HiLite Editors' Manual
2013-2014

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DEADLINES

Assignment sheet deadline

- Host a maestro prior to the assignment sheet deadline. Remember, assignment sheets are simply reminders of everything discussed at the maestro.
- Email the staff a description of the assignments that will appear in the issue that includes the angle and desired word count of each story, its reporter, graphics artist and photographer and all due dates. This will allow time for the editors of two sections with similar assignments to work out an alternate plan.

Source deadline

- Reporters must e-mail the photographers and editors the names of the sources that will appear in the story, as well as a description of each source, detailing their relevance to the story and potential photo opportunities.

First page

- All elements must be on the page. NO DUMMY TEXT.
- After the pages are approved by a member of the management team, print out a copy and place it into the bin for proofreading.
- Pages should be completed and prepared for the printer. *There should be no drastic changes from first page to PDF.*

PDF

- The day after first page, proofread your own pages and mark what changes you will make for PDF.
- During the week of PDF, make proofreading edits and reprint pages daily (take your pages and a laptop home, if necessary).
- Mark all proofreading edits with a highlighter or colored pen to avoid overlooking any comments or corrections.
- Spell check the pages after each edit.

You are **required** to attend PDFA.

Sections with two spreads: try to PDF one spread / package in PDFA and one in PDFB.

- Sign a PDF sheet for each spread and hand it to a member of the management team to sign.
- Print out the final edition of your page and staple it to the stack of your older proofread pages. Turn the stack into Mr. Streisel personally or into his basket.
- Do not leave the room until the pages are sent to the printer.
- Both section editors should be present.

MAESTROS

Announce maestros at least a week in advance to allow reporters enough time to brainstorm story ideas.
All team members must be present at the maestro.

Each member must prepare the required number of story ideas predetermined by the editors. Story ideas must be written out with angles and potential sources included (similar to an enterprise proposal) and collected by the editors. Missed deadlines will be given out.

Remember: Reporters should prepare angles, not topics.

Maestro team should be clear on general design plans, graphics ideas and photo ideas.
Extra story ideas will go online or serve as backups in case a story falls through or allow editors to plan ahead for upcoming issues.

Reporters must have a general idea of who they plan to interview
(i.e. a health expert) before the conclusion of the maestro.
Remember: The maestro is the place for a discussion between editors and their entire team. It is not a place for a few reporters to shout over the rest. Editors are responsible for giving all reporters' story ideas due consideration.

PHOTOS

Photos must include the faces of the sources in the story.
NO DESK SHOTS WHATSOEVER ARE PERMITTED.
Photos should either be completely candid or environmental portraits - never posed.
Photos should be close enough to the source to see the whites
of the eyes. (There are exceptions to this rule.)
Save photos as CMYK, 200 DPI and in .tif format for print

Brighten photos beyond what may seem necessary.

Put a 0.25 black hairline around all photos on the page (shown below).
Each photo must be accompanied by a two-sentence cutline. The first sentence should describe the
photo in the present tense. The second sentence should reflect the angle of the story in the past tense.
Remember: Photographers write the cutlines.
Photographers should save unedited photos under the "Photos Working" folder.

Editors will transfer selected photos to the "Photos to Place" folder and edit them there.

Remember: Save photos as "e.lastname.slugline.issuedate.tif".

ALTERNATIVE COVERAGE

Graphics should be assigned and outlined during the maestro process. This means that editors must meet with artists to plan and sketch out graphics well ahead of time. They should NOT assign graphics without giving the artist any directions.

Graphics should be integrated into the page design. **They are NOT last minute space-fillers.**

Artists should be provided with the information that will go into the graphics (statistics, etc.) *as well as the graphic's dimensions.*

All graphics should be informational, never decorative.

Graphics should be saved as TIFF files in Illustrator. Do not include text in the Illustrator file - add it in InDesign after the graphic has been placed on the page.

All alternative coverage must be accompanied by a summary deck.

Text-based alternative coverage should go in a Text Alt Cov box.

Graphic-based alternative coverage should use the same Alt Cov headline, summary deck, subheads and body font but without the colored tab/line.

ONLINE POSTING

Requirements:

Save photos as RGB, 72 DPI and in .jpg format. The photos should be no more than 10 x 10 inches in dimension.
Remember: Rename photos as "w.lastname.slugline.issuedate.jpg".
Try to use different photos from the ones used in print.
Schedule stories to post at 9:30 a.m. on distribution day.

Process:
Log into Wordpress.

Click "Add New" under "Posts".
Type the headline into the top box—no titles online. Keep it short.

Type the byline in the box titled "Custom Author Byline."
To add an email, scroll down to "Custom Fields," and select "Email" where prompted. Type the email in the box title "Value," and click "Add Custom Field."
To insert the story, click the "Paste as Plain Text" icon (a clipboard with the letter T). Copy and paste the story into the large box.
Remember: Text should not include any indents. Press enter once between each paragraph.

Subheads are bolded.

Example:

Adding Links:
Every story must have at least 2 links.

To insert a link:

Highlight desired text.

Click "Insert/Edit Link."

Paste link in "URL". *Make sure http:// is part of the link.*

Check "Open link in a new window/tab" if the link redirects the reader outside the *HiLite* website. If not, leave the box unchecked.

Link a set of words or insert a link between paragraphs (below).

Adding a photo:
Click the box labeled "Add Media."

Click "Upload Files," and either drag and drop or select the photo to be uploaded.

Copy and paste the cutline into the "Title" and "Caption" boxes.

Select "Right" or "Left" under "Alignment" and "Medium" under "Size."

Featured Image:

For each story, click "Set featured image" near the bottom right.

Go to "Gallery" and choose the desired image.

Choose "Medium" size.

Click "Use as featured image."

Make sure the dimensions of the image do not exceed 1000 either way

Adding a Graphic:

Open the PDF of the page on which the desired graphic is placed.

Take a screenshot of the graphic. (On a Mac, Command+Shift+4 and select the graphic. On a PC, Ctrl+Alt+PrntScrn).

Open the screenshot in Photoshop, and save it as you would a photo.

Scheduling posts:
Click "Edit" by "Publish Immediately".

Set the time to 9:30 a.m. on distribution day.

Click "OK" and "Schedule."

For sections with multiple stories, set your dominant story to publish at 9:31 a.m.

Adding tags:
Select key words from the story that you think people will search for in Google or Yahoo. Enter them into the "Tags" box.

- Add sources' and author's names as tags.

- Add your section's name as a tag.

 Categorizing posts:
Select your section of the publication.

Select "Print" and your particular section (i.e. Entertainment). Cover Story goes under news or feature.

Select "Top Story" on your dominant story each issue.

      To make it the main story (usually reserved for Cover Story after a new issue comes out), set the time stamp earlier than the other posts

Final check:
Click "Preview" and make sure everything is in order.
Have a management member check over your online posting.
Tada!

INDESIGN SHORTCUTS AND TIPS

Open document - ⌘+O
Close document - ⌘+W
Save document - ⌘+S
Print document - ⌘+E
Quit InDesign - ⌘+Q
Place text or photo - ⌘+D
Zoom in - ⌘+plus
Zoom out - ⌘+minus
Fit in window - ⌘+alt+0
Show/hide guides - W
Resize frame proportionally – Shift+drag
Select all - ⌘+A
Group selected objects - ⌘+G

Ungroup selected objects - ⌘+Shift+G
Type – T
Selection (Black Arrow) - V
Direct Selection (White Arrow) - A
Quickly duplicate and move selection – Alt+arrow

To text wrap an irregular object:

Click "Object" then "Clipping Path" then "Detect Edges". Adjust as necessary. Then click on "Text Wrap" and select the circle.

To resize photos:

Select the tool represented by a dotted rectangle. Hold down the "Shift" key as you drag a corner of the photo. Dramatic resizing should be done in Photoshop.

Remember: Check that your photos don't have giant dimensions.

To move an object a pica (almost):

Hold "Shift" as you click an arrow. This moves an object 10 clicks (12 is a full pica). To move an object half a pica, click an arrow six times in the desired direction.