THE TRAIL

STAFF HANDBOOK

2018–2019

University of Puget Sound
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INTRODUCTION

The Trail Staff Handbook should be the first place all staff members look when a question arises. The handbook contains a guide to *Trail* policies and reference information about writing tips and style expectations.

Questions that cannot be answered by consulting this handbook should be addressed to the Editor-in-Chief via trail@pugetsound.edu.

MISSION STATEMENT

The Trail is an independent student-run publication which seeks to provide comprehensive, informative coverage and to be a platform of engagement for students, faculty, staff and the Tacoma community. We aim to provide an open platform for campus opinions and discourse through the pursuit of accurate and engaging content.

PAPERWORK

After hiring, all staff members will be provided with an ASUPS Leadership Contract by the *Trail* business manager and the ASUPS Director of Business Services. Each member should be contracted before they contribute to *The Trail.*

In addition to the ASUPS Leadership Contract, all staff members must have an I-9 and a W-4 on file at the University. The *Trail* business manager and/or the ASUPS Director of Business Services will inform the staff members if they do not have these documents on file, but it will be up to the staff member to complete and turn these forms into the ASUPS office.

All members will also sign and turn in to the Editor-in-Chief the final page of this handbook. Your signature on this document indicates that you have read and understand your personal job description and all *Trail* policies and that you agree to follow these guidlines. Any violation of the *Trail* policies outlined in this handbook, or any other violations deemed sufficiently severe by the Editor-in-Chief may result in termination from the publication.

DIGITAL

 The Trail's website, trail.pugetsound.edu, is a platform for breaking news coverage as well as a different way for readers to engage with *The Trail*'s content. *The Trail*'s social media accounts (Facebook, Twitter, Instragram) serve in this same capacity. The majority of work with *The Trail*'s digital presense will be managed by the Web Editor and Director of Marketing and Outreach, whose job descriptions are outlined in this handbook. Any ideas for digital content should be directed to the Web Editor or Director of Marketing and Outreach.

MANAGEMENT CONTACT INFORMATION

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PRODUCTION CYCLE

In order to keep publication running smoothly and to ensure that *The Trail* is as professional, fun, and stress-free as possible, a weekly cycle of deadlines and meetings has been established that must be adhered to.

Please respect all deadlines, as the whole chain of command suffers when articles, layouts or edits are late. Please see the Policies section of the handbook for more information regarding late articles.

Friday

8 p.m. All stories due

Saturday

8 p.m. Section editors' critiques due back to writers

Sunday

6 p.m. Senior staff meeting

7 p.m. Section meetings / All staff meeting

7 p.m. Copy edits due back to writers

Monday

4 p.m. Final drafts due of all stories.

9 p.m. All stories on the page

Tuesday

5 p.m. Final spread copy edits completed

Wednesday

12 p.m. Final layouts due

3 p.m. Final copy read-through

5:30 p.m. Issue submitted to Pacific Publishing

Thursday

11:59 All online content scheduled to publish

Friday

7 a.m. Paper goes up online

9 a.m. Paper is distributed to boxes

11 a.m. - 1 p.m. Staff distribution

Ongoing spread layout.

HOW TO SUBMIT ARTICLES

Each member of *The Trail* staff is requried to have their own Google Drive account in order to share articles. Here is the process for submitting articles:

1. Write the article. This does not have to be done on Google Drive, as long as you copy and paste the final article into a Google Document to share it. It is important that you do this and not just upload a Word document to Google Drive, because Word documents cannot be edited on Google Drive.
2. Share the document with three people: the Editor-in-Chief (thepugetsoundtrail@gmail.com); your section editor; the Managing Copy Editor (trailmce@gmail.com). Make sure you give all of them the ability to edit. Failure to do so by Friday at 8 p.m. without being granted an extension means that your article is late. Section editor emails are as follows:
   a. NEWS: trailnewseditor@gmail.com
   b. OPINIONS: trailopinions@gmail.com
   c. FEATURES: trailfeatureseditor@gmail.com
   d. SPORTS + OUTDOORS: trailsportseditor@gmail.com
   e. HAPPY TRAIL: happytraileditor@gmail.com
   f. COMBAT ZONE: combatzoneeditor@gmail.com
   g. ARTS & EVENTS: trailartsandevents@gmail.com
3. Once you have shared it with those three people, one of them will also share it with the copy editor for that week, who will also make suggestions.

Job Descriptions

Managing Staff

The managing staff is responsible for managing the production of *The Trail* from start to finish. They set overall goals for the newspaper, act as consultants to all staff members, oversee production, intervene if necessary, and carry out administrative duties.

The Editor-in-Chief

- Directs all staff members

- Act as a representative of and spokesperson for *The Trail*. Primary representative for University admin or ASUPS

- Reconcile trouble situations to avoid legal, reputational, or future funding problems

- Be responsible for all staff hiring and firing, and all other personnel issues

- Attend Media Board meetings to update ASUPS and other media heads about the weekly progress of *The Trail* and any issues that may arise

- Work with the Business Manager and ASUPS Director of Business Services to ensure the budget remains on track

- Makes final decisions regarding allocation of *Trail* funds

- Lead weekly editors' meeting

- Write policies and work with managing staff to enforce them

- Check trail@pugetsound.edu and manage communication with *The Trail*

- Communicate with the printer and ensure *The Trail* meets its press deadline

- Purchase and maintenance of necessary tools

- Write budget and capital expenditures proposals

- Update continuity file to ensure smooth transition for successive Editors-in Chief.

- Submission to contests or grant proposals

- Maintenance of the publication's overall business interests

- Enforce staff member deadlines

- Provide vision for the newspaper as a whole and maintain editorial integrity of the

publication

- Act as a representative of and spokesperson for *The Trail*

- Be aware of libel, slander, copyright infringement, and other potential legal situations

- Make final calls regarding the publication of stories, editorials, and any other content in *The Trail*

- Edit content in each issue as they deem necessary and carefully inspect layout for clarity and creativity

- Perform a final copy edit on finished pages on the night before the paper is sent to the printer

- Work for overall staff writer improvement by identifying areas for improvement in journalistic mechanics and style, and communicating these issues to section editors and staff writers

- Act as a resource for any general issues that arise during the publication schedule.

- Periodically attend section meetings to check in on issues that may have arisen.

THE MANAGING COPY EDITOR ensures a smooth weekly operation of the newspaper and in particular focuses on issues of clarity, precision, professionalism, and creativity in all visual content to be published in *The Trail*. The Managing Copy Editor has the authority and responsibility to discipline staff members when necessary. The Managing Copy Editor is expected to:

- Act as a resource for any general issues that arise during the publication schedule

- Familiarize themself with AP Style guidelines, including looking up issues as they arise

- Attend weekly managing staff meeting and communicate any issues to section editors

- Lead weekly copy editor meeting to discuss issues and make sure copy editors are up to date on AP Style Rules

- Perform a final copy edit on finished pages on Wednesday afternoon before the paper is sent to the printer

- Enforce staff member deadlines, especially those of other copy editors

- Work for overall section editor layout improvement by identifying areas for improvement in design mechanics and style, and communicating these issues to section editors

- Create editing schedule for staff of copy editors and assign duties accordingly

- Collaborate with Photo Services on issues of photo formatting and design as necessary

- Read *The Trail* every week and note any factual or style errors at the managing staff meeting

THE BUSINESS MANAGER is responsible for selling advertisements in order to meet *The Trail*'s expected revenue for the year. The Business Manager also manages most budget and payroll transactions with the paper. The Business Manager is expected to:

- Obtain at least $2,000 worth of advertisements from local businesses (roughly $1,000 per semester)

- Attend weekly senior staff meeting and clarify ad placement questions for section editors

- Responsible for sending ads to section editors by Monday to allow them to be onto the page by Monday evening

- Manage communication between advertising clients and *The Trail*

- Manage payroll, including submitting payroll information to the ASUPS Director of Business Services each month and communicating and working with staff and ASUPS Director of Business Services to ensure proper and timely payment

- Work with Editor-in-Chief to manage the budget of *The Trail*

- Create and maintain data organization system to record payments, invoices, deposits, and client contact information

- Manage accounts receivable, including billing clients and depositing and recording checks received

- Mail tear sheets with advertisements from the paper to advertisers

- Create continuity file for successive Business Managers

- Work with publisher to ensure payments and other relevant documents are made on time

SECTION EDITORS oversee the entire production of a particular section of *The Trail*. Section editors are expected to provide responsible leadership for their sections and shape content over the course of the semester. Section editors may determine how best to distribute editing responsibilities for their sections. Ultimate responsibility for section completion lies with the section editor, who is expected to:

- Attend weekly senior staff meetings prepared to discuss quality of the week's stories and any issues that have arisen

- Assign articles to writers and submit carefully selected photo requests to Photo Services by the photo request deadline

- Make sure that every article has at least one photo, regardless of whether the photo will appear in print (all photos will appear online).

- Keep Editor-in-Chief up to date on which writers are writing which articles

- Ensure that writers meet all deadlines or submit deadline extension requests in a timely fashion

- Check section email address and manage email communication

- Read all section stories for each issue before the weekly section meeting and determine and inform writers of necessary substantive changes

- Exercise decision-making in the form of assigning relevant and interesting stories

- Be aware of the hierarchical chain of command at the University and assist writers in contacting the most appropriate sources for story research

- Be familiar with *Trail* policies and be aware of and use discretion toward content that may be considered libelous or offensive

- Be responsible for section layout design and completion and work to ensure accuracy of grammar, spelling, factuality, clarity and creativity of layout

- Follow *Trail* and AP style guidelines for layout and content

- Enforce written deadlines among section staff and clearly define a system of deadline requests for their sections

- Work with Editor-in-Chief to encourage strong ledes, inverted pyramid style, conciseness, and accurate, professional, interesting, and creative reporting from writers

- Write additional or late-breaking news stories for their sections when necessary

- Ensure that all corrections made by copy editors are entered and that all layout deadlines are met. Corrections made by copy editors are to be taken seriously and not to be treated as suggestions

- Upload content to *Trail* web site by the Thursday before Friday publication

ART DIRECTOR is responsible for designing the cover of the paper every week as well as maintaining the overall artistic/aesthetic style of the paper. The art director is expected to:

- Be familiar with both InDesign and Photoshop

- Meet with Editor-in-Chief and News section editor to design cover concept that fits the chosen cover story

- Attend weekly managing staff meetings

- Design graphics for section editors as requested

- Create templates for each section that are consistent in terms of fonts, font sizes, and other design elements

- Train section editors to use InDesign and Photoshop in the beginning of the year and continue to assist as needed throughout the year

- Design ads for businesses as requested throughout the year

- Check the full paper layout every week before publication and make changes and improvements wherever needed

THE WEB EDITOR is responsible for updating and maintaining the *Trail* website (trail.pugetsound.edu). This includes posting articles on the website every week as they are released. The Web Editor is expected to:

- Be familiar with Wordpress and basic elements of web design

- Attend weekly managing staff meetings

- Post articles online every week on Fridays (or on whatever schedule is decided on by the Web Editor and Editor-in-Chief)

- Keep the *Trail* website looking polished and professional, including listing all author names on articles, including photos with every article, and making sure links are correct and working.

THE DIRECTOR OF MARKETING AND OUTREACH is responsible for managing all of the *Trail*'s social media accounts. This position also assists the Business Manager in their ad sourcing duties. The Director of Marketing and Outreach is expected to:

- Be familiar with most major social media platforms, such as Facebook, Twitter, Instagram, and Snapchat

- Post on these accounts on a schedule determined by the DMO and the Editor-in-Chief

- Attend weekly managing staff meetings

- Assist Business Manager in sourcing and obtaining ads for *The Trail*

THE DISTRIBUTION MANAGER is responsible for making sure copies of *The Trail* are placed around campus and throughout the community every week. Duties include:

- Placing *Trail* copies in every non-residential building on campus every publication week **before 10 a.m.** This **must** be done on **Friday morning**, not on Thursday night. Location list:
    - 1 to 1 ½ stacks in box next to info center desk in S.U.B.
    - Roughly ¼ stack on table outside Dean of Students office upstairs in the S.U.B.
    - Possibly spread a few copies around the Piano Lounge
    - Small stack on table in S.U.B. basement outside of bookstore and across from bathrooms
    - 1 full stack in box on first floor of Howarth
    - 1 full stack in box on first floor of McIntyre
    - 35 copies to President's office in Jones
    - Stacks on each table in Admissions (first floor) hallway in Jones
    - ¼ stack on **each** alcove in entrance to the Library
    - Individual copies on tables throughout first floor of Library
    - ¼ stack on shelf in front of TV on first floor of Music building
    - ¾ stack in newspaper box on first floor of Thompson
    - Small stack at Oppenheimer Cafe counter
    - Individual copies on a few tables in Oppenheimer Cafe
    - Individual copies on tables in Thompson by the spiral staircase
    - 1 full stack in designated area by the stairs on first floor of Wyatt
    - Individual copies on tables in all 3 floors of Wyatt
    - A few copies in the NW Lounge in Thomas Hall
    - Small stacks in several places in Weyerhauser: there are a lot of small tables on the first and second floor, so try to put 1-2 copies on most of them
    - 2-3 copies in the newspaper holders in the waiting room for the PT clinic in the basement of Weyerhauser
    - Individual copies on tables in Lillis Cafe and possibly small stack near the counter or on the table with straws, water, creamer/sugar, etc.

- Remove old copies of *The Trail* as new ones are placed. In boxes, make sure to leave two past issues in the stack, but remove any newspapers older than that. For small stacks and individual copies, remove any old copies.

- Make sure *Trail* copies are moved out of the hallway and into the media room on Thursday mornings when they are delivered.

- Distribute copies to off-campus locations between the Friday of publication and the afternoon of the next day

- Meet and communicate with the Editor-in-Chief as needed.

- Create a continuity report for the next Distribution Manager

GENERAL STAFF

COPY EDITORS are responsible for correcting all errors in stories, including grammatical and spelling errors, continuity problems, adherence to AP style and incorrect facts. Copy editors read through each story before editors place the story on the page and proofread pages after initial layout. Copy editors are expected to:

- Attend weekly section meetings to discuss questions of style and content with writers and section editors

- Read and copy edit all stories for assigned sections before weekly section meeting

- Be available by email or phone the day that stories are due so that writers can ask questions or go over stories if requested

- Be very familiar with the *Trail* Style Guide as well as the AP stylebook. Copy editors should use both guides as resources in the case of any style questions

- Communicate with Managing Copy Editor about issues of style, grammar, or spelling that are consistently problematic among section writers.

STAFF WRITERS are the backbone of *The Trail* and keep the paper alive by submitting well-researched and quality stories each week. Staff writers are expected to:

- Submit one well-researched, well-written article of no fewer than 4-700 words per issue

- Attend weekly section meetings and staff meetings and be prepared with story ideas

- Be familiar with *The Trail* deadline policy, as well as all other *Trail* policies

- Adhere to deadline extension request systems as defined by their section editors

- Communicate with section editors about any problems with their stories before submitting stories for deadline

- Be available to communicate with section editors if any questions arise during layout

- Make all corrections marked by copy editors on initial story submissions and email edited copy to section editors by 4 p.m. on Monday, unless other arrangements are made with section editors. Corrections made by copy editors are to be taken seriously and not to be treated as suggestions. If writers have questions about an edit, contact the Managing Copy Editor or Editor-in-Chief.

- Make substantive changes and/or additions to articles in a timely manner, if requested by section editor or Editor-in-Chief

- Respect their section editor's or the Editor-in-Chief's authority to alter or omit any part of

any story that they see fit

ADVISOR:

THE ADVISOR to *The Trail* acts as a resource for student staff and as an advocate for *The Trail*. The faculty advisor should be aware of campus events and issues that affect the student body, and should communicate those to the appropriate desk and the Editor-in-Chief. In addition, the faculty advisor should provide guidance in areas for general improvement of *The Trail* and alert *Trail* staff to other learning opportunities in the area or on campus that are available for students interested in journalism. The faculty advisor supports *The Trail*'s freedom to publish factual, quality reporting and may choose to attend Media Board when controversy or discontent with *The Trail* arises. Finally, the faculty advisor encourages professionalism, integrity, and truthful, in-depth reporting on issues that are important and relevant to students. The Advisor should also run workshops or provide resources to writers as requested by the Editor-in-Chief.

SECTION DESCRIPTIONS

NEWS

THE NEWS DESK is responsible for making sure newsworthy events are covered. Appropriate subjects for the News section are campus news concerning the administration, ASUPS, the Greek system, student clubs and organizations, individual student achievements, Faculty Senate, extraordinary campus events, etc. The News desk may also choose to cover local and national issues as they pertain to students. Team members are expected to contact representatives of campus organizations weekly to ensure important events are not overlooked. The News Desk should also focus on design and produce a visually enticing and interesting front page.

ARTS AND EVENTS

THE A&E DESK is responsible for making sure on- and off-campus events related to arts and entertainment are covered in an interesting, creative and thoughtful manner. Appropriate subjects for the A&E section are previews, reviews and features of student musical groups, artistic groups and exhibits, theater productions, performers visiting the University, local off-campus A&E events, and reviews of movies, albums, concerts, restaurants, books and entertainment venues.

FEATURES

THE FEATURES DESK is responsible for providing in-depth coverage or analysis of various student issues, organizations, or activities. All material contained in the Features section should relate to a central topic and should be informative, thought-provoking, creative, and interesting. Appropriate content for the Features section includes local fundraisers and events, profiles of interesting members of the campus community, photo essays related to large events, etc. Aesthetic appeal is as important as content in the Features section, so the layout should be creative and emphasize carefully chosen photos and graphics.

OPINIONS

THE OPINIONS DESK is responsible for presenting well-argued and well-researched opinions articles that are informative, thought provoking, interesting, and/or entertaining. The Opinions section should focus largely on university, local, and student life issues, but national and international issues in politics, economics, the environment, etc. may be appropriate as well. The Opinions Team is responsible for maintaining quality content with clear argument without straying towards any tendencies of libel.

SPORTS + OUTDOORS

THE SPORTS + OUTDOORS DESK is responsible for ensuring coverage of university-related athletic events and other relevant sports news as well as outdoor recreation related to the Puget Sound community. Appropriate subjects for the Sports section are coverage of Puget Sound athletic team's performance, a calendar of upcoming games, intramurals, commentaries on sports-related issues, reviews of outdoor trips or profiles of Puget Sound outdoorspeople, and features of outstanding individual athletes and special sporting events. Coverage of professional sports and athletes should be covered only if relevant to the University or region as possible.

COMBAT ZONE

THE COMBAT ZONE DESK is responsible for presenting insightful, well-informed, and humorous satire. Its purpose is to use satire as a tool to expose university-related issues and problems, providing readers with unique information and viewpoints. Combat Zone articles should be intended not only to entertain readers but to highlight problems faced by the student body in an intelligent and poignant manner. Because of the sensitive nature of many potential topics of the Combat Zone, material presented should either be provably true or clearly false to prevent questions of libel, and no individual persons or organizations should be unfairly and/or excessively attacked. The use of photos and graphics is encouraged.

HAPPY TRAIL

THE HAPPY TRAIL DESK is responsible for covering issues facing readers in regards to gender, health, body positivity and sexuality. Happy Trail articles should be well-researched, informative and journalistic explorations of issues in these spheres faced by Puget Sound students. Appropriate articles for Happy Trail could include (but are not limited to) coverage of national issues of sexual health, guides to birth control options or tools for pleasure, discussions of consent and healthy sexual relationships, or coverage of the LGBT community on campus and beyond.

POLICIES

STAFF MANAGEMENT POLICY

All hiring and firing of staff members and allocation of stipends is the ultimate responsibility of the Editor-in-Chief. However, section editors are involved in the process as well.

The Trail makes all efforts to promote from within and reward staff members who show a longstanding and consistent interest in *The Trail* as well as commitment to the betterment of the publication.

The Editor-in-Chief may only be removed from office by the ASUPS Media Board. Staff members dissatisfied with the performance of the Editor may notify Media Board of the problem.

CONFLICT OF INTEREST POLICY

The Trail strives to be as objective as possible. Conflict of interest can occur when staff members write about activities, events, or issues in which they personally are involved, resulting in biased coverage. Staff members who have any relevant connection to a topic to be covered, as determined by their section editors and the Editor-in-Chief, should acknowledge as much if they make a contribution to the article or avoid contributing altogether.

DEADLINE POLICY

Deadlines are the most important part of *The Trail*'s production cycle. All staff members are expected to meet deadlines. Failure to meet a written deadline without obtaining an extension from the appropriate section editor will result in a strike.

PHOTO POLICY:

Photo Services is an independent, student-run media department that is funded by ASUPS. *The Trail* collaborates with Photo Services for visual content in each edition of the paper. Section editors should make every effort to obtain all photos for their sections by requesting them through Photo Services.

The Trail will not publish any copyrighted photos without express permission from the owner. Most photos found on the internet are not appropriate for publication in *The Trail,* unless marked as Creative Commons. Section editors should consult the Editors-in-Chief about internet photos before placing them on layout.

GUEST WRITER POLICY

In order to maintain journalistic integrity and fairness to content delegate, *The Trail* does not accept submissions from guest writers.

OPINIONS SECTION POLICY

Opinions contained herein do not necessarily reflect the views of the *Trail* staff, ASUPS, the University, or its Board of Trustees. Articles in the Opinions section are printed at the discretion of *The Trail*'s editorial staff.

LETTERS TO THE EDITOR POLICY

Letters to the Editor should be concise and timely, and should respond to an issue addressed by an article in *The Trail*. Letters to the Editor will be printed as space allows and *The Trail* reserves the right to refuse any letters submitted for publication. Letters to the Editor will be edited only for grammar or spelling. Letters to the Editor should be 500-600 words or less.

COMBAT ZONE POLICY

The Combat Zone is intended to be satirical work. The views and opinions expressed by the Combat Zone do not necessarily reflect those of *The Puget Sound Trail*, ASUPS, concerned parties, or the University of Puget Sound.

HAPPY TRAIL POLICY

The Happy Trail is intended as a source for student expression and information on sexuality, body positivity and gender matters. The views and opinions expressed by the Happy Trail do not necessarily reflect those of *The Trail*, ASUPS, or the University. The contents of the Happy Trail should not be taken as professional or medical advice or information.

LIBEL POLICY

The Trail does not publish material that is libelous in nature and will follow libel guidelines in accordance with the AP Stylebook's Briefing on Media Law and Washington State's libel statutes. In general, libel is defined as "publication of false and malicious information that injures a person's reputation" or, more simply, "a written defamation."

Statements that are considered libelous do one or more of the following:
1. Imply commission of a crime.
2. Injure a person in his or her profession.
3. Imply a person has a disease.
4. Damage credit.
5. Suggest a lack of mental capacity.
6. Indicate public ridicule or contempt.
7. Repeat a false statement (even with attribution).

There are defenses against libel:
1. If what was said can be proven to be true.
2. If what was said was a privilege statement (comments made in a public proceeding).

Questions to ask yourself:
1. Is the story in bad taste?
2. Are you showing compassion to everyone involved?
3. Is it newsworthy?
4. Are all of the facts true?
5. What are the circumstances under which the information was obtained?
6. Does the story fairly report both sides?

Reporters and editors who have concerns about a potentially libelous quote or statement should confer with the Editor-in-Chief. The advisor to *The Trail* is also expected to be aware of and to provide guidance on issues of libel.

ADVERTISING POLICY

The editor of *The Trail* reserves the right not to publish any advertisement submitted. As a representative publication of the University of Puget Sound, *The Trail* will never print advertisements considered to be obscene, libelous, or advertisements that incite violence. *The Trail* will never print advertisements that discriminate or degrade groups or individuals due to appearance, race, sex, sexual preference, age, religion, nationality, or disability. *The Trail* also reserves may not print any advertisements for tobacco or alcohol, as outlined by *The Trail*'s distribution agreement with the University. Refusal of any advertisements is at the discretion of the Editor-in-Chief and Business Manager(s). All decisions are final. All payments for advertising are due within 30 days after invoice is sent. Accounts that are not paid within the 30-day period will be acrue a weekly 5 percent late charge unless arrangements are made otherwise. Delinquent accounts past 90 days will be turned over to the collection agency. The deadline for advertisements is Friday at 4 p.m. of the week before publication.

THREE STRIKES POLICY

The Trail utilizes a "three strikes" policy to maintain the professionalism and success of *The Trail.* Upon receipt of three strikes in one semester, the *Trail* employee will be immediately terminated. *The Trail* reserves the right to immediately terminate an employee without first receiving three strikes if the offense is deemed of an extreme nature by the Editor-in-Chief, section editor, and advisor. Offenses that will result in a strike are as follows:

- Exhibiting a pattern of not responding to communications from managing staff in a timely manner
- Exhibiting a pattern of missing section meetings
- Not attending mandatory events ("all staff" meetings, workshops, orientations, individual meetings with senior staff) without prior communication
- Missing a deadline for story submission (both first draft and final draft) without prior communication
- Use of discriminatory language or behavior towards another staff member, or while representing *The Trail.* If you are unclear about what defines discriminatory language, consult the Editors-in-Chief
- Any behavior that is decided punishable by both the Editor-in-Chief and the advisor

STYLE GUIDE

MECHANICS

COPY PREPARATION

- Story is written on writer's own Google Drive account and shared with Editor-in-Chief account (thepugetsoundtrail@gmail.com). Editor-in-Chief account must be given "edit" privileges. Editor-in-Chief will then share with section editor and give them "edit" access as well.
- Paragraphs are separated by a single return (no spaces between paragraphs), are not indented, and have 0 pt. spacing between lines.
- Story is spell checked.
- Single spaces are used between all punctuation marks, especially following a period.

PARAGRAPHS

- Ledes should be short, only one or two sentences, no more than 35 words, and should capture the reader's attention while stressing the main point. It is the hardest part of the story to write.
- All newspaper paragraphs are short: 25–45 words. Unlike an English essay, paragraph breaks in a newspaper story are mostly used to separate the text for the reader's eye.
- Start a new paragraph for every new idea and every quote.

TENSE

- Stories should keep the same tense throughout the entire story. The tense should reflect the date of publication.

QUOTING SOURCES AND IDENTIFICATION

- All quotes are in past tense. They always said. They never say.
- The first time a person's name is used, he or she needs a title:
    - University President Ronald Thomas
    - Senior Varsity Crew Member Cary Grant
- The first time a person's name is used, use the first and last name. In successive instances only the last name is used.
- The exact format for quotes is as follows:
    - "Our newspaper is better than PLU's," University President Crawford said.
    - "Said" always follows the name of the speaker; it is never "said University President Ronald Thomas."
- Don't clutter a story with verbs used after the quote. "Said" is perfectly normal and using more creative verbs detracts from the real action in the story.
- When there is a large quote, break it into two pieces:

- "I always read *The Trail*," Crawford said. "I'm sure glad we have a great newspaper that provides timely, accurate, and pertinent information to the campus community here at Puget Sound."
- Identify faculty by names and department. Do not use Dr., Mr., Mrs., or any other professional titles.
- Identify department chairs.
- Identify all persons by any special titles, formal or informal, that are pertinent or will add credibility as a source to the story.
- Any piece of information not generally known must be attributed to the person from whom it came. For instance, if you claim that most Puget Sound students vote Democrat, you must include a source.
- Avoid adding/removing words from quotes whenever possible. If a quote needs clarification, add a sentence before or afterward. Do not correct grammar or word usage errors. Instead, insert the word "sic" (Latin for "thus") in parentheses next to the word to show that the quote is correct. You can change punctuation within reason as long as the words used remain the same.
    - o Original quote: "Yeah, I went to the party. It was great! I did see my ex, but irregardless I had a fun time."
    - o DON'T WRITE "[The party] was great! I did see my ex, but [regardless] I had a fun time."
    - o DO WRITE "It was great! I did see my ex, but irregardless (sic) I had a fun time."
- For quotes within quotes, alernate between double and single quotes. Make sure each beginning quotation mark has a corresponding ending quotation mark.
    - o "My mom told me, 'You have to read "To Kill a Mockingbird." It's such a good book.'"

BE CONCISE

- Bear in mind that your common reader has little time or interest. Stick with the important facts and use accessible language.
- Remember that advertisers, subscribers, and others not connected to the University will see a story. This means something that the common student may understand will not necessarily make sense to another audience. Explain it or leave it out.

ABBREVIATIONS AND CAPITALIZATION

- In specific dates, abbreviate all months except March, April, May, June and July. For other usages, spell out months (Feb. 29, April 1, BUT "this February" and February 1990). Do not use ordinals such as "th" or "rd" in dates.
- First references of organizations always should be spelled out. The abbreviation is sufficient after that, if the organization has one (RDG). Exceptions are those organizations mentioned in the AP Stylebook.
- Do not abbreviate building names. Calling Wheelock Student Center the S.U.B. is the one exception to this rule.

- Capitalize proper names of ethnicities, but lower case informal version (Hispanic, Native American, black, white, etc.)

NUMBERS

- Spell out numbers zero through nine, except for room numbers, addresses, percentages and ages. Always write out numbers at the beginning of a sentence and in headlines.
- In sums of money, use the dollar sign ($) except for amounts less than $1. For sums less than $1, spell out the word cents. Spell out million and billion ($4.08, 15 cents, $16.23 billion, etc.)
- Use numbers for percentages, but spell out percent (42 percent).

PUNCTUATION

- Do not use a comma before the last item in a series, unless its omission would bring confusion:
    o He failed history, English, geology and journalism.
    o The lecture was delivered by two professors, a historian, and an economist.
- When two independent clauses are not joined by a conjunction, do not put a comma between them: ~~The article was about ASUPS, it was well written.~~ This is an example of a comma splice. Use a semicolon instead or rewrite the sentence.
- Know the difference between hyphens and em dashes. Use hyphens to link the words of a compound modifier (two or more words that express a single concept) that precedes a noun. Do not, however, link the words of a compound adjective with hyphens when they come after a verb or when the first word ends in "ly":
    o Blake is a full-time professor.
    o Blake teaches full time.
    o They are a happily married couple.
- An em dash looks like this: — . On a Mac, the command is Option (alt) + Shift + Hyphen Key. An em dash separates distinct but related portions of a sentence. It must have a space on either side.
    o Megan's first skiing experience was scary — but she loved it.
- An en dash looks like this: – . The command on a Mac is Option (alt) + Hyphen Key. An en dash is used to denote ranges of time, pages, etc.
    o She was president from 2009–2015.
    o We are assigned to read pages 80–150.
- Punctuation always goes inside of the quotation marks except for colons and semicolons.
- Avoid using the ampersand, exclamation point and parentheses. Be frugal with your use of dashes in place of other more appropriate punctuation.
- Use ellipsis only to show condensation of a quote. An ellipsis is made up of three periods and must have a space on each end.

TIME AND PLACE

- Always use the briefest form:
    o 9 p.m. Tuesday.

- o Use a colon and minutes for times not on the hour (9:30 a.m.)
- o Use noon or midnight, never 12 a.m. or 12 p.m. Midnight refers to the day just completed, not the beginning of the following day.
- For all dates, use the month and date. Include the year, if the reader might be uncertain.
  - o The play opens Jan. 23.
  - o She was born April 1, 1981.
- Use figures for dates. Never use -st, -th, etc., with dates. The only exception is the Fourth of July.
- In writing addresses, use figures and abbreviations (123 N. Main St.). If not using an address, spell out street designations (High Street will be closed for paving.)
- With cities, name the state or country only if the reader might be in doubt. For example, if the city is obscure or has a name-twin (Vancouver, B.C., Roy, Wash.)

COMPOSITION TITLES

- Put quotation marks around the following composition titles: books, movies, albums, songs, television shows, lectures, speeches, poems, and art exhibits. When in doubt, look up in AP Style guideline, and if you can't find it there, put it in quotes.

GRAMMAR

- Be sure subject and verb agree in person. A person, bank, team, organization or business is an "it," "he" or "she" not a "they."
- "They" is acceptable as a gender-neutral singular pronoun.
- "It's" is a contraction for "it is." "Its" is a possessive pronoun.
- Avoid splitting infinitives:
  - o "to tightly hold" should be "to hold tightly."
- Try to avoid ending sentences with prepositions.
- Over, under, up and down are used only as directional reference:
  - o "More than 2,600 students…" NOT "Over 2,600 students…"
- "Like" means affection or similar to and should not be used in place of "as."
  - o "We acted as we did in the past," NOT "We acted like we did in the past."
- "Such as" should be used in place of "like" when presenting direct examples:
  - o Do not misspell words such as "accommodate."
- "Affect" is a verb meaning to change or to influence. "Effect" is a noun meaning the result of an action or accomplishment, except when you are "effecting a change" or putting into action.
- "Imply" means to suggest. "Infer" means to deduce from evidence at hand.
- "That" is a defining, restrictive pronoun. "Which" is non-defining and non-restricting. Clauses beginning with "which" are always set off by commas.
  - o The ramshackle building, which houses the local soup kitchen, should be torn down. (Adds a fact about the building in question.)
  - o The ramshackle building that houses the local soup kitchen should be torn down. (Says which one.)
- Contractions should be used rarely, if ever.
- An event cannot be the "first annual." It is the "first."

- Remember to use parallel structure. "The professor was soporific, a bore and uninspiring" should be rewritten: "The professor was soporific, boring and uninspiring.
- Avoid dangling modifiers. "Two months after graduating, Asher's student loans were repaid" has a dangling modifier. Asher's student loans didn't graduate; Asher did. The sentence should be rewritten: "Two months after graduating, Asher was able to repay his student loans."
- Who vs. whom: Use "who" and "whoever" when the pronoun is the subject of the sentence. Use "whom" and "whomever" when the pronoun is the object of an action:
    o Who wrote that letter?
    o For whom did he write it?

SPELLING AND WORD USAGE

- Spell check stories at every deadline. Check them before they go to the copy editor, check them after those changes are made, check them on the page.
- Never use first or second person in a newspaper story of any kind. The only exceptions are columns.
- Avoid slang terms.
- Check every single name from every single source used in every single story.
- Class names (first year, sophomore) are not capitalized.
- Sports teams are not capitalized (basketball team, baseball team).
- When listing a large number of people, list them first by descending order of class (senior-first year) and then alphabetically by last name.
- Capitalize languages and Asian studies, but do not capitalize other disciplines unless referring to the department:
    o Pierce taught English and history before becoming an administrator.
    o The Biology Department announced the names of its scholarship recipients.
- "Queer," while reclaimed by many people, is still a slur against LGBT people and should be used with caution. Do not call someone "queer" unless you know they have reclaimed that term for themself. For this reason, avoid using terms like "the Queer community" — LGBT, LGBT+, and LGBTQ are all acceptable alternatives. Exceptions to this are when an organization uses "queer" as part of its official name, for example, the Gender and Queer Studies Department.
- "Femme," "feminine," and "female" are often confused or conflated. Make sure to keep them straight.
    o "Femme" originated in the lesbian community to denote a way of performing femininity for other women (as opposed to men). Its counterpart is "butch." However, many non-lesbians have begun to adopt the word, leading to confusion about its definition. If an interviewee/organization uses this word, try your best to determine their definition of "femme" and include that explanation in the article to prevent confusion. Do not describe a person/group as "femme" unless you know they use the term themself. Do not say "femmes" when you really mean all women, since this excludes butch and other masculine-presenting women. If you want to talk about women and women-aligned nonbinary people, say that instead

of "women and femmes." Bottom line: respect the word's history as a lesbian-specific term, and be respectful, clear, and purposeful when using it. Please discuss any questions about this with the Editor-in-Chief.

o "Feminine" denotes a style of presentation often associated with women. This style can take many forms, and is different for everyone, but some common associations are the color pink, makeup, dresses, etc. Anyone of any gender can be feminine. Generally, this is an adjective describing appearance (and occasionally behavior) and is not a gender identity.

o "Female" is an adjective describing someone who identifies as a woman. Be careful about using this word as a noun (i.e. "Many females were at the store that day) as it often sounds unneccesarily scientific or strange. Female people are not necessarily femme or feminine — they can be masculine, androgynous, or any other presentation style they wish. NEVER describe a transgender man or nonbinary person as "biologically female" or something similar unless they specifically describe themself that way. Even then, consider whether mentioning a person's genetalia is relevant to the story — odds are it is not, and you shouldn't use the term at all.

PARTICULARS TO *THE TRAIL*

- University of Puget Sound, Puget Sound, and the University may be used interchangeably as the writer wishes. UPS is not acceptable.
- Writers should avoid swearing in their articles unless the situation strongly necessitates the word. Section editors should clear the use of obscene language, whenever present in an article, with the Editor-in-Chief.
- Student Union Building should be abbreviated S.U.B. (not SUB)
- Avoid sloppy clichés, puns and cute general expressions. Keep wording tight and focused.
- When referred to in print, *The Trail* should be capitalized and italicized.
- Logger and Loggers are capitalized.
- Due to the specifics of our distribution agreement with the University, *The Trail* cannot advocate alcohol or drug use of any kind. Stories should refrain from superfluous references to alcohol or drug use that are not integral to the meaning of the article.
- Anderson-Langdon and Todd-Phibbs may be abbreviated on second mention to A/L and T/P.
- First year, not freshman.

HEADLINES AND CAPTIONS

- Write a headline that is appropriate for its story. A serious story deserves a serious headline.
- Avoid the obvious.

- All headlines need a subject and a verb.
- Avoid "to be" verb constructions.
    - "Governor coming to Tacoma," NOT "Governor is coming to Tacoma."
- Make the headline say something. It isn't a label.
- Avoid articles (a, an, the) in headlines.
- Photo captions should follow AP style: The first sentence of the caption describes what the photo shows, in the present tense, and states where and when if applicable. The second sentence of the caption gives background on the news event or describes why the photo is significant.
- Whenever possible, try to keep captions to no more than two concise sentences, while including the relevant information.
- Photo captions, headlines, subheads and pull quotes are all used to draw the reader into the story and should only contain information already in the story.

JOURNALISM STANDARDS

SOURCES

- Always have at least three sources for stories, with at least one interview. This is especially important for News stories.
- Quotes obtained from published articles in other newspapers are inappropriate for use in *The Trail*.
- Be sure to cite where information came from. The job of a journalist is to report information, not proclaim it.
- Every paragraph should have an attribution of information.
- When quoting people, ensure names and titles are correct.
- Verify information in the quotes. People can't always know everything and sometimes they unintentionally report false information.
- Don't lead quotes:
    - "The trees were on fire," Roder said. NOT
    - According to James Roder, "The trees were on fire."

LEDES

- Should not be longer than 35 words.
- Only use numbers in ledes when absolutely necessary.
- Avoid "cute" ledes.
- Avoid using "University of Puget Sound" in the lede — readers are smart and don't need us to be redundant.
- Avoid direct quotes in ledes

NEWS STORIES

- Don't start with cute ledes.

- Avoid using many adjectives — be factual, not descriptive.
- Present the facts, not the writer's opinion of the facts.
- Keep sentences as short as possible.
- News comes through the people in the story, and is not merely reported by the writer.

Sports Stories

- Think: What does this game mean? How does winning/losing change the stakes?
- Think: What do the players think? The coaches? The fans?

Features Stories

- Isolate one important element and follow it throughout the story. Use themes.
- After the first three to five paragraphs, give the reader a "so what" (the nut graph).

Opinions Stories

- Give proof of research and evidence. Attribute sources.
- Include localized research. Tie it back to the University, Tacoma, or Washington.
- Include statistical research. It is less subjective and sometimes more convincing.
- Read the last sentence first after the story has been written and move it to the top. It often serves as a better lede.
- Make sure the first paragraph gives a clear sense of opinion. Opinion pieces need theses. They are not rants.

Layout Rules and Guidelines

- Keep a pica between everything (12 arrow keys down)
- The most important article should be at the top of the page
- Keep pictures dominant
- Ads should be at the bottom of the page
- Headlines are always on top
- 5 columns of text per page
- Don't have too much white space, and no empty rectangles
- Balance on the page is key — draw the reader's eyes from the center to the edges.
- Don't have a space between two columns
- Run columns all the way down the page

InDesign CS6 Controls (with Windows keyboard)

- Alt D: drag an article into the text box
- Alt B: Change the column settings
- Object Arrange sends things forward and backward.
- Alt G for grouping photos and credits

- Using Section Libraries for font settings (found in Archives ☾ 2009-2010)
- Pictures stroke of .5 (go to Stroke then under weight type in .5)
- Jumping — If an article is too long for a text box a red plus will show up. Click on the red plus then click anywhere else and remaining text will show up.
- Create Jump head in original page. Text Wrap
- Spacing: To make an article fit. Between -20 and +20
- To draw a line, click the line button and hit shift to draw a straight line.
- For fitting pictures proportionally: Alt D photo in box, right click fitting, >fit content proportionally> fit frame to content. To scale proportionally hit shift and drag the edge.
- Pull Quotes — Use pull quote setting in the Library.

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Signature:

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