Don't get the same sources, either. Strive for diversity (race, ethnicity, gender, rich/poor, various majors, traditional student/non-traditional student, liberal/conservative, etc.) in sources.

All sources should be primary sources; staffers should avoid directly citing secondary sources (e.g., another news outlet, Wikipedia, etc.).

Above all else, Horizon reporters should practice the discipline of verification. As the saying goes, "If your mom says she loves you, get another source." You should work to verify as many facts as possible with independent sources.