



Manual of Style and Conduct

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Introduction

The Reckoner is the official student-owned and student-run publication organization of Marc Garneau Collegiate Institute in Toronto, Ontario. During the school year, The Reckoner publishes regularly on its website: thereckoner.ca. In addition to the website, The Reckoner produces a monthly printed newspaper, which is distributed to the school community.

The organization is comprised entirely of dedicated student volunteers: the best writers, artists, photographers, videographers, designers, and developers of the school.

MISSION

The Reckoner strives to unify the Marc Garneau CI community by establishing a central medium of communication for students and staff. It advocates for the student voice and student interests in issues within and outside of the school. It serves to enrich school culture and increase school spirit. Finally, it provides students with an avenue to pursue excellence in leadership, teamwork, language, design, and technical skills.

HISTORY

In the summer of 2011, a series of events revealed the extent to which the voice of the student body was being ignored. The school faced severe overcrowding at the time, with the student population standing at approximately 140 percent of the school's intended capacity. Students, parents, and teachers had brought up this issue to the Toronto District School Board on several occasions, but to no avail.

In August of that year, a group of about two hundred students, parents, and teachers gathered in front of the school board's offices in North York to protest the board's lack of action. The protest, despite receiving substantial local media coverage, was largely ignored by the board. Later that month, however, the parents and teachers of the protest brought forward a motion to the TDSB Board of Trustees to address the overcrowding by establishing a Program Area Review Team, which would develop and implement a long-term solution.

The board deferred and later denied the motion, and instead called for the creation of an Overcrowding Working Group to temporarily address the issue locally. Despite the participation of select students in the Working Group, the majority of students felt alienated from and was to a large extent kept unaware of the deliberations that would determine the future of their school.

The overlooking of the students' voices joined several other factors to reinforce the troubling stereotype that Marc Garneau CI was, in many ways, an "un-high school". It seemed like people would walk in and out of the school for four years without ever feeling like part of a community. The challenges associated with the diversity of the MGCI population were ignored far too often, instead touted as something to be celebrated. Because of this, the school was left without any kind of unifying force. The founders of The Reckoner believed that the students of Marc Garneau deserved to be part of a community wherein the diversity of cultures does not act as an excuse to ignore the students. The Reckoner was created to foster this community.

With no real budget and only skepticism from school administration, The Reckoner of MGCI was founded as a student-run online publication, with co-founder Mahan Nekoui acting as Editor in Chief, co-founder Soheil Koushan acting as head developer, and Kasra Koushan and Misia Robins acting as junior and senior editors respectively. At the time, the paper was considered “underground” by the school administration.

The Reckoner takes its name from a song by the British rock band Radiohead. The track’s lyrics parallel the story of the paper’s creation.

In contrast, the dull-looking high-rise condominium used in many Reckoner logos and posters is the very antithesis of the publication. It is a reminder of the formulaic and caged world that too often befalls large groups such as a student population – a world in which the voices of the individuals is irrelevant – a world that The Reckoner tries to change.



Antithesis

Ms. Helen Brown of Marc Garneau’s English department was the first staff mentor of The Reckoner. Her experience in and passion for the art of writing, design, and free speech were invaluable to The Reckoner. We are very much indebted to Ms. Brown, who retired from

teaching at the end of the Reckoner’s First Guard.

In its first year, following several articles critical of the school board and school administration, The Reckoner fell under scrutiny. However, the diplomacy and journalistic integrity displayed by The Reckoner’s first guard allowed for the creation of the publication’s official presence in the school and its recognition by administration, while



Ms. Helen Brown

remaining free of censorship and outside influence. These values remain key to The Reckoner’s operation, and will remain so for the duration of its service.

The second guard of The Reckoner in the 2012-2013 school year made significant advances in the paper’s history, publishing Volume 1 of The Reckoner’s print issue amongst a teachers’ strike and a ban on extracurricular activities. The second guard vastly increased presence in the school and consolidated relationships with the administration as the voice of the students.

RECOGNITION AND AFFILIATIONS

The Reckoner of MGCI was deeply honoured and humbled to gain a number of prestigious designations during its very first guard.

In 2012, the Toronto Star awarded The Reckoner with the following superlatives from all the student publications in the province, in its annual High School Newspaper Awards ceremony:

- Best Electronic Newspaper
- Best Layout and Design
- Best Editorial Writing
- Best Critical Writing
- Best Humour Writing (runner-up)
- Best Editorial Cartoon (runner-up)

Though The Reckoner continued its operations throughout the 2012-2013 school year, many high school newspapers were shut down during that year due to the ban on extracurricular activities. As a result, the Toronto Star High School Newspaper Awards were cancelled during The Reckoner's second guard. The Awards returned, however, in The Reckoner's third guard, when the newspaper was again honoured with a number of awards, including:

- Best Newspaper – Volunteer
- Best Electronic Newspaper
- Best Electronic Newspaper Layout & Design, Special Feature Page (runner-up)
- Best Humour (runner-up)
- Best Photography – Feature (runner-up)
- Best Illustration
- Best Editorial Cartoon
- Best Editorial Writing
- Best Critical Writing

- Best Feature Writing – Long (runner-up)
- Best Reporting (runner-up)
- Best Sports Writing – Reporting

In addition, students' work at The Reckoner has helped them earn other forms of recognition, including a Loran Award and acceptances to Harvard College, the University of Chicago, and Dartmouth College.

The fourth guard of The Reckoner once again returned to the Toronto High School Newspaper Awards in the 2014-2015 school year, and was awarded the following:

- Best Reporting (runner-up)
- Best Feature Writing – Short
- Best Critical Writing
- Best Critical Writing (runner-up)
- Best Editorial Writing
- Best Editorial Writing (runner-up)
- Best Opinion Writing
- Best Editorial Cartoon
- Best Illustration
- Best Layout & Design, Page – Runner-up
- Best Electronic Newspaper, Layout & Design, Special Feature Page – Runner-up
- Best Electronic Newspaper

The following year, The Reckoner once again met with astounding success at the 2016 Toronto Star High School Newspaper Awards. The fifth guard received the following awards:

- Best Comics
- Best Reporting (runner-up)
- Best Editorial Writing (runner-up)
- Best Opinion Writing

- Best Sports Photography (runner-up)
- Best Sports Writing-Reporting (runner-up)
- Best Layout & Design, Page
- Best Electronic Newspaper, Layout & Design
- Best Electronic Newspaper
- Best Newspaper, Over 15 Staff
- Brad Henderson Award

Structure

EXECUTIVE

The Reckoner's functioning is divided into seven boards: News, Life, Editorial, Media, Outreach, Print Development, and Web Development. It is led by a nine-person executive consisting of the Editor in Chief, the Deputy Editor in Chief and the managers of each of the respective boards, referred to as Board Managers. A Board Manager is categorized either as a Content Manager, Outreach Manager, or Director of Development. The Media Board has two managers; each deals with photography and illustrations respectively.

EDITOR IN CHIEF (EIC)

The EIC of The Reckoner is the official leader of the organization. It is his or her job to ensure and oversee the proper execution, design, and functioning of the newspaper and website. He or she maintains the highest authority with respect to editing and managerial decisions. The EIC acts as the liaison between school administration and The Reckoner's staff. The EIC is also responsible for orchestrating weekly meetings held to promote collaboration between the paper's staff.

DEPUTY EDITOR IN CHIEF (DEIC)

The DEIC is responsible for assisting the EIC in all the roles listed above when needed. The Deputy officially assumes the second highest rank of the organization. The DEIC also serves a role on the executive (Content Manager, Outreach Manager, or Director of Development—see below). The managerial duties of the board are the priority of the DEIC at all times, except when called to take responsibility for the organization as a whole. The DEIC assumes leadership of the organization when the EIC is on leave. In that scenario, the DEIC must perform the managerial duties of his or her board as well as the responsibilities of the organization's leader. See below for more information on Board Manager responsibilities.

CONTENT MANAGER

A Content Manager is a staff member in charge of one of four content sections: News, Life, Editorial, and Media (see below). The Content Managers are responsible for ensuring that their respective sections regularly publish up-to-date, quality content. They also act as the leaders of their sections. This includes assigning certain topics to writers, deciding on the general direction or focus for their section, providing writers with guidance and support, and keeping each writer involved and productive. Specifically, the Content Manager for News must make sure that every significant event at Marc Garneau CI is covered by Reckoner staff.

Further, managers are responsible for editing and publishing articles. They must make sure that content being published is error-proof and readable,

while not concealing writers' voices or altering the content of their writing. However, managers should also request additional information for articles as needed, in order to provide a complete picture to readers. They should also provide feedback to writers and inform them when their articles are published.

Content Managers report to the Editor in Chief. Specifically, the News Manager is responsible for making himself or herself accessible (within one hour) by the Editor in Chief from the hours of 8 am to 11 pm every day.

MEDIA MANAGER

It is the role of the Media Manager to make sure that at least one photographer is available on the hours from 8 am to 4 pm every school day. The manager will create a schedule and fill it with shifts during which photographers, as well as illustrators and videographers, will be on-call. Enough Media staff must be hired such that the schedule is completely filled. Any Board Manager or writer who requests the presence of a photographer, illustrator, or videographer contacts the Media Manager, who dispatches a member of the Media board. The manager may also be a member on the schedule.

The Media Manager reports to the Editor in Chief.

OUTREACH MANAGER

The Outreach Manager is the leader of the Outreach Board and is responsible for managing The Reckoner's finances, monthly print, and community/in-school interactions. This includes coordinating printing and advertising deals and other sources of revenue such as grants and sponsorships, and coordinating the

collection and distribution of the monthly print from the printing presses to the school. The Outreach Manager is responsible for ensuring that The Reckoner stays up to date with and relevant to the student body through social media, posters, announcements, or any other means. He or she may also be required to prepare fiscal reports for the administration. The Outreach Manager may be designated by the Editor in Chief to conduct other forms of external communications.

DIRECTORS OF DEVELOPMENT

The Director of Web & App Development manages the web & app developers, ensuring that appropriate changes and maintenance jobs are being fulfilled properly and on schedule. The Director of Print Development is in charge of designing the monthly print edition of The Reckoner. The Directors of Development are in charge of training new developers on their respective boards. The Director of Print Development is also responsible for the designing of yearly application promotion posters.

Directors of Development report to the EIC.

STAFF WRITER

The writers at The Reckoner are responsible for producing quality, up-to-date, and sincere content for the website and newspaper. Writers are expected to submit all work on a timely basis. Content can include written pieces, visual art, photography, and anything else deemed suitable by Content Managers. They can write (draw, etc.) on topics of their own accord, unless periodically instructed by a Content Manager to follow a specific topic.

Writers are designated as members of specific content sections, although they may on occasion publish pieces for sections they are not regular contributors to.

The Reckoner is a co-operative effort and staff writers receive first rights to publishing in the paper. The executive provides significant mentorship and organization to the staff writers, and in return, the writers agree to follow the schedules set out by the managers.

The Reckoner's executive understands that schoolwork and family commitments are sometimes unforeseeable, but in joining the organization, staff writers agree to fulfill their duties on time. News reporters are often expected to write their articles on the same day as the event being covered. A lack of timeliness due to bad planning or neglect disrupts the whole operation of the newspaper, and will result in prompt dismissal from the staff at the discretion of the EIC.

Staff writers report to the Content Managers and to the Editor in Chief.

PHOTOGRAPHER, VIDEOGRAPHER, ILLUSTRATOR

Photographers, videographers, and illustrators are staff members specifically designated to take photos or videos or produce illustrations for coverage of news events, editorials, or for other articles as requested by writers or Content Managers. They are placed on a schedule by the Media Manager to be on-call – a period in which they must have an acceptable camera on their persons and be readily accessible through a cell phone or such like. In addition to this, they may contribute photographs, videos, or illustrations as

personal work to be edited and published by the Media Manager.

Photographers, videographers, and illustrators report to the Media Manager and to the Editor in Chief.

DEVELOPER

Developers are the technical staff members of The Reckoner—they are responsible for the maintenance of the website or of the newspaper, and for making design changes and additions if requested by the associated Director.

SENIOR STAFF

Students who have been a member of two past guards of The Reckoner may precede their normal title with “Senior”. These senior members are expected to provide mentorship and feedback for the younger members of the guard. The Editor in Chief may also ask the counsel of senior members for strategic decisions.

SPORTS CORRESPONDENT

The sports correspondent will be responsible for keeping up to date with all athletic activities going on in the school. This includes information on tryout dates and forms, competitions, and competition results. This information will be posted on the sports update page. The sports correspondent may also be a sports reporter, but they are not required to be.

WORLD WEEKLY COLUMNIST

The World Weekly columnist is responsible for writing short updates for several world events each week. These will be compiled in the World Weekly section of The Reckoner. The items covered by the World Weekly column

attempt to stay away from events in mainstream media due to redundancy, and emphasis is placed on making each feature as succinct as possible.

HUMANS OF GARNEAU COLUMNIST

Humans of Garneau is a column featuring photographic portraits of students in the school accompanied by personal quotes. This column was inspired by the popular Humans of New York blog. The intention of this column is to provide an insight into the diverse lives of Marc Garneau CI students and staff.

The Humans of Garneau Columnist is responsible for regularly photographing and interviewing students and staff and posting these portraits in the Humans of Garneau column and on Facebook.

TEACHER FEATURE COLUMNIST

Teacher Feature is a column introduced during the 4th guard that presents an insightful perspective of a chosen staff member of Marc Garneau CI through a question-and-answer format. Each month, teachers are chosen based on varying criteria, such as upcoming retirement plans or general interest within the school. The interviews are published online, and either the full or an abridged version is included in the (monthly) print edition.

SOCIAL MEDIA MANAGER

The Social Media Manager is a sub-manager position under the Outreach board, responsible for maintaining an online presence on platforms like Facebook and Twitter, in addition to any forms of social media deemed appropriate by the Editor In Chief.

Employment

APPLICATIONS

Any current student of Marc Garneau CI is eligible to join The Reckoner. Applications occur twice per school year. The first application begins in early September and closes in mid-September. The second application begins in late January and closes in mid-February. Applications are reviewed by the Board Managers, who then decide on the staff for their respective Boards at the approval of the EIC.

Applicants that have been chosen by the executive are only eligible for becoming provisional staff once they have signed a contract verifying that they agree to the terms in the Manual of Style and Conduct. This is to be done at The Reckoner's first full-staff meeting of the year in late September.

TRAINING

In the two weeks after provisional staff are accepted, they will be trained by board managers. This will include a full-staff meeting, as well as board-specific meetings, in order to train staff to use Wordpress and to familiarize them with the expectations of each board.

OFFICIAL STAFF

Provisionary staff are initiated as official staff approximately six weeks after being selected by the executives in September or February. In order to be initiated, provisional staff must have demonstrated their commitment to the organization through their contributions in the form of content, as well as mentorship and discussion when applicable.

SELECTION OF EXECUTIVES

Editor in Chief

In April of every year, the Editor in Chief for the upcoming guard is elected via secret preferential ballot of all official (this does not include apprentices) members of the current guard. In a preferential ballot, the voter lists all candidates in order of his or her preference. It is the responsibility of the outgoing Editor in Chief to organize this election. Those who have been a Board Manager for at least one Reckoner guard are automatically eligible to be chosen as Editor in Chief, but they may opt out of the ballot if they so choose. At the approval of the outgoing EIC, other staff members may also become candidates if they are interested. Campaigning for this election is not allowed and may result in ineligibility at the discretion of the outgoing Editor in Chief. However, before the election takes place, candidates are required to deliver a three-minute speech to all staff members expressing their experiences with the paper, their potential plans for the next year, and why they want to be Editor in Chief. Candidates are not permitted to have aids while speaking. This election is based on merit and competency shown throughout one's year as a Board Manager or staff member.

Executive

The DEIC, Content Managers, Outreach Manager, and Directors of Development are appointed on the joint decision of the incoming and outgoing Editors in Chief, and on the advice of outgoing managers, based on a list of staff members who have indicated interest for the respective positions. In case of a disagreement, the

decision of the incoming Editor in Chief prevails.

EMPLOYEE CONDUCT

The Reckoner is a relatively large syndication in the school, and depends hugely on the conduct of its staff. Many people work very hard to run the paper, and their efforts deserve to be matched by the efforts of their colleagues.

Employees of The Reckoner are expected to act accordingly to the organization's values of school unity, journalistic integrity, and excellence in communication. All staff members are expected to follow the requirements of and be accessible to their managers, and to co-operate respectfully with their colleagues.

If a staff member is not following these guidelines, his or her manager must bring the issue to the attention of the Editor in Chief, who will speak to the staff member in question. If the problem persists, the staff member may be dismissed at the decision of the EIC.

Content

NEWS

Articles in the News section are meant to update Marc Garneau students on current events inside and sometimes outside the school. News articles should generally be relevant to the student body and should primarily consist of facts. They must include one or more photos of the events they cover as well as quotations from individuals participating in or organizing the events. News articles must always be written in the third person.

LIFE

Articles in the Life section are meant to interest and enrich Marc Garneau students with writing and works of art. Reckoner staff members can contribute more personal work for this section, including creative writing, original music, personal reflections, and visual art.

In addition, the Life section includes reviews of shows, movies, albums, and other media or events. However, articles in the Life section are not restricted to these examples.

EDITORIAL

Articles in the Editorial section are meant to give either The Reckoner's collective opinion or a writer's personal opinion on issues relevant to the school and student community. They are meant to represent the voice of the students uncensored by administration, staff, or other community members.

ADVICE

Ask The Reckoner allows students to anonymously seek advice from the paper. Advice questions may be either comical or serious in nature, and will be answered accordingly.

PHOTOGRAPHY

Pictures taken for The Reckoner should either be a specific picture of an event or of people involved in the event. All pictures should be original; in the instances wherein original pictures cannot be used, pictures taken from other sources must be credited in the caption. Further, the use of all media (including pictures) not belonging to The Reckoner

should generally be restricted to thumbnail use on the website only.

When uploading pictures to the website, photographers should insert captions themselves and appropriately title each picture.

Guest Content

LIFE SUBMISSIONS

While the Life Board members are expected to provide regular content, other students may wish to contribute Life pieces only occasionally. Because The Reckoner aims to represent the culture of the entire school, students who wish to contribute Life pieces only occasionally may do so before the submission deadline of each monthly printed edition. This deadline should be made available on the website as well as social media.

EDITORIAL SUBMISSIONS

While the Editorial Board meets regularly to discuss and write on topics jointly, non-staff students may feel strongly about a particular subject and wish to publish an editorial about it. As The Reckoner aims to connect the students of a diverse community, guest content for the Editorial section will be accepted in order to provide a platform for the various opinions and viewpoints of students in the school.

Students may also wish to write letters to the editor, which are articles concerning The Reckoner, written by readers. These may include, but are not restricted to, responses to editorials written by The Reckoner's staff and remarks upon other published articles.

Guest editorials and letters to the editor may be submitted to the Editorial Manager at any time.

NEWS SUBMISSIONS

If non-staff students attend or witness an event not already covered by The Reckoner's staff that they would like to write a news article about, such articles can be submitted to the News Manager at any time. These submissions can be written on the school's internal events or on external occurrences.

PUBLICATION

Guest submissions may be published online or in the printed edition, at the decision of the appropriate manager and the approval of the Editor in Chief, although priority will be given to content submitted by staff members. Such submissions made by students not currently employed by The Reckoner will be credited appropriately and denoted as guest submissions.

If a non-staff student is published regularly through guest articles, he or she may be invited to become an official staff member at the decision of the appropriate board manager and the approval of the Editor in Chief.

The Reckoner reserves the right to edit all submissions before publication, as well as the right to withhold submissions from publication.

Style

Two themes that will inevitably recur in the description of the writing towards a high school audience are relevance and accessibility. All topics of content, syntax, diction, and flow are centred

about these two goals. The students of the school have easy online access to the very best professional news-reporting syndications around the world, and so the role of worldwide news reporting is beyond the scope of The Reckoner. Rather, we present all of our content, school-related or otherwise, in a manner that is **specifically relevant to the MGCI audience.**

NEWS

When reporting news, obtain a point-of-view that is interesting to our demographic. Try to find the answers to these five key questions.

1. What exactly has happened?
2. Why has this happened?
3. How does this affect the lives of the MGCI community?
4. Is there anyone involved whom I can interview in order to get more information or perspective?
5. How can I make use of text, pictures, video, and other media to give the readers a better understanding of what happened?

A note on interviews: do not be hesitant to approach people to get a deeper understanding of your story. The Reckoner's news reporters are dedicated journalists. They will do everything they can to get the full details for their readers. Always remember to ask for the interviewee's full name when conducting an interview.

LIFE

When contributing for the life section, keep your audience in mind, but do not let go of your voice. This is the most flexible section of the whole publication. Express yourself. Talk about what interests you. Explain yourself when

necessary, but don't be afraid to add stylistic elements to your writing.

One possible life article is a critical writing piece. You can review things such as performances, albums, or films. When writing reviews, make sure to explain to your audience why what you are talking about is important to its respective industry or culture.

Another possible article can be a creative writing piece, poem, or short story. Creative writing aims to push the boundaries of what can be communicated through text. Do whatever it takes to get your message across, but do not be ambiguous for the sake of appearing sophisticated or artsy. It might feel like you are deliberately transcending the convention of prose, but in reality you are losing the interest and respect of your readers. You should also choose your topics carefully and thoughtfully. In particular, approach the subjects of love and personal experiences with caution. Pieces concerning these topics should be specific and original.

Feature photography and photo-essays are great ideas for life pieces, and are thoroughly encouraged at The Reckoner. We can publish pictures in-line or as slideshows on the request of the photographer. See the section on embedding for more information.

Original artwork always makes for great content. Editorial cartoons about school life were made popular in the first guard by Yancheng Lu. The digital artwork and paintings of Ananna Rafa and Susie Liu in The Reckoner's second guard were also consistently well received.

It is important to note that Life articles are in no way limited to these items, and

that staff should feel free to produce pieces outside of these examples.

EDITORIAL

In an editorial piece, you are expressing an opinion. Be direct and do not use conditional language or passive voice.

- E.g. ~~The school's reputation would then be jeopardized by the decision.~~
The decision jeopardized the school's reputation.

The first thing you should do is to explain important concepts in an accessible way. Don't assume that your readers are experts on your topic. Then, make your points in a coherent, persuasive manner. If your editorial is addressing a problem, find out exactly what went wrong. Be *very* careful not to blame the wrong people.

When addressing the shortcomings of people or organizations, do so in a respectful manner. Unless the problem is a result of clear neglect, be sure to criticize the decision and not the people responsible for it.

Finally, if applicable, discuss possible alternatives or solutions or acknowledge the lack thereof.

Additional, in-depth discussion of Editorial article stylistics may be found in the *Editorial Manual of Style and Guidelines*, which is available in the Literature section of the The Reckoner's website.

ADVICE

The management of *Ask The Reckoner* falls under the responsibilities of the Life Board.. Questions deemed appropriate

by the Life Manager will be assigned to staff members.

Advice questions should always be tackled from a neutral standpoint. Answer the question honestly, but remain sensitive to the topic. Suggest logical solutions when the question is of a serious nature, although liberties may be taken when the question allows it. Whenever possible, directly address the person that asked the question, and cater to their specific scenario.

The following format is used, for replies to advice questions.

- The title of the draft is to be the original question, with relevant editing (i.e. grammar fixes).
- If the question is too long, a paraphrased shortened version is acceptable. In this case, the full original question should be placed at the top of the reply.
- The author is to be anonymous. Credit will be assigned to Ask The Reckoner, prior to publishing.
- Replies should ideally be less than 150 words, and should rarely, if ever, exceed 200. Go for succinct and direct answers.

GRAMMAR

Acronyms

Spell an acronym out in full on its first reference. If the acronym is well known, use it on the second reference and as desired beyond that. An exception to this rule is the acronym “TOPS”, which should never be spelled out in full. In fact, the fact that “TOPS” is an acronym should be hotly refuted whenever possible in life. When writing out

acronyms, do not place periods between the letters.

Attribution

Use “said” almost all the time. Be aware that terms like “explained” or “noted” imply that the information is correct.

Attributing Opinion

When speaking about a person’s opinion, do not say “he thinks” or “she believes”. This places your voice as that of an omniscient narrator. Instead use “said she believes” and “said he thinks”.

Capitalization

Capitalize official titles that appear before someone’s name, but not those that appear afterwards. When in doubt, do not capitalize. When referring to a student’s grade level, use the following format:

- E.g. The Grade 9 student was angry.
~~The grade nine student was angry.~~

Serial Comma

In a series of items, include a comma before the final term. This is also known as an Oxford comma.

Dates

Do not use superscripts on dates or abbreviate months. Always write the day of the month before the month’s name:

- E.g. ~~Nov. 5th~~
5 November

Do not use “yesterday”, “today”, or “tomorrow”, as these become incorrect after the day ends. If using these words

will add greatly to the article, the Content Manager should remember to change them to the exact date the next day. This is especially important for the print edition. For dates within a one-week period, use the day of the week as follows: if today is Thursday, the Monday that just passed is “this past Monday” and the Monday that is directly approaching is “this coming Monday”. For dates more than one week in the future or one week in the past, indicate the exact date. Do not use “next” or “last” when referring to days of the week to avoid ambiguity between days in a one-week and a two-week radius.

Times

When referring to the time of an event, writers should specify the time based on their level of certainty. If a writer is certain about the exact time of an event, that time may be used. Otherwise, times must round to the nearest quarter-hour and include a quantifier such as “around” or “at about”. Do not capitalize or use periods for the ante meridiem and post meridiem acronyms.

- E.g. The event took place at 1:43 pm.
The event took place around 1:15 pm.
The event took place at about 1 pm.

Numbers

Numerals are used for scientific or technical style. After three powers of ten, place a single space; never use commas within numerals.

- E.g. 2 000

In all other instances, numbers should be spelled out. If numbers between one

thousand and ten thousand can be expressed in terms of hundreds, this is preferred.

- E.g. About eleven hundred students showed up to yesterday’s assembly.

Emphasis

When attempting to emphasize a particular word, only italics (and never all-caps) may be used.

- E.g. ~~NEVER use all caps in a Reckoner article.~~

Never use all-caps in a Reckoner article.

Italics and Quotation Marks

Use italics only for book titles, album titles, and movie titles. Use quotation marks for television shows, song titles, and short stories.

Use italics for the names of other news organizations, but not for the names of companies. Capitalize the names of all organizations.

- E.g. ~~The Toronto Star published an editorial criticizing “Facebook”’s privacy policies.~~

The *Toronto Star* published an editorial criticizing Facebook’s privacy policies.

Hyphens

In most cases regarding hyphen use in words, consult a recent dictionary. When in doubt about whether or not two words can be joined together, join them with a hyphen.

- E.g. ~~The students received first place titles at the track meet.~~

The students won first-place titles at the track meet.

Quotation Marks

Always place punctuation within quotations.

Apostrophes

When using an apostrophe to indicate possession, only omit the 's' when the word ends with 's'.

- E.g. ~~Ms. Speirs's classes captivate her students' minds.~~

Ms. Speirs' classes captivate her students' minds.

EMBEDDING

Pictures

Pictures can be placed in-line or in a slideshow. The width of the image should not exceed the width of the column of text. Unless the image is being used for purely aesthetic or photographic appeal, it must contain a caption centred directly underneath. If the image requires an attribution, the caption must end with "Courtesy of (the source)". When crediting a staff photographer, the caption should end with "Photo: [photographer's full name]." On the website, the source name in the caption should be hyperlinked to the source's webpage whenever possible. Pictures may be aligned however the Board Manager and EIC see fit, with the goal of aesthetic balance and symmetry in mind.

Videos

On the website, videos should be embedded directly rather than linked to whenever possible. These need not be

attributed as many embedded videos link to the original. If this is not the case, use the same format as for pictures outlined above.

Links

When validating a reference, use a Roman numeral within square brackets. On the website, this should link directly to the source's URL. On the newspaper, compile a list of links preceded by their respective square brackets at the end of the article.

When linking to another website for more information, use an in-line hyperlink; never type out the whole URL on the website. In the newspaper, type out the URL if the link is *absolutely imperative* to your article.

Accessibility

POSTERS

Posters should be posted around the school at the beginning of the school year to promote applications.

FACEBOOK

The Reckoner has a Facebook page that should be maintained and updated throughout the year. A new post should be made on the page for every article that is published, and for other general updates.

All staff members are strongly encouraged to list their role at The Reckoner as their job on Facebook.

Collaboration

MEETINGS

Board Managers are strongly encouraged to hold regular meetings with their respective staff members. The Editorial board should conduct meetings to discuss its stance on various current issues. The News and Media boards could hold regular meetings to discuss important news leads or current events. The Life board may conduct meetings to provide writers with an opportunity for creative collaboration and discussion.

In addition to the regular board meetings, The Reckoner holds several board-specific and full staff meetings at the beginning of the year to introduce the new guard to the organization. Topics of discussion can include the MOSAC, using Wordpress, The Reckoner's goals and history, and general or board-specific writing tips.

Additional full staff meetings are necessary throughout the year for such events as the EIC election, but meetings may also be held for other purposes such as updating staff members on the organization's function through website analytics.

Whenever a full staff or board-specific meeting is called, all Reckoner staff members or members of the specific board are expected to attend.

PEER FEEDBACK

Writers at The Reckoner are encouraged to share and comment on each other's work in a friendly and respectful manner. In addition, Board Managers (as well as the Editor in Chief) are expected

to provide regular feedback and tips for improvement to writers.

BULLETIN BOARD

The executive should set up an online "Bulletin Board" document which details the current undertakings of each of The Reckoner's boards, to provide opportunities for cross-Board collaboration and feedback.

TEACHER FEEDBACK

The staff advisor for The Reckoner is encouraged to provide general feedback to the Editor in Chief when he or she deems necessary.

Website

The following are instructions to Board Managers regarding publishing to the site.

Profiles

Make sure that the author's profile is complete. Navigating to Users/Your Profile, each author should enter his or her biographical text and a square cropped photo. The structure of the biography is "[Name] is a/the [position] at The Reckoner. [A few more sentences about the person.]"

The Author's Draft

Authors sign in to the site through a backend URL and save a draft of their pieces.

Manager's Editing

The manager will edit the content and fix up the formatting.

Featured Image

Each piece needs a featured image (which can be set on the right-hand sidebar).

The Excerpt

Each piece needs an excerpt – the input field of which is activated from the "Screen Option" menu on the top-right. The excerpt serves different purposes for different boards. For example, news pieces should be given an excerpt that clearly states the lead in the first sentence. If possible, the reporter's name should be put at the end (or even omitted if length is becoming an issue). For news, the excerpt is not a place to write a preamble but rather a place to give an abstract. That said, the article should be presented as interestingly as possible as opposed to just giving a dry summary. Life and editorial abstracts may be a little more creative, but not to the extent where they cause great discontinuity with other excerpts on the front page.

Categories

The Board Manager selects "News", "Life", or "Editorial" as well as "Featured" as categories for the article. The main feature is called "Homepage", but the manager should check with the Editor in Chief before making a piece the main feature. Please note that the main feature's featured image must be 410 by 270 pixels.

Publishing Rights

Board Managers should be the ones publishing pieces, but if for whatever reason they are unavailable to do so, managers may give the author permission to publish. However, this permission must be documented in some

way (email, chat, written). It cannot simply be verbal.

Social Media Integration

The Board Manager updates the Facebook page by pasting the URL, deleting the URL as soon as Facebook picks up the open-graph information, and typing whatever hook is interesting and relevant.

Meta

The Reckoner Manual of Style and Conduct is the final and highest document for the organization's management. All members of The Reckoner must sign that they have read and agree to the terms of the MOSAC at the beginning of each school year or when an individual joins the organization. Any instruction issued by The Reckoner's management hereafter is null and void if it contradicts this manual.

It is the responsibility of future Editors in Chief and Deputy Editors in Chief to make sure that this manual is kept up to date. New editions may be issued as deemed necessary, but any amendment will be brought to a majority vote amongst all executives.

This manual was first created by the founders of the organization and the leaders of the first guard in the hopes that it will ensure the continuity of the tradition. It is now up to the future guards to bring the tradition of unity, integrity, and communication into the future.