

The Hawkeye

Bloomfield Hills High School, Bloomfield Hills

The following information is provided by the adviser to help the critique judge better understand the media program. Please review this information before you enter your comments into the critique form.

Adviser: Rachel Matz

Editor: Camryn Redding and Jamie Zousmer

IN THIS CRITIQUE, WE WOULD LIKE TO KNOW:

To help ensure the student staff and adviser get information from their critique that they can use right away, we ask them to provide up to three specific questions they have for you. We ask that you address these questions at some point in your critique - either in the specific area of the critique guide where it best fits and/or in comments at the end. This staff asks:

How does our coverage balance feel? Are students utilizing the space well in terms of graphics and text v. white space?

ISSUES FOR CRITIQUE

Publications should have been produced during the current academic year.

11/26/2024

I am submitting the edition in print

R_3ROE1vai4p5DDvK_

12/18/2024

I am submitting the edition in print

R_3ROE1vai4p5DDvK_

02/12/2025

I am submitting the edition in print

R_3ROE1vai4p5DDvK_

ABOUT THE SCHOOL

- **This school is a:** Senior High,Public
- **School enrollment:** 1480
- **Is the newspaper produced as part of a class or club?** class
- **Staff size:** 29

ABOUT THE PUBLICATION

- **Frequency of publication:** Bi-Monthly (Every other month)
- **Printing facility:** Commercial printer // Argus Press - Tom Campbell
- **Format (size/design):** Tabloid
- **Number of pages per typical issue:** 20-24

- **Does the publication contain paid advertising?** No
- **Website:** bhhstoday.org (entered separately as a news website)

Distribution & Circulation

- **This publication is distributed:** Free to student and faculty, Free to community
- **Price per copy, if sold:** 0
- **Total publication circulation:** 900-950
- **Number of teachers buying paper:** 0
- **Number of students buying paper:** 0
- **Number of copies sold to members of the public:** 0
- **Number of students and others receiving free copies:** 900-950

Income

- **Circulation:** \$0
- **Advertising:** \$0
- **School/Budget:** \$7500
- **Fundraising:** \$0
- **Grants:** \$650
- **Other:** \$0
- **Total Income:** \$8150

Expenses

- **Printing:** 5500
- **Supplies:** 0
- **Technology & Equipment:** \$650
- **Website or Digital Edition Expenses:** \$680
- **Training, Workshops and Conferences (paid for by the program):** \$0
- **Other:** \$300
- **Total Expenses:** \$7130

Breakdown of Student vs. Non-student Work

It takes a team to publish a newspaper or newsmagazine. The following information is provided to help us understand more about this program and the team of people who worked on it. Advisers are asked to estimate the amount of work done on the following elements by the student, adviser or others. There is no right or wrong answer here. Advisers may provide additional information about their selections in other areas of the entry form, including in the adviser's statement.

Copywriting Completed by **Students:** 100%

Copywriting Completed by **Adviser:** 0%

Copywriting Completed by **Printer:** 0%

Copywriting Completed by **Other - :** 0%

Headlines/Cutlines Completed by **Students:** 95%

Headlines/Cutlines Completed by **Adviser:** 5%

Headlines/Cutlines Completed by **Printer:** 0%

Headlines/Cutlines Completed by **Other - :** 0%

Editing Completed by **Students**: 80%

Editing Completed by **Adviser**: 20%

Editing Completed by **Printer**: 0%

Editing Completed by **Other** - : 0%

Proofreading Completed by **Students**: 80%

Proofreading Completed by **Adviser**: 20%

Proofreading Completed by **Printer**: 0%

Proofreading Completed by **Other** - : 0%

Photography Completed by **Students**: 70%

Photography Completed by **Adviser**: 0%

Photography Completed by **Printer**>: 0%

Photography Completed by **Other** - **Crowd sourced or professional photographer with permission**>:
30%

Photo Editing and Photoshop Work Completed by **Students**: 90%

Photo Editing and Photoshop Work Completed by **Adviser**: 10%

Photo Editing and Photoshop Work Completed by **Printer**>: 0%

Photo Editing and Photoshop Work Completed by **Other** - >: 0%

Who created page templates and developed standing design elements?

Design Concepts and Page Templates Completed by **Students**: 85%

Design Concepts and Page Templates Completed by **Adviser**: 15%

Design Concepts and Page Templates Completed by **Printer**: 0%

Design Concepts and Page Templates Completed by **Other** - : 0%

Who did the work to put content (photos, writing, etc.) onto pages?

Page Layout Completed by **Students**: 100%

Page Layout Completed by **Adviser**: 0%

Page Layout Completed by **Printer**: 0%

Page Layout Completed by **Other** - : 0%

Social Media Strategy, Content Production and Posting Completed by **Students**: 100%

Social Media Completed by **Adviser**: 0%

Social Media Completed by **Other** - : 0%

Coverage Decisions

How does the program staff determine what to cover?

Our staff completes whole-class brainstorms where we discuss the topics and events that students feel are important and should be covered. Students have the opportunity to pitch ideas for themselves or pitch ideas for others to volunteer to cover. We generate a big list and then look together at the balance of stories and make decisions about what to cover in print v. our news website.

STUDENT PRESS FREEDOM

Judge: *Students should not be penalized for censorship/press freedom issues by school administrators, but please feel free to offer suggestions to how to handle any circumstances reported here.*

Have you had any censorship problems with your publication? If so, please explain.

No

Does your administration exercise prior review? No

COPYRIGHT & PLAGIARISM

We take copyright issues seriously. MIPA has developed a [Copyright and Plagiarism Policy](#) governing copyright violations and plagiarism in contest entries. Programs may be penalized for violating copyright or failing to credit work that is not their own. Please contact the MIPA director if you have any questions.

Has the adviser reviewed [MIPA's Copyright and Plagiarism Policy](#)? I have read MIPA's Copyright and Plagiarism policy

To the best of the adviser's knowledge, is this publication free of copyright infringement and plagiarism?

Yes

What are your media program's sources of non-student photographs or other visuals?

Contributed by non-staff students, teachers or school personnel, Local professional media, used with permission, Creative Commons. Please see additional question below

If you have a subscription to a photo service, what service(s) do you use?

If you use Creative Commons-licensed materials ... Creative Commons has numerous licenses that restrict under what circumstances a work can be used and how it should be attributed. Have you verified that the terms of the specific Creative Commons license are being followed? **Yes**

ADVISER'S STATEMENT

*The adviser has provided a brief statement for additional background on this publication. This statement may describe any special concerns, school situations or other circumstances the adviser and/or staff may have encountered. We hope this information will help you, as the judge, understand reasons why things were done in certain ways. **Critique judges are under no obligation to change scores because of the adviser statement** (standards do not change just because an adviser has an explanation for why they were not followed), but we do hope the adviser statement will help guide comments in the critique.*

Adviser's Statement - Website

If the publication also operates a website, we ask the adviser to explain how the website affects coverage decisions for what appears in print. This may impact your comments and/or your scores in Coverage.

Submitted with website critique

Adviser's Statement - Additional Background

Although I have my smallest staff to-date this year, they are a great group of highly motivated students. Our program feels more in-sync than we have in the past, which is having such a positive impact on our work.

One area where we have had to make a few changes recently is in the rise in printing costs. While our district generously contributes to our printing budget, increased material and labor costs have made us plan differently for the number of print issues we are able to produce annually as well as the pages for each. This was one reason we moved to a tabloid style after creating a broadsheet for so long - I was able to guarantee my students a full extra print issue by making this change.

Another challenge my students have faced is in a rapid and continuous turnover in both school and district administration. Our current seniors are on their third head principal, which has made it difficult to cultivate a strong rapport. We are very fortunate that our current principal is extremely supportive of our work and has made himself available to my student journalists for a wide variety of stories. We are lucky to have his support.

###