

POLICY

By virtue of the fact the yearbook is a student conceived, planned and produced publication, as well as a product of an academic program, there are certain legal and ethical guidelines which McNeil yearbook staff members practice. The 2018 Maverick © and its staff are protected by, and bound to, the principles of the First Amendment and other protections and limitations afforded by the Constitution and the various court decisions implementing those principles. By not interfering with the publication content, school officials are therefore not liable for or responsible for content.

COVERAGE

Content focuses on coverage which will meet the wants and needs of the majority of the students, so long as those wants and needs are not contradictory to the principles of scholastic journalism.

The staff encourages constructive criticism of any part of the book, both before and after publication. However, final authority for the content of the yearbook rests solely in the hands of the yearbook students under the guidance of their adviser.

No material which is libelous, irresponsible and/or an advocate of illegal activity will be published. No material which the editorial board and/or adviser deems in poor taste will be printed.

The content coverage period lasts from the summer before school starts to early April, when the yearbook is completed. Events occurring past this date are impossible to include in the yearbook.

The yearbook staff strives to include Maverick staff members no more than any other student would be covered; that is, only through class portraits, group photos and in pages specifically about the yearbook staff.

The subjects for class features are selected by the editorial board to represent a diverse group of students who have overcome hardships and/or made a special contribution through academics or organizations.

While the yearbook staff strives to include all official school sports and organizations as equitably as possible, the ultimate decision for page allocation is decided by the editorial board and the adviser.

Group photographs for clubs and organizations are taken by the official school photographers, Lifetouch, in January. All faculty and staff are notified at least two weeks prior to this date to sign up on a first come, first served basis. Any groups which were not photographed at that time are not the responsibility of the yearbook staff.

PORTRAIT PHOTOGRAPHY JOURNALISTIC

All students and school personnel must have their portraits taken by the official school photographer, Lifetouch, to be included in the yearbook. All students and school personnel will be afforded at least two opportunities to have their portraits taken or re-taken, if the need presents itself. Seniors who do not have their drape or tuxedo portrait taken by Prestige Portraits (the senior division of Lifetouch) by the December deadline will not have their portrait included in the yearbook. Each student's official grade classification on the first day of the school year, or the first day the student enrolls at McNeil, is used to determine portrait placement by grade level. A grade level change after the start of school cannot be reflected in the yearbook portrait pages. By having all portraits taken by the same photographer under the same conditions, the yearbook staff can be assured of uniform quality of all photographs, thereby serving the best interests of all students.

ADVERTISING

All advertising accepted by the staff must meet the same guidelines as editorial content. Acceptance of advertising does not constitute an endorsement by the Maverick staff, McNeil High School's administration, faculty, staff or students or the Round Rock Independent School District. When the staff accepts an advertisement from a political/social cause, movement and/or service, the staff will offer an organization holding the opposing view a chance to purchase an advertisement in the yearbook. Senior advertisements, ranging in price from \$50 for a ninth of a page to \$375 for a full page, are sold from August to October. The Maverick staff discourages advertisements which include boyfriends/girlfriends because advertisements cannot be removed or changed after submission. The yearbook staff does not guarantee the safe return of any photos submitted for advertisements.

CLIENT SATISFACTION

Because the yearbook is a student production, complete satisfaction is not guaranteed to the purchaser. Refunds will not be given for minor errors such as poor portrait quality, misspelled names, etc. Books returned for refund must be free of damage or writing. Once returned, the book becomes the property of the staff and can be resold at the current price. Exchanges can be made for books with flaws if no writing appears in the book. If a book has been written in, no exchange can be made unless the adviser determines the flaw is of major proportion, i.e., pages missing, pages upside down. All refunds and exchanges are made at the discretion of the adviser. It is the responsibility of the buyer to provide proof of purchase if the yearbook staff has no record of sale. Valid proof of purchase includes a valid receipt or a canceled check. The staff cannot hand out any yearbook without proof of purchase. All buyers must present a picture ID (school ID, driver license) when picking up their yearbook.

in nature, the yearbook informs and entertains its audience in a broad, fair and accurate manner on all subjects that affect readers in the areas of academics, community, groups, sports and student life.

The entire student body of 2,600+ prospective readers constitutes the book's target audience. Secondary audiences include school personnel, community members and scholastic journalism groups.

SENSITIVE ISSUES

Should a student and/or school personnel die anytime during the current coverage period, the staff will treat the death in a professional, tasteful and respectful manner. Coverage will focus on the life of the individual as a warm person. The treatment will provide adequate memory of the individual for those closely associated with the person without overemphasizing the death for other readers. Family and friends may also purchase advertisement space as available.

PRICING

Books sold for \$70 during the fall semester with a \$5 price increase the spring semester. Students who do not purchase a book prior to February will not be guaranteed to receive a book. A limited number of books are sold upon delivery for \$80 only after the majority of pre-ordered books have been distributed.

PHOTOGRAPHY MANIPULATION

Photographs will only be altered or manipulated by the staff to improve the quality of the photo or achieve a specific artistic effect, i.e. desaturating the background or a photo to black and white, feathering the edges, cut out background.

Maverick

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