



**Lowry Multimedia  
Communication  
Policy Manual  
2021-2022  
The Brand &  
Winnada**

## **Location**

The Lowry High School Lowry Multimedia Communication is located on the Science Building Lowry High School in room 305.

The Lowry High School website can be accessed at [lhs.hcsdnv.com](http://lhs.hcsdnv.com)

The online newspaper's website is [lowryhighschool.com](http://lowryhighschool.com)

## **Contact**

Lowry Multimedia Communication may be contacted by mail at  
5375 Kluncy Canyon Road  
Winnemucca, NV 89445  
775-623-8130

To reach the Lowry Multimedia Communication staff by email, contact an adviser at [respinola@hcsdnv.com](mailto:respinola@hcsdnv.com)

## **Purpose**

- Lowry Multimedia Communication will publish Winnada, the school's yearbook, the print and digital versions of The Brand (the school newspaper), the online version of The Brand ([lowryhighschool.com](http://lowryhighschool.com)), update and publish content for Lowry High's YouTube channel, LowryHigh on SnapChat, LowryHigh on Twitter, LowryHigh on Instagram, Lowry High on Facebook and TikTok. These media outlets are designed to serve the total school community. The publications and videos provide staff members with independent writing opportunities and with hands on/real life experiences. Writing is based on a wide variety of research for a broad and often critical audience. The experience often demands responsibility, cooperation and a great deal of professionalism. Business skills are also learned through selling advertising.
- Lowry High Online and The Brand serve their audience with accurate and factual reporting on significant aspects of school life and subjects of concern to its readers. As an independent observer, the publications should use their unique access to news and a broad perspective to lead the school community toward constructive accomplishments. Lowry Multimedia Communication videos will entertain audiences through clever, creative approaches to writing, photography, design and coverage.
- Lowry Multimedia Communication has a goal to reach the high school community with a professional yearbook and interesting, timely articles that will enhance the surroundings and purpose of the educational experience.

## **Coverage**

- It is the responsibility of these publications to cover school, city, state, national and international events and issues that affect or concern the campus, its students or its readers in a non-bias manner.
- Lowry Multimedia Communication will attempt to cover all aspects of the school; however, coverage will depend greatly upon an item's news value (how important or interesting it would be to the majority of the school population). Publication editors and the adviser will determine the news value of all material.
- Lowry Multimedia Communication publications will clearly identify sources of news, except when it is necessary to uphold the journalist's privilege of protecting the identity of sources. When in such case, the journalist must reveal the source to the editor or adviser, who will determine if the source is credible.
- Lowry Multimedia Communication publications will avoid sensationalizing news and events. Lowry Multimedia Communication Publications do not invade personal privacy or print material that might be embarrassing or degrading to any individual or group.
- All editorial or opinion content must be supported by sources of facts. At no time will an editorial attack a person. Only policy related material may be published.

## **Frequency & Format**

- The Brand is published three times a school year
- The Brand is the responsibility of the Lowry Multimedia Communication-newspaper class offered by Lowry High School – Humboldt County School District
- Videos are published by Lowry Multimedia Communication and will be posted every 3-6 weeks.
- Lowry High Online is updated daily and weekly

## **Audience**

Lowry Multimedia Communication publications are written primarily for the 900+ students who attend Lowry High School. Secondary audiences include:

- Other schools in the district
- Faculty, Staff, Administration of Lowry High School
- Advertisers
- Parents
- School Board Members
- Other school journalism programs

## **Responsibility for Accuracy and Objectivity**

- Lowry Multimedia Communication publications endeavor to correctly spell names and make accurate class and position identifications. Names of students, faculty, administration and other sources must be checked for accuracy by the writer.
- The editor or adviser is not responsible for inaccuracy in presenting names within a story.
- All facts must be verifiable. All quotes are subject to verification by the editors and/or adviser. Any story containing false quotes will be discarded in its entirety and the writer will be placed on discipline probation.
- Most of what is published is the work of individual's. The staff and adviser are responsible for all material which appears in Lowry Multimedia Communication publications. Administrators may, according US Supreme Court precedent, control content prior to publication, and may offer advice on sensitive issues and will offer criticisms that are warranted following publication.
- Lowry Multimedia Communication publications strive for the highest standards of accuracy, integrity, completeness and careful research in its presentation of material that time allows. Since there are deadlines to meet, however, Lowry Multimedia Communication publications will go to press with the facts as they stand on deadline. The staff therefore assumes responsibility for the accuracy of these facts.
- Rumor, gossip or innuendo are not, nor will they ever be, the basis for any story appearing in Lowry Multimedia Communication publications.
- No member of Lowry Multimedia Communication staff will accept any free gifts, considerations or passes that might compromise the integrity of the Lowry Multimedia Communication's publications or the objectivity of its reporters.
- All copy must conform to the Lowry Multimedia Communication's Stylebook. When the Lowry Multimedia Communication's stylebook does not have the answer, consult the AP Stylebook.
- When an error merits a proper correction, as determined by the editor or adviser, it will be promptly published in the next social media post or publication.
- Website sources used must be accredited and approved by the editor and/or adviser. Any source used must be cited within the story and proper permission must be obtained from the source.

## **Academic and Behavior Expectations for Lowry Multimedia Communication Students**

- Staff members are expected to maintain high standards in academic performance and behavior and to serve as positive role models for the student body.

- Staff members who do not meet these standards are subject to school disciplinary consequences and staff consequences including probation and dismissal.
- Any student member of an extracurricular organization or campus club (e.g. journalism/band/dance team/cheerleader/athlete/student council, etc.) representing themselves, or their organization, through electronic media (i.e. websites, personal home pages, blogs, text messages, chat rooms or similar websites/files accessible through a server or internet), or using electronic communication devices (i.e. camera phones, digital photos, electronic descriptions) in such a way as to cause school officials to reasonably anticipate substantial disruption of or material interference with the activities of the organization or school will be subject to the disciplinary actions determined by appropriate school officials and/or organization sponsors/directors/coaches, including probation or dismissal from the organization.

### **Time Commitment for Lowry Multimedia Communication Students**

Lowry Multimedia Communication is a time-consuming activity and it is the responsibility of each staff member to be present at each activity and perform to the best of his/her ability. Because of the many hours involved in creating ads, designing pages, researching, reporting, photographing and recording, and covering events, other school and non-school activities may have to be limited. It may not be feasible, nor in the best interest of the student, the staff, or the school for a student to be a staff member (especially editors and aspiring editors) and hold another major position which requires major time expenditure. The adviser will review school participation conflicts in an attempt to solve the problem while considering the best interests of the individual, as well as the interests of the Lowry Multimedia Communication staff and other school organizations. Everyone must share equally in the behind the scenes work, as well as the covering all school events. It is sometimes difficult for staff members (particularly editors) to have after school jobs because of the time required outside of class. If a student does have a job, missing a deadline or work day because of work will be considered an unexcused absence. The responsibilities of being on the Lowry Multimedia Communication staff and consequences for not meeting responsibilities are assumed at the time the selected staff is announced.

### **Attendance/Work Days outside of class time**

- Be here physically and mentally every day. If you are absent, see the adviser for missed work, **ESPECIALLY IF YOU ARE ON DEADLINE.**
- Contact the adviser if you will be absent for an extended period.
- Because all deadlines and assignments are announced ahead of time, an absence does not excuse a student from meeting a deadline.
- Work should be emailed to the adviser or submitted via Google Drive.
- Attendance at work day sessions is required unless you are excused by an adviser (not when you think you're done).
- All editors must attend all work days.
- Work days before major deadlines.

### **Bylines, Ownership, Copyright**

- Any full length story that includes original reporting will carry a proper byline.
- Any art or photo will carry a credit line.
- Any story which expresses an author's opinion or analysis will carry a byline and a standing column head to indicate the story represents an individual opinion.
- All content (written, photos) published belong to Lowry Multimedia Communication and cannot be reproduced without permission.
- Photos and stories published in Lowry Multimedia Communication publications will not break any copyright laws.

### **Advertising in Lowry Multimedia Communication Publications**

- The purpose of advertising is to raise money for the class by bringing the buyer and seller together, thus making it a vital part of Lowry Multimedia Communication publications.
- Lowry Multimedia Communication reserves the right to refuse any advertisement that makes reference to products, services, substances or paraphernalia that are illegal to minors or deemed inappropriate to the community.
- All ads are subject to review by the school administration, adviser and Lowry Multimedia Communication staff.
- All staff members are required to solicit ads.
- When soliciting advertising, staff members will dress and act in a professional manner.
- The editors and Lowry Multimedia Communication students will set advertising prices at the beginning of a school year.

#### Distribution

- Approximately 200 copies of The Brand are published three times a year
- The Brand is distributed by Lowry Multimedia Communication staff members and is free.
- All advertisers will receive a complimentary copy of each The Brand.

#### Scholarship/Service Award funds

- Money collected may be used for a scholarship to graduating. Applicants must submit an application and meet certain requirements to receive a service award.
- Funds are awarded through surplus advertising money.

#### Use of Equipment

- All equipment is strictly for Lowry Multimedia Communication use only (computers, cameras, lenses, batteries, etc) Students must obtain permission from the adviser for other purposes.
- No outside organization may use Lowry Multimedia Communication equipment, unless approved by the adviser.
- All equipment used must be properly checked out through the adviser.
- Students are responsible for condition of equipment and must pay for any damage in full.

#### Prohibited Materials

- Students cannot publish or distribute libelous material. Libelous statements are provable false and unprivileged statements that injure an individual's or business's reputation in the community including the following:
  - A public official who holds an elected office or appointed office.
  - A person who is known for personal achievements.
  - School employees.
  - Students, staff or faculty members.
- Students are prohibited from publishing materials that are obscene. These include but are not limited to:
  - Sex.
  - drugs and alcohol.
  - gang activities.
  - profane language.
  - illegal/inappropriate activities and behaviors.
- Students are prohibited to publish or distribute materials that will cause a material and substantial disruption of school activities that include but are not limited to:
  - seizures of personal property.
  - strikes.
  - school boycotting or walk-out.
  - fights.
- Students are also prohibited from distributing or publishing any of the following materials:
  - racial/ethnic slurs.
  - slander/libel.

- racial remarks or undertones.
- violence or threat thereof.
- anything that lacks serious literary, artistic, political, or scientific value.

**Social Media/Web Policy**

- Students are responsible to know the full “social media policies” manual/contract.

**Online Take Down**

- Only the writer/photographer, editor, adviser or principal has the right to remove a story from the online edition.
- Stories will only be spiked for factual errors or violations of this policy.
- A letter of “request of removal” for a story can be submitted to the adviser ([respinola@hcsdnv.com](mailto:respinola@hcsdnv.com)) and will be considered on an individual basis.

## Course Syllabus for Lowry Multimedia Communication-The Brand

### Contact Information:

Name: Ron Espinola  
Phone: 775-623-8130  
Email: [respinola@hcsdnv.com](mailto:respinola@hcsdnv.com)  
Room #: 305  
Website: [respinola.com](http://respinola.com) and [lowryhighschool.com](http://lowryhighschool.com)

### Course Objectives and Description:

This course introduces students to various media technologies used in business for digital communications. Areas of study will include website development, user interface, video, photo, written content, social media networking, and front-end design. Practices incorporate an appreciation of alternative and culturally diverse perspectives essential in business communication. The appropriate use of technology and industry-standard tools and techniques is an integral part of this course. Students produce the yearbook (Winnada), manage and produce content for Lowry's social media accounts and will produce the student newspaper for Lowry High School, both print and internet versions. Students will be required to attend activities outside of class and must meet deadlines. Work on weekends and breaks is required in order to meet deadlines. Class size will be limited.

This class will focus on using a range of technology tools for varied purposes such as creating and maintaining an up-to-date "student friendly" Lowry High webpage that includes video highlights of clubs, sports, teachers and students. Student editors will also use YouTube to publish video projects, and have access to social media sites such as the The Lowry High Facebook page, the LowryHigh Twitter handle, the LowryHigh Instagram page, and the LowryHigh SnapChat (editors will follow strict guidelines and social media sites will be subject to filters). Students will adhere to digital citizenship and learn the impact of their own digital footprint.

This student-driven class trains the publication staff in various aspects of publishing, including news writing, feature writing, editing, layout and design, interviewing, marketing and advertising skills, and a study of associated media. This class does require self-motivation and the ability to meet deadlines. It can include work outside the framework of the class schedule. This class requires a spring application and acceptance by the adviser for students interested in the class

1 Credit

Grade Level: 9-12

Prerequisite: Instructor Approval

### Materials/Supplies:

Paper, pen/pencil, notebook. E-mail account accessible from school. Personal social media accounts.

### Textbook and other resources:

1. Text: Journalism Today
2. Software: Chrome, Dreamweaver, InDesign, Adobe Photoshop, Premiere, Encore, Audition, AfterEffects, social media apps (SnapChat, Twitter, Facebook, YouTube, Buffer, Facebook, Instagram, TikTok).
3. Assignments are posted at Mr. Espinola's website (<http://respinola.com>) and Google Drive.

### Class Procedures:

- Students should be in their seats and ready to work when the tardy bell rings.
- Students are expected to work the entire class period. Students that finish early need to bring other material.
- Students are expected to do what they are told; the first time.
- Discipline
  - Verbal warning.
  - Referral to office.

- No electronic devices of any kind are permitted to be used in class without the express permission of the teacher.
- NRS 388.135 Anti-Bullying Legislation is available for your review at: [www.hcsdnv.com](http://www.hcsdnv.com)

### **Camera/Equipment Checkout**

Cameras must be checked out to an individual student. Students are expected to keep camera and other equipment secure and in good working order while in their care, and replace or repair equipment when they have been negligent. If a camera is lost or damaged while in your care, you must submit the cost of repair or replacement within 30 days from the date you checked out the camera. This includes cameras broken in car accidents and other incidences covered by insurance. It is your responsibility, not the school's, to seek reimbursement from the insurance company in such cases.

### **Grading:**

Students will accumulate points throughout the nine weeks. Students must submit work to the teacher electronically. Work will be edited and returned until it is completed well enough to post online or to be included in the yearbook or print edition. For an assignment to be on time, the final draft, not the rough draft, must be submitted by the deadline. Therefore, students must submit work early enough to have time to complete the editing process. Points will come from the following categories, and will be based on the following percentages. Percentage grades follow the school policy but are weighted as follows:

- Weekly Production/Articles 50%
- Assessment (Yearbook deadlines, Print Edition, Video Projects) 50%

### **Plagiarism**

Plagiarism will not be tolerated. If I find that you have used another's work, whether it's another student, something off the Internet that you have not cited, or any other source, you will receive a zero on the assignment. I will be randomly checking papers and assignments to make sure this does not happen. Remember, plagiarism is against the law—don't do it

### **Assessment Re-Test Opportunities:**

Assignments where a deadline does not apply, can be redone in their entirety for a better grade (up to 80%).

### **Make up work:**

It is the responsibility of the student to contact the teacher outside of class time (not including passing time) to receive work missed due to absence. Late work is accepted, but for a maximum of 50% credit.

### **Returning work to the student:**

All assignments will be saved to Google Drive and students can download them for their own records.

### **Progress and Report Cards:**

Students and parents are expected to use their access to Infinite Campus to check on their progress. Report cards will be handed out the week following the end of the nine weeks. Credit will be given at the end of each semester at one half credit per semester.

### **Availability for Extra Help:**

Students can receive additional help before school, at lunch, or after school by appointment.

### **PLEASE NOTE:**

Any student that wishes to drop a class at Albert M. Lowry High School, Options Center, Humboldt County Distance Education, A+, Edgenuity, On-Line Courses, Dual Credit Courses (i.e., Great Basin College, Truckee Meadows Community College, Brigham Young University etc) after the first two (2) weeks of a semester has ended, will receive a final Semester Grade of "F" on their Official Albert M. Lowry High School report card and Official Transcript.



To read the syllabus for the class please go to [respinola.com](http://respinola.com). Then proceed to the page for your particular class.

Please sign and return this page.

### Syllabus Verification Form

STUDENT NAME: \_\_\_\_\_ (PRINT)

COURSE NAME: Lowry Multimedia Communication

TEACHER NAME: ESPINOLA

My signature below indicates that I have received and read the attached syllabus for the above listed class.

\_\_\_\_\_  
Student Name (Print and Sign) \_\_\_\_\_  
Date

\_\_\_\_\_  
Parent/Guardian (Print and Sign) \_\_\_\_\_  
Date

#### Contact Information:

Name: Ron Espinola  
Phone: 775-623-8130  
Email: [respinola@hcsdnv.com](mailto:respinola@hcsdnv.com)  
Room #: 305  
Website: [respinola.com](http://respinola.com)

# Lowry Multimedia Communication-The Brand: Staff Contract

**Philosophy:** This class is an elective, which means that it should really bring out the creativity and drive in all students who participate. Therefore, I do not want grades to be a huge factor. As long as the students complete their assignments to the best of their ability and on time, they will receive an A. However, if a student does not receive this grade, it can be clear to the parent and student themselves that their participation and effort are lacking in some way. Overall, I hope that this class will provide a hardworking, fun atmosphere for each student.

**Daily Expectations:** Each student is expected to arrive to class on time and be present each day. This class is run on participation, so if a student is gone from class, they will not be able to just do homework to catch up.

Students are expected to give their best effort each day. With multiple publications (written and online) occurring at the same time, there will always be something to work on. Students should come to class ready to work, create, and help. A student who habitually misses class and/or deadlines, may be removed from the class.

**Work days:** If a student misses a work day (ether week day or weekend) for any reason, he/she will need to make up the time missed (at least an hour) either before or after school. They will need to notify the advisor before they come in to make up their absence. If the student chooses not to make up the missed time, they will receive a 0.

**Leaving School/Missing Class:** At certain times during the year, it may be required that the students leave campus; this will not happen often. These reasons may include selling advertisements, getting a story in the community, taking photographs, etc. If you do not want your son/daughter to leave campus, please notify the advisor and something can be worked out. If a student does leave campus, they must always get permission from the advisor before they leave. In addition, to be able to miss a class to attend an event, the student must meet the same eligibility requirements as athletes or club members.

**Grading:** Students will be graded on meeting deadlines in writing, photography, and design assignments, and participation. Students will also be graded on the quality of work they produce. Grades will have the following weights:

- Production 50%; Assignments related to producing the online paper (i.e., articles, pictures, layout and work days).
- Assessment-Print 50%; Assignments related to producing the yearbook and written paper (i.e., articles, pictures, layout and work days).

**Staff Positions:** Some student will hold positions of responsibility. This will include, but are not limited to Managing Editor; Social Media Manager; section editors for Sports, News, Opinions, and Student Life; Online Editor. Students that are editors will have the final responsibility for ensuring that their section is complete.

---

Student Name (Print and Sign)

---

Date

I support and understand the rules and regulations of the Lowry Multimedia Communication Staff Contract. I understand that this will be a class that requires my child to participate in some after-school activities, as well as occasionally leaving campus. I also understand the grading policy and that if my child does not participate daily in class, he or she will be removed.

---

Parent/Guardian (Print and Sign)

---

Date

**Permission for Release of Student**

Albert M. Lowry High School  
5375 Kluncy Canyon Rd.  
Winnemucca, NV 89445  
(775)-623-8130

Permission for Release of a Student  
From Albert M. Lowry High School Campus

STUDENT: \_\_\_\_\_

ACTIVITY: Lowry Multimedia Communication-The Brand (Community Contacts)

The undersigned parent/legal guardian of the Student named above hereby gives permission for Albert M. Lowry High School (LHS) to release your son/daughter for such course duties as to visit local businesses in the Winnemucca area to acquire advertisements, obtain donations and to acknowledge community support for Winnada and The Brand, the LHS yearbook and school newspaper. From the time of such release, the Humboldt County School District shall have no further custody, care, responsibility or liability with respect to your son/daughter.

DATED: \_\_\_\_\_  
Parent/Legal Guardian

APPROVED BY: \_\_\_\_\_  
Lowry Multimedia Communication-Advisor

APPROVED BY: \_\_\_\_\_  
Administrative Authorization

•



# Lowry Multimedia Communication The Bard

## Social Media Policy

### Personal Social Media Use

- Staff members and editors should always refer to the Lowry Student Media policy manual and the Lowry High School Student handbook for basic expectations and code of conduct.
- When a student discusses Lowry Multimedia Communication or publication matters on social media, it will be in a positive and professional toward the publication and its readers.
- Appropriate personal social media will be used to promote Lowry Multimedia Communication publications, to promote published content and to engage the Lowry community.
- Students do not act as the official spokesperson for Lowry Multimedia Communication or its publications. Students must make clear that they are speaking for themselves and not for Lowry Multimedia Communication.
- The Internet never forgets. This means everything published will be visible to the world for a long time. Common sense is a huge factor. If you are about to publish something that makes you even the slightest bit uncomfortable, review. If you are still unsure, and it is related to Lowry Multimedia Communication and its publications contact the adviser or editor.
- Just because information is on the internal network (like the staff emails, pictures, and other documents), it is not acceptable to publish on social media. This could become a legal matter.
- Messages from the advisers and editors to all staff members are not meant for the Internet or even discussion with friends and are not to be published on social media as screenshots.
- Do not reply to others' comments about Lowry Multimedia Communication or its publications. Retaliation is not permitted.
- Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the Lowry Multimedia Communication class.
- Be aware that others will associate you with Lowry Multimedia Communication. Please ensure that your Facebook, Linked-in, Instagram, SnapChat, Twitter, TikTok profile, etc and related content is consistent with how you wish to present yourself and colleagues.
- Students can and should retweet/like/follow the Lowry Multimedia Communication accounts.
- Media students are to refrain from posting comments on other people's personal sites, blogs, social media pages concerning any item about the Lowry Multimedia Communication program.
- Students given passwords to the Lowry Multimedia Communication social media sites, web sites, blogs can only use these outlets for class reasons (social media sites are to be used for headline and information only – no editorializing or promoting of personal items or agenda).
- Students are expected to be professional and refrain from inappropriate comments, materials, photos when posting on personal social media profiles while on publication staff, class functions, trips, class time and other times when representing Lowry Multimedia Communication.

### Lowry Student Media Accounts General Guidelines

- Information posted on Lowry Multimedia Communication social media platforms should be held to the same standard as all other reporting in terms of information gathering and fact checking.
- The official social media accounts should avoid biased promotion of events and remain objective, reporting what is fact.
- Information gained through social media channels should be verified through other sources or by confirming a source's validity before passing it along on a social media account. In breaking news situations, extreme caution will be exercised and speculation will never be published. Staff members posting from these accounts should make every effort to have a school administrator as a source in a situation where a breaking news event pertains directly to the school.
- Audience engagement through social media should be done in a professional manner and use proper grammar and AP style.

- Mistakes made on social media posts should be corrected as soon as possible and any deleted posts should be acknowledged in subsequent postings. [correction] should be used after deleted or correction posts.
- In the event that a personal post is inadvertently posted from a Lowry Multimedia Communication account, it will be immediately deleted. It will be acknowledged if deemed necessary by the adviser and/or Social Media Manager.
- Opinions should be avoided in all social media updates except for those promoting an opinion piece.
- If a user outside of Lowry Multimedia Communication threatens or causes an academic disruption through his/her social media account because of an update from Lowry Multimedia Communication, they will be blocked from our updates and reported to the appropriate administrator.
- All updates should include a photo and a photo credit.
- All media accounts should be updated daily.

### **Twitter @lowryhigh**

- The main audience for the staff Twitter account is current students.
- At least one, no more than eight updates per day.
- Photo of the Day must be published daily.
- No first person pronouns can be used (our team, we, us, etc...)
- All updates must be professional and promote information for the current student (headlines from the newspaper, announcements, scores, etc...)
- Tweets should be positive and use a professional tone.
- Retweets are allowed from other school-related organizations to promote information.
- The adviser, Editors and the Social Media Manager are the only ones to update.
- Photographers are responsible for texting scores of games attended along with a photo to the Social Media Manager.
- The account will not reply to negative updates or opinions that @lowryhigh is tagged in.
- The account will reply to questions or clarification.

### **Instagram @lowryhigh**

- The main audience for the staff Instagram account is current students and some parents.
- One, no more than three updates per day.
- Photo of the Day must be published daily.
- No first person pronouns can be used (our team, we, us, etc...)
- The adviser, Editors and the Social Media Manager are the only ones to update.
- The tone is a more relaxed.
- This account doesn't like followers' photos.
- We do not tag students in updates.
- The account will not reply to negative comments or opinions that @lowryhigh is tagged in.
- The account WILL reply to questions or clarification.
- The account WILL follow back students/accounts who follow us.

### **Facebook /Lowry High**

- The main audience for Lowry High Facebook page is past students and parents.
- One, no more than three updates per day.
- First person pronouns may not be used (our team, we, us, etc...).
- All updates must be professional and promote information for the current student (headlines from the newspaper, announcements, yearbook sales, etc...).
- The adviser, Editors and the Social Media Manager are the only ones to update.
- The tone is a more serious, adult, professional tone.
- We do not tag personal accounts in updates.
- The account WILL reply to questions or clarification.

### **SnapChat @lowryhigh**

- The main audience for this account is current students.
- Updates depend on event coverage.

- First person pronouns can be used (our team, we, us, etc...).
- All updates must be fun and promote school spirit or direct followers to our website or other platforms.
- The adviser, Editors and the Social Media Manager are the only ones to update.
- The account does not follow back students/accounts who follow us.

**YouTube Lowry High School**

- The main audience for this account is current students.
- News segments will be produced every 3-6 weeks. Other updates depend on event coverage.
- First person pronouns can be used (our team, we, us, etc...).
- All updates must be fun and promote school spirit or direct followers to our website or other platforms.
- The adviser, Editors and the Social Media Manager are the only ones to update.
- The account does not follow back students/accounts who follow us.

---

Student Name (Print and Sign)

---

Date

I support and understand the rules and regulations of the Lowry Multimedia Communication Staff contract. I understand that this will be a class that requires my child to participate in some after-school activities, as well as occasionally leaving campus. I also understand the grading policy and that if my child does not participate daily in class, he or she will be removed.

---

Parent/Guardian (Print and Sign)

---

Date



# Lowry Multimedia Communication The Bard Equipment Contract

- You will be working with expensive equipment in and out of school. Please carefully read the following release and sign where necessary.
- I understand that part of this class involves the use of equipment including cameras, lenses, camera bags, batteries, scanners, computers, microphones, and other equipment.
- I understand that it is my responsibility to care for any equipment in my possession or that I use and that I am responsible for any damage that occurs due to my negligence.
- I understand that equipment may be checked out for specific assignments, following Lowry Multimedia Communication procedures.
- I understand that all equipment must be returned to Lowry Multimedia Communication on the due date or a deduction from my grade may be imposed for failure to return the equipment.
- I understand that I am responsible for any damage to or loss of equipment.
- I understand that the cost to repair equipment such as a camera is not fixed, rather depends on the damage done.
- I understand that if I damage or lose equipment, it is my obligation to pay for repairs or replacement of the item.
- I understand that when I return equipment to the room, I am to return it to its proper place.
- I understand that Lowry Multimedia Communication equipment left lying around the room or other areas in the school may result in the loss of checkout privileges, temporarily or permanently which could lower my grade.
- I understand that failure to return equipment will result in a referral to an administrator, along with a bill for the cost of the equipment.
- I agree and I understand the guidelines stated above.

\_\_\_\_\_  
Student Name (Print and Sign)

\_\_\_\_\_  
Date

I agree to let my child use the school's cameras and equipment, and I understand the guidelines stated above.

\_\_\_\_\_  
Parent/Guardian (Print and Sign)

\_\_\_\_\_  
Date



# Lowry Multimedia Communication The Bard Staff Contract

Being a member of Lowry Multimedia Communication requires a great deal of commitment. In order to avoid unnecessary conflicts concerning expectations and responsibilities, please read the following contract. All parties must sign at the bottom.

- I will be honest and professional at all times.
- I will openly communicate with editors, assistant editors, the advisers and other staff members.
- I agree to use the computers for class use only. I agree not to purposely connect to sites that contain crude, inappropriate materials including, but not limited to, violence, sexual content, chat rooms including messaging software, off color jokes or pictures or any other materials not consistent with professional use.
- I will NOT play games on the computer.
- I agree to be honest in attributing sources in all stories.
- I understand that if, at any time, I fail to meet the expectations on this contract and within the Lowry Multimedia Communication manual, I will be dropped from the Lowry Multimedia Communication class.
- I understand that if I do not meet my deadline or someone else has to finish my work or if at any time I fail to meet journalism standards, I will receive a failing grade and may not be asked to return to the staff either at semester or the next year.
- I will check my email daily.
- I know materials I create in class may be posted online with my byline.
- I know any equipment I check out I am responsible for any damages or missing items.
- I will use my cell phone at appropriate times and leave it out of sight when not using it.
- I know that Lowry Multimedia Communication is more than a class, and I will do my share to get the job done. I will make it a priority for the school year.
- I know I must attend school work sessions outside of school hours to meet my deadline obligations.
- I realize that working for Lowry Multimedia Communication requires a professional attitude. I will strive for fairness, accuracy, and good judgment in covering the school year.
- I will not take advantage of the freedom given to staff members to leave class to cover assignments and do other work. I will not use staff duties as an excuse for playing around outside of class or disturbing other classes.
- I understand that I may be asked to help with the financial commitment of the publication to include selling advertising, promoting sales and fundraising for Lowry Multimedia Communication.
- I am comfortable working in an organization where other students may be supervising me and commenting on my work. I also understand I must work independently most of the time and manage my time appropriately.
- I understand I may need to leave campus or miss a class to cover events for Lowry Multimedia Communication. (A separate permission for is included.)
- I agree and I understand the guidelines stated above.

\_\_\_\_\_  
Student Name (Print and Sign)

\_\_\_\_\_  
Date

I support and understand the rules and regulations of the Lowry Multimedia Communication Staff Contract. I understand that this will be a class that requires my child to participate in some after-school activities, as well as occasionally leaving campus. I also understand the grading policy and that if my child does not participate daily in class, he or she will be removed.

\_\_\_\_\_  
Parent/Guardian (Print and Sign)

\_\_\_\_\_  
Date