

# The Charger

H. H. Dow High School, Midland

**Annotation:** Yes

*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:** Cammie Hall

**Editor:** Norah Lacher, Kyra Nicholas

## 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:*

What suggestions do you have to reference for more trendy designs? We look at magazines and such, but how can we elevate the look of the book?

What suggestions do you have on caption content when the event covered on the page happened on the same day? We find that it is repetitive to keep saying the same things in order to report on the 5Ws. But, since we never know what caption they will read, we feel we have to get it out there.

What suggestions do you have for headlines?

## ABOUT THE SCHOOL

- This school is a **Senior High, Public**
- **School Enrollment:** 1300
- **Is the yearbook produced as a class or club?** a class activity
- **Staff size:** 21

## ABOUT THE YEARBOOK

- **Design style:** Contemporary
- **Organizational structure:** Chronological
- **What software do you use to design your book?** Varsity Yearbook's eDesign and Canva, some Photoshop
- **Printing company:** Varsity Yearbook
- **Does the publication contain advertising?** Yes
- **Sales Price:** 75
- **Number of yearbooks sold:** 825
- **Number of pages in book** (excluding company-created inserts): 314

## Theme

**Theme:** Decision Points.

**Theme copy:** The theme worked on the idea that all students have to make decisions in their lives. Some of those are small decisions they make each day (should I hit the snooze one more time) and others are larger ones (what college should I attend). The staff wanted to cover these different decisions and the points in which they would have to make that call in their lives.

## **Income**

- **Book sales:** \$56675
- **Advertising:** \$1870
- **School/Budget:** \$0
- **Fundraising:** \$4790
- **Grants:** \$0
- **Other:** \$0
- **Total Income:** \$63335

## **Expenses**

- **Printing/Publishing:** \$65692
- **Supplies:** \$893
- **Technology & Equipment (not provided by the yearbook publisher):** 0
- **Training, Workshops & Conferences (paid for by the school/program):** 0
- **Other:** \$0
- **Total Expenses:** \$66585

## **Estimate the percent of work done by students vs. non-students**

*It takes a team to publish a yearbook. The following information is provided to help us understand more about this book 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 adviser, students and others (such as the yearbook publishing company, professional photographers, etc.). 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.*

**What percentage of work in the following areas is completed by students, the adviser, the publication's printer or others?**

### **COPY WRITING**

- **Students:** 100%
- **Adviser:** 0%
- **Printer:** 0%
- **Other:** 0%

### **HEADLINES & CUTLINES**

- **Students:** 95%
- **Adviser:** 5%
- **Printer:** 0%
- **Other:** 0%

### **EDITING**

- **Students:** 90%
- **Adviser:** 10%
- **Printer:** 0%
- **Other:** 0%

#### **PROOFREADING**

- **Students:** 85%
- **Adviser:** 15%
- **Printer:** 0%
- **Other:** 0%

#### **PHOTOGRAPHY**

- **Students:** 75%
- **Adviser:** 0%
- **Printer:** 0%
- **Other:** 25% *Professional Studios, parents*

#### **PHOTO EDITING & PHOTOSHOP WORK**

- **Students:** 100%
- **Adviser:** 0%
- **Printer:** 0%
- **Other:** 0%

#### **THEME DEVELOPMENT**

- **Students:** 95%
- **Adviser:** 5%
- **Printer:** 0%
- **Other:** 0%

#### **DESIGN CONCEPTS & PAGE TEMPLATES: Who creates page templates and develops standing design elements?**

- **Students:** 100%
- **Adviser:** 0%
- **Printer:** 0%
- **Other:** 0%

#### **PAGE LAYOUT: Who does the work to put content (photos, writing, etc.) onto pages?**

- **Students:** 95%
- **Adviser:** 5%
- **Printer:** 0%
- **Other:** 0%

#### **GRAPHIC EFFECTS**

- **Students:** 100%
- **Adviser:** 0%
- **Printer:** 0%
- **Other:** 0%

## **COVER CONCEPT & DESIGN**

- **Students:** 100%
- **Adviser:** 0%
- **Printer:** 0%
- **Other:** 0%

## **SOCIAL MEDIA STRATEGY, CONTENT PRODUCTION AND POSTING**

- **Students:** 100%
- **Adviser:** 0%
- **Printer:** 0%
- **Other:** 0%

## **Indicate work that is not produced by students**

*We understand that yearbooks sometimes receive for publication photographs and other materials created by people who are not part of the yearbook staff. However, only student work is considered for MIPA awards. Please indicate here the system for which this yearbook distinguishes between staff work and work contributed by non-staff sources. For example: "Staff photos are highlighted with \* and photo credits" or "Photos that are not produced by students include courtesy credits."*

Student work will say "by"

Non-student work will say "courtesy of"

## **MORE ABOUT THE SCHOOL**

*Schools can vary widely in how active students are in clubs and sports, which can have a big effect on the coverage decisions made by the yearbook staff.*

## **Student groups at this school**

- **Number of non-athletic clubs/organizations:** 22
- **Number of athletic teams:** 37
- **Number of intramural sports teams:** 0

## **How does the yearbook staff make coverage decisions about these various groups?**

All groups get at least a group photo in the book. Those that are new/newer get coverage, and if the group is hosting an event or activity that impacts more than just their group they are likely to get more coverage in the book.

## **STUDENT PRESS FREEDOM**

*We hope this section will help the judge further understand the situation at this school. We do not intend for answers about student press freedom to have any influence on scores in this critique, but it may raise issues you can address in your commentary.*

**Does the administration exercise prior review?** No

**Have there been any censorship problems with this yearbook? If so, please explain.**

no

## COPYRIGHT & PLAGIARISM

*Photos, art, music and other creative works — on the Internet and elsewhere — are copyrighted, even if they don't include the copyright character © and the owner's name. U.S. copyright law requires you to get the owner's permission to use such materials in student media unless the material qualifies as fair use or is in the public domain. Simply attributing work to its creator is not the same as getting permission.*

*Plagiarism is passing off someone else's work as your own. Proper attribution can be a defense against plagiarism.*

*MIPA has developed a policy on copyright and plagiarism in scholastic media. Please contact the MIPA office for guidance if you believe work in this yearbook violates standards for copyright or plagiarism.*

**Read [MIPA's Copyright and Plagiarism Policy](#).**

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

Yes

*If "No" was selected in the previous question, please explain.*

**What are the yearbook'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, Other Canva

**If the yearbook has a subscription to a photo service, what service(s) are used?**

**If the yearbook uses 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. Has the adviser or staff 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 program. This statement may describe any special concerns, school situations or other circumstances the adviser and/or staff may have encountered while producing the book. We hope this information will help you, as the judge, understand reasons why things were done in certain ways in this yearbook. **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.*

### **From the Adviser - Program Background:**

This year's group was run by two editors. This posed an issue at the beginning of the year as one felt that they deserved to be a solo leader. That eventually worked it way out, but then the lack of cooperation and follow-through came back and it created a situation in which a large amount of the work was being done by a small group of people.

Additionally, the 21 person staff was fill with a majority of brand new students. This led to delays as they were learning how to complete the book. Additionally, delays were created when the design editor lacked the ability to produce the templates for move forward.

Add to that the adviser dealt with some health issues that led to being out of the room often created a very stressful environment. Yet, through all of that, they did manage to get the last of the pages in by the final deadline, even if the rest were not met.

This group has a spring deliver book, and in order to cover spring activities a supplement is created to cover as much as we can up until distribution which is the last day for seniors. With cold spring weather and rain many of the spring sports events were cancelled or postponed. It severely limited what could be covered. And, because this supplement is due mid April, most of the teams are just getting started. This is why they do not write a body copy for the spring sports pages. We have tried but there just isn't much to cover yet since they may have only had 1 or 2 games. We try to balance the lack of a story with additional secondary stories to fill the page with more content.

**###**