

2006-7 MADRONA MEDIA

ETHICS AND CONFIDENTIALITY AGREEMENT

As a member of the yearbook/MMB staff, you have the following basic responsibilities:

- **Be Fair:** Tell both sides of a story without inserting your opinions as the reporter. Avoid editor/MMB editorializing!
- **Be Accurate:** Check all names to ensure the full first name is included and that all first and last names are spelled correctly. Then recheck all names to ensure proper spelling. Misspelled names will result in a lower grade! Check to make sure all quotes and other information included on your spreads are correct. When quoting another student or other source, be sure your quote reflects exactly what the person said or is paraphrased in a way that the meaning of what the person said is not altered.
- **Be Honest:** Never make up information or rely on assumptions in creating your spreads. While interviewing can sometimes be time-consuming and challenging, it is essential that you get information and reactions from the sources involved in an event or group being covered. Attending an event you are covering is also a good way to get basic factual information.
- **Demonstrate Good Taste:** Ensure your spreads are free of questionable or obscene material; this applies to both copy and photos. Everything included in the yearbook/MMB must be "school appropriate".
- **Avoid Libelous Statements:** Make sure you check the facts on all information for truth and do not intentionally present another student or faculty member in a negative light.
- **Avoid Using Materials that are Copyright or Trademark Protected:** The use of trademarked symbols such as brand logos or copyrighted materials such as song lyrics or photographs is prohibited unless you solicit and receive permission from the originator of the materials. If given permission to use materials originated by another source, make sure to credit that source accordingly. *Begin seeking permission for use of copyright material early! Now is a good time to start the process. (Really.)
- **Maintain Confidentiality:** Because we have a high percentage of students who purchase the yearbook/MMB prior to its distribution and because there is much positive anticipation of the distribution, we want to promote the book and generate excitement about the upcoming yearbook/MMB while still retaining some elements of surprise. While you may show a photograph that is being used to students in order to ensure correct identification of individuals pictured in that photograph or share a quote you are using with the individual being quoted to assure accuracy, avoid showing entire spreads or sharing the overall theme of the book with people outside of the yearbook/MMB staff. Also, if someone shares something with you "off the record", or asks that something remain confidential, you are not to publish that information within the yearbook/MMB.
- **Consult Monica and Your Editor/MMB directors When In Doubt:** If you are unsure of whether something is acceptable to include in the yearbook/MMB or how to handle a specific situation, check with your editor/MMB directors and/or Monica. If you need to make significant changes to your spread layouts or want to make changes to the general coverage content on your spread, you must ask for authorization first! This will maintain consistency and cohesion in the yearbook/MMB.
- **Care for Equipment:** The technology department has the privilege to use large amounts of expensive equipment. Care is to be taken with all items, and all damages are to be reported immediately. Equipment is to be used by media students only, unless otherwise indicated by Monica. Do not 'hand off' equipment for someone else to return. It is the expectation you will return all equipment prior to leaving the building, or find an appropriate staff person with whom to leave the equipment in the event of Monica's absence. All equipment should be recharged when appropriate, cords returned and remaining items placed in bags or other on appropriate shelves.

- **Expect to work hard, meet deadlines and contribute your time, creativity and technological skills to many visible products that will be viewed by the entire Madrona community not only this year, but for years to come.**
- **Above all, have fun and take pride in your accomplishments!**

After reviewing the above responsibilities, please sign the agreement below, have your parent/guardian sign below, detach, and return the portion of this sheet below the dotted line by the end of this week. Your signature confirms that you understand all of the information entailed above and serves as your commitment to uphold the ethics and responsibilities involved in being a student journalist/photographer. Please see me if you have any questions or concerns.

Monica Edwards
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I have been accepted into the Madrona Media class and I understand that I am making a commitment not only to the yearbook and/or broadcast team but also to the entire student body and will be responsible for learning academic skills as well as applying them to the production of the yearbook (print & DVD) and the broadcast.

I _____ understand my responsibilities as a member of the yearbook/MMB staff and
 (print your name here)

agree to uphold these responsibilities. _____ (sign your name here) _____ (date)

As the parent/guardian of _____, I understand my student's responsibilities as a
 (print your student's name here)

member of the yearbook/MMB staff. _____ (parent or guardian's signature) _____ (date)