Preface

The purposes of the Amarillo College student newspaper, **The Ranger**, and the Amarillo College student magazine, **AC Current**, are primarily these:

- to provide instruction in the discipline of journalism and to emphasize the professional as well as the academic approach toward principles, rights and obligations of a free press in a free society.
- to provide the college with a quality student newspaper and general interest magazine.

Meeting the needs of its publics should be the basic aim of any student-produced publication. **The Ranger** and **AC Current** must be concerned with their “publics”: the student body, the administration, the faculty, the staff and the community in which they operate. This concern should be a fundamental consideration in the exercise of editorial judgment, in news play, in content selection and in editorial policy. Student publication staffs may make mistakes, but not without benefitting from those mistakes and not without full realization that they are responsible for those mistakes.

Readers should receive a newspaper that provides accurate coverage of campus life and exhibits sound judgment and reasoning in columns and editorials. A good newspaper reports, interprets and comments upon those events and ideas that it deems significant or that are of interest to its readers.

Readers deserve a *newspaper* that leads, informs, instructs and entertains, with truth and accuracy foremost in the production of that publication. Readers deserve a *general interest magazine* that leads, informs, instructs and entertains, with truth and accuracy foremost in the production of that publication.

**The Ranger** and **AC Current** reserve the right to criticize, to question and to evaluate and assume responsibility for the accuracy and completeness of all criticism. Constructive criticism thoughtfully prepared and respectfully presented is basic to freedom of the collegiate press.

**The Ranger** and **AC Current** staffs realize that the exercise of that freedom entails a heavy burden of responsibility. That responsibility must include not only the right to print but also the right not to print, for the staffs realize that, at least in part, the reputation of the students, the institution and the faculty can be shaped by the student publications.
Staff Contract

I, ________________________________, have read and am familiar with the policies governing Amarillo College Student Publications and myself, as a student staff member, as outlined in Student Publications Staff Manual. I have also read and understand the significance of the Code of Ethics which appears in the manual.

I agree to fulfill the duties of the position of ________________________________ for THE RANGER/AC Current as outlined in the manual. I have read and understand the Staff Positions & Job Expectations as listed and am prepared to meet those obligations and responsibilities. In return, I will receive payment for work performed based upon the hours/rate of pay stipulated in the manual. I am aware of the consequences of missed deadlines, incomplete assignments, plagiarism and quote falsification, which may include forfeiture of pay or suspension from duties.

As a staff member of Amarillo College Student Publications, I will serve the Amarillo College publics in truth and accuracy, strive for excellence in collegiate journalism, and seek to ensure professional integrity in all journalistic encounters. In exchange, I will be provided the opportunity to develop journalistic skills, test principles, and exercise free expression as guaranteed by the First Amendment of the Constitution of the United States.

____________________________________
Staffer’s Signature – Date
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__________________________________________________
Staffer’s Signature – Date
Policies & Ethics
Student Publications Policy

Policy as stated in Amarillo College Board of Regents Handbook
Student Publications . FKA

Purpose and Philosophy

The college newspaper, as a laboratory publication of the journalism/mass communication curriculum, shall also serve the entire college community by reporting the news, including college events and activities, provide a forum for comment and criticism, and encourage free expression as guaranteed in the First Amendment of the Constitution of the United States.

Guidelines

The college student publications shall operate under the following guidelines:

1. Students participating in the production of college publications shall be instructed and supervised in their responsibilities by a journalism instructor/adviser. As an instructor and supervisor, the adviser shall guide rather than censor and shall evaluate and edit to encourage professional standards of journalism.

2. All written or graphic material that, in the opinion of the publications adviser, is obscene or libelous, that violates the rights of privacy, that creates a clear and present danger of inciting the commission of unlawful acts on college premises, or that causes the substantial disruption of the college educational process is unlawful and will not be allowed.

3. College publications are free of prior restraint and should operate under a written editorial and advertising philosophy, purposes, policies and procedures no portion of which shall be in conflict with any provision of board or administrative policy.

4. Reasonable administrative regulations as to the time, place, and manner of distribution of college publications may be prescribed, not to stifle expression, but to promote order within the normal operations of the college.
News and Editorial Policies

1.1 **THE RANGER**, founded in 1930, is the Amarillo College newspaper, produced primarily for the student body but directed also at the college administration, faculty, staff, board of regents, alumni and Amarillo citizens.

1.2 The **AC Current**, founded in 1970, is the Amarillo College magazine, produced primarily for the student body but directed also at the college administration, faculty, staff, board of regents, alumni and Amarillo citizens.

1.3 **THE RANGER** and **AC Current**, published as part of the journalism education program at Amarillo College, have a threefold responsibility and purpose. As laboratory projects written and edited primarily by journalism students, the publications are tools which (a) teach students how to perform professionally on a commercial newspaper or magazine, (b) prepare students to enter a four-year college journalism program and (c) serve readers by acting as public forums for student expression and by performing as examples of professional journalistic practices and ethics.

1.4 The student publications advisers are responsible for making sure the publications’ contents are not libelous, legally obscene or in any other way liable to legal action. Student staff members, working for a college laboratory newspaper and/or magazine, are under the supervision of the student publications advisers.

1.5 The college, in vesting responsibility for **THE RANGER** and **AC Current** in the student publications advisers and the production of the newspaper and magazine to journalism students, has every right to expect the publications to:
   (a) advance and protect the good name, worthy goals and best interests of the college;
   (b) report fairly, accurately and in balance the events, issues and controversies at the college;
   (c) comment constructively and fairly in editorials, personal columns and interpretative stories that are based on careful investigation of the facts; and
   (d) shun, in all instances, violations of the **Code of Ethics** that appears elsewhere in this manual and shun materials mounting personal attacks or tending to foment religious, racial, class or political prejudices.

1.6 **THE RANGER** always will be open to publishing rebuttals, expressions of opinion and comments by its readers.

1.7 **THE RANGER** reserves the right to edit letters to the editor – without changing the meaning intended by letter writers. Such letters must be signed by their writers, must be in good taste and must remain in possession of **THE RANGER**. Names of letter writers will be withheld from publication only if the editor or student publications adviser determine the writer could be harmed by publication of his or her name or for other reason the editor or student publications adviser judge to be reasonable. Letters will be edited for grammar, punctuation
and other writing mechanics. Letters from members of The Ranger staff will not be published, but staff members are welcome to submit personal columns for publication.

1.8 The Ranger and AC Current are distributed free to several locations on the Washington Street, Polk Street, Amarillo Technical Center and West campuses. Customarily, complimentary copies also are made available to college administrators, faculty members, regents and advertisers.

1.9 The Ranger reporters and AC Current writers are expected to report only facts. Statements that staff members suspect or know to be false should not be published unless there is a compelling reason for doing so in quoted matter privileged under Texas libel law. Writers must not give false impressions by withholding part of the facts or by coloring stories with biased emphasis. Editors are expected to test stories for such faults. Use of tape recorders in interviews should be encouraged. Notes and tapes dealing with controversial stories should be filed for reference.

1.10 “It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own mistakes of fact or opinion, whatever their origin.” - Canons of Journalism of the American Society of Newspaper Editors. When an erroneous statement is found in The Ranger, a correction should be published in the next regular issue. If publication of an erroneous statement has damaged the name or interests of anyone, The Ranger should publish an apology as well as a correction. The apology should be sincere. An apology that appears to have been made grudgingly is worse than no apology. The Ranger also will publish clarifications when necessary.

1.11 If student writers or editors have written or edited a story that is of a technical or complex nature, they should show or read the technical or complex portion(s) of the story to the people who were interviewed for the story (sources) in order to confirm the facts. Otherwise, sources should have no access to stories prior to publication.

1.12 A story should not be published unless sources interviewed for the story have been made aware that their comments and information given to a student reporter might be published in an Amarillo College student publication. If a student interviews a source for a story that might appear in other publications, the source should be made aware of that possibility.

1.13 Whenever possible, reporters should collect facts from primary – not secondary – sources. Stories appearing in the Amarillo daily newspapers or other publications should be used only as background information or as starting points, not as primary material for a story. If such information must be used, it should be confirmed and credited to the source. Any material from other publications must be credited in print to those publications.

1.14 The sources of all information carried in The Ranger and AC Current should be stated or definitely implied.

1.15 In general, rumor is not news; certainly, gossip never should be mistaken for news.
Faked news stories, even seemingly harmless ones, lead to loss of reader confidence. They should be discouraged. If used, they should appear only on special pages or special segments of a page that are clearly labeled so that no reader would mistake them for real news.

Suppression of news to protect self-interest is indefensible. Suppression, whenever done, should be well justified by laudable benefits to be gained.

Space limitations and other considerations prohibit the publication in the Ranger of announcements of weddings or engagements among students.

Publicity for business interests is discouraged in the news columns, but publication of legitimate news of business developments in the college community or of legitimate commentary such as restaurant reviews is not prohibited.

The Ranger and AC Current staff members, particularly editors, are expected to put responsibility to the publications above the interests of any other organization.

The Ranger and AC Current editorial and news content will not be affected or influenced by advertisers or any special interest groups on or off campus.

(Sections 1.22 through 1.35 are adapted with permission from Model Code of Ethics for Collegiate Journalists, by Albert DeLuca and Tom Rolnicki, the Associated Collegiate Press, 1992)

The Ranger and AC Current staff members may not cover a campus organization they belong to or participate in any editorial or business decisions regarding that organization. Staff members may provide story leads about the organizations to which they belong. Staff members should report their memberships to the editor and to the student publications adviser.

Other employment must not conflict with the staff member’s responsibilities to the publication(s). The staff member must report any other employment to the editor and student publications adviser to avoid any conflicts of interest with assignments or other staff editorial or business responsibilities or influences.

Political involvement, holding public office off-campus and service in community organizations should be considered carefully to avoid compromising personal integrity and that of the publication. The role of the journalist as an independent observer and fact-finder is important to preserve. A staff member involved in specific political action should not be assigned to cover that involvement. Staff members should conduct their personal lives in a manner that will not lead to conflicts of interest.

The Ranger opinion page editor may be a member of a political group, such as the Young Democrats or the College Republicans, but may not be an officer in such an organization and may not report on any political group of which he or she is a member.
1.26 Staff members must declare conflicts and avoid involvement in stories dealing with members of their families. Staff members must not cover—in words, photographs or artwork—or make news judgments about family members or people with whom they have a financial, adversarial or close relationship, without prior approval of the editor.

1.27 Even though a staff member may be able to drink legally, no drinking of alcohol or only light drinking in a social setting such as a dinner or reception is recommended to avoid any suspicion by a source or the public that the staff member’s judgment, credibility or objectivity is impaired by alcohol. Staff members should avoid the appearance that they are being “wined and dined” by anyone.

1.28 Sexual harassment, as defined by Amarillo College in other official documents, is prohibited.
   (a) As outlined in the Student Rights and Responsibilities bulletin (Fall 1999), sexual harassment includes sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature directed toward an employee, student or job applicant.
   (b) Any student or employee who violates the sexual harassment policy of Amarillo College will be subject of disciplinary action which can result in termination of studies or employment; and, in some cases, may be prosecuted under criminal law.
   (c) Any student or employee who believes she or he has been or is being subjected to sexual harassment should bring the matter to the attention of the Department Officer in accordance with the procedures outline in Amarillo College policy.
   (d) Students should contact the Student Services Office for complete instructions regarding the filing of sexual harassment complaints.

1.29 Plagiarism is prohibited and is illegal if the material is protected by copyright. For the purposes of this policy, plagiarism is defined as the word-for-word duplication of another person’s writing and shall be limited to passages that contain distinctively personal thoughts, uniquely stylized phrasing or exclusive facts. Comparable prohibition applies to the use of graphics and photos. This policy also forbids lifting verbatim paragraphs from a wire service without attribution or without pointing out that wire stories were used in compiling the story.
   (a) As outlined in the Student Rights and Responsibilities bulletin (Fall 1999) plagiarism includes submitting another’s work as your own without the proper acknowledgement, regardless of whether the work was purchased, given as a gift or obtained by other means.
   (b) Scholastic dishonesty, including plagiarism, is prohibited by Amarillo College policies.
   (c) According to the bulletin, students guilty of plagiarism may be penalized by exclusion from classes with a grade of “F” or, in flagrant cases, by suspension from the college after the appropriate hearing.
   (d) Students may appeal any disciplinary decision to the Dean of Students within 15 days. See the bulletin for an outline of appeals procedures.
   (e) Amarillo College will maintain an official disciplinary record for any student who has been assessed a disciplinary penalty.
1.30 The use of composite characters or imaginary situations or characters will not be allowed in news or feature stories. A columnist may use such an approach, but it must be clear to the reader that the person or situation is fictional.

1.31 Electronically or otherwise altering the content of photos for news and general feature stories or as stand-alone news or feature photos is not allowed. News or feature photos also should not be “flopped,” or reversed in direction, because such reversal does not reflect the content of the photo as it appeared in reality. Content may be altered or a photo may be “flopped” as a special effect if the cutline or credit line includes that fact and if an average reader would not mistake the photo for reality. Such photos such be labeled as photo illustrations. Readers expect news and feature photos and stories to be truthful.

1.32 Set-ups or posed scenes may be used if the average reader will not be misled or if the cutline or credit line tells readers it is a photo illustration.

1.33 Staff members should follow Texas law governing publication of the names of crime victims. Generally, the names of rape victims or victims of other sexually related crimes are not published, nor are the names of juveniles who are accused of crimes. Victims of non-sexual crimes may be identified, but in some cases, the publications have a responsibility to give some protection to the victim such as omitting specific address information. Generally, an arrested person should not be named in print until charges are filed.

1.34 If a staff member uses a tape recorder, anyone who is being taped should be made aware that the recorder is being used. This policy applies to in-person interviews and telephone interviews.

1.35 Regardless of whether a staff member is paid, is a volunteer or submits material as a student in a journalism class, the publication owns the published and unpublished work done by staff members if the work was done as a staff assignment. Ownership of unpublished work may revert to the staff member at a certain time if the editor and student publications adviser agree with such an arrangement. The publication has unlimited use of the work. The act of joining the staff or enrolling in a journalism class indicates approval of this policy.
Equipment Use Policy

Currently enrolled students

Students may use all Macintosh computers and/or Canon copier for school work relating to journalism and/or graphic arts classes.

- For copier use, you will need to access the copier code from the Publications Assistant.
- If a conflict occurs with use of computer equipment (i.e., students needing to use the scanner at the same time), the journalism student with the most pressing deadline has priority.

Students may use the Canon copier for personal needs provided:

- They limit their copies to 5.
- If over 5 copies are needed, they provide their own copier paper as approved by the Publications Assistant each time copier access is needed.
- The use does not interrupt work on the student publications or work assigned in the journalism, graphic arts, or photography departments.

Students may use the computers for personal needs provided:

- The use does not interrupt or interfere with work on the student publications or work assigned in the journalism, graphic arts, or photography departments.
- The student provides his/her own floppy disk, Syquest disk, or Zip disk to save his/her work.
- No personal work is saved to a college computer hard disk or any college server.
- No outside software, fonts, etc. are added to the system without prior approval of one of the Publications Advisers or, in their absence, the Publications Assistant.

Students working on personal materials always will step aside for any student who needs computer or copier access to complete work on the student publications or assignments in the journalism, graphic arts, or photography departments.

Camera equipment is reserved for students currently enrolled in journalism courses.

Community members and/or former Amarillo College students

Individuals not currently enrolled in Amarillo College may not use the Macintosh computers and/or Canon copier without prior approval of a Publications Adviser. Approved use would include the following journalism-related situations:

- update resumes;
- write letters to prospective employers, universities, etc;
- make additional copies of reference letters.

Any other personal use of the equipment is strictly prohibited.
Computer Problems Reporting Policy

Reporting Problems or Needs

Students:
All students who need to report problems/needs should fill out the computer work order request form located in the magazine rack next to the mailboxes in PH 4 13. Completed form(s) should be turned in to the Publications Assistant.

Faculty:
Faculty who need to report problems/needs in the lab should also submit computer work order request form to Publications Assistant. If the request is urgent and the assistant is not available, technician work order form(s) should be submitted to the Parcells Hall computer lab technician with the exception of networking or printer problems. Those type of problems should be submitted to HelpDesk. If service is requested while the Publications Assistant is out, a copy of any submitted request should be placed in the Publications Assistant’s mailbox. Problems with office computers should be submitted directly to HelpDesk.

Only the Publications Assistant and faculty should submit a work order to the Lab Technician.

Responsibilities

The Publications Assistant is responsible for any application software problems or needs, i.e., QuarkXPress, Photoshop, etc. If the request cannot be completed by the Publications Assistant, it will be forwarded to the lab technician.

The Lab Technician is responsible for any problems or needs with hardware and system softwares and some installation of application software. In addition, the Lab Technician will manage any applications software needs beyond the capabilities of the Publications Assistant. If the technician is unable to complete the request, it will be forwarded to HelpDesk. Completed technician work order form(s) should be returned to Publications Assistant upon completion of job or when a work order has been issued by HelpDesk.

All networking hardware/software and printer problems will be forwarded to HelpDesk via e-mail or telephone from the Publications Assistant, faculty or Lab Technician. Students should not contact HelpDesk directly.
**Emergency Situations**

The above procedures should be followed for all computer problems/needs except when an emergency arises. In most cases, problems/needs should not be considered an emergency unless they occur within 24 hours of a Ranger or *AC Current* deadline and may hinder production. If neither the Publications Assistant nor the Lab Technician is available, direct contact to HelpDesk may be necessary *by faculty only*.

Hours for HelpDesk are M-F, 8:00 am - 7:30 pm. If a critical situation occurs after hours, HelpDesk may be contacted through security, 37 I-S167.
Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty.

Professional integrity is the cornerstone of a journalist’s credibility.

Society of Professional Journalists • September 21, 1996

Seek Truth and Report It

Journalists representing THE RANGER and AC Current will be honest, fair and courageous in gathering, reporting and interpreting information.

• Be accurate. Exercise care to avoid inadvertent error. Deliberate distortion is not permissible.
• Diligently seek out sources of news stories to give them the opportunity to respond to allegations of wrongdoing.
• Identify sources whenever feasible.
• Always question sources’ motives before promising anonymity; then, clarify agreement of anonymity.
• Keep promises.
• Never use headlines, news teases, and promotional material, photos, graphics and quotations to misrepresent, oversimplify or highlight incidents out of context.
• Never distort the content of news photos. Image enhancement for technical clarity is allowable.
• Label montages and photo illustrations.
• Avoid misleading re-enactments or staged news events.
• Avoid surreptitious methods of gathering information except when traditional methods of gathering information are unsuccessful in obtaining information vital to the public. Use of non-traditional methods should be explained as part of the story.
• Never plagiarize.
• Tell the whole story, even when it is unpopular to do so.
• Avoid imposing cultural values on others.
• Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
• Support the open exchange of all viewpoints.
• Differentiate between advocacy and news reporting. Label all analysis and commentary.
• Differentiate between news and advertising.
• Ensure the public’s business is conducted openly and that government records are open to inspection.
Minimize Harm

Journalists representing **The Ranger** and **AC Current** will be ethical, treating sources, subjects and colleagues with respect.

- Show good taste. Do not pander to lurid curiosity.
- Acknowledge that gathering and reporting information may cause harm or discomfort.
- Recognize the difference between public and private figures. Private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention.
- Show compassion for individuals who may be affected adversely by news coverage.
- Display special sensitivity when dealing with children and other inexperienced sources.
- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- Use caution when determining whether to identify juvenile suspects or victims of sex crimes.
- Be judicious about identifying criminal suspects before the formal filing of charges.
- Balance the public’s right to know with the criminal suspect’s fair trial rights.

Act Independently

Journalists representing **The Ranger** and **AC Current** should be free of obligation to any special interest.

- Adhere to the philosophy of the “public’s right to know.”
- Avoid conflicts of interest, real or perceived.
- Remain free of associations or activities that may imply loyalty, compromise integrity, or damage integrity.
- Refuse gifts, favors, fees, free travel and special treatment which may damage credibility.
- Avoid secondary employment, political involvement, public office and service in community organizations if it may compromise credibility or integrity.
- Disclose unavoidable conflicts.
- Hold those in power accountable.
- Resist pressure from individuals, advertisers and special interest groups to influence news coverage.
- Be wary of sources/individuals offering information for favors or money.

Be Accountable

Journalists representing **The Ranger** and **AC Current** are accountable to their readers and to each other.

- Abide by the same high standards expected of others.
- Admit mistakes and correct them promptly.
- Clarify and explain news coverage.
- Encourage dialogue with the public over journalistic conduct.
- Encourage the public to voice grievances against the news media.
- Expose unethical practices of journalists and the media.
Responsible Polling

The **Sample** has as to be representative of the universe (simply the group of people you want to poll).

- It is unrepresentative if one or more segments of the universe is over-represented
- It is unrepresentative if you poll students who are easier to reach than others (polling people in the CUB, at registration, people in Parcells Hall, students in limited classes)
- It is unrepresentative if the students made a special effort to be included (sent in answers to poll printed in paper, etc.)

**Sample** is representative if it’s **Random**.

- Random does not mean haphazard. It means that respondents are chosen in such a way that every student has an equal chance of being in the sample.
- One way to generate sample: place every name in a hat and draw out a certain number
- **Better** way to generate sample: pick from a list (i.e., phone book – but everybody isn’t in the phone book)
- **Best** way for generating sample at AC: We have list of all students. That’s the perfect source to use. (One potential problem: List could include students no longer enrolled; our list is supposed to be limited to those enrolled this semester)

Determining **Sample** size –

- Rule of thumb: the larger the sample size, the smaller the margin of error; 200 is minimum, usually sufficient for a valid poll
- With 200, sampling error is 7 percent or less. That means: Any answer you get will be within 7 percent of the answer you would have gotten if you had polled all 8,000 students on campus.
- Sampling error is a mathematical formula. For example, if increase sample to 400, sampling error is down to 5 percent
- Selecting your **Sample** at AC: 8,000 students. For a random sample of 200, divide 8,000 by 200 = 40. Go down name list and mark every 40th name.

Doing the survey –

- If you pick every 40th name, call those on phone. (Danger of using phone is that not all students have telephones. But most do. Still the best way.)
- You won’t get a response from all 200. If you get at least 80 percent response, it’s considered valid.
- If you want to get 200 actual responses, start with a sample of 250. (8,000 divided by 250 = 32. So use every 32 names instead of 40.
- **Random** start: Picking the first name in the list of names isn’t random. Use any method to pick a random number. Take a book, close eyes, open to a page and use that number for the first one. Then go 40 names down, etc. You have to do this in order to call it “scientific.”

Staff Positions & Responsibilities
To apply for a position on *THE RANGER* newspaper or *AC Current* magazine, pick up an application form in the journalism lab, PH413. You will need to indicate your first three choices of positions. Return the form to Student Publications, Amarillo College, P.O. Box 447, Amarillo, Texas 79178.

The positions available, with hours paid per issue shown in parentheses, are:

- *THE RANGER* Editor (20 hours)
- *THE RANGER* News Editor (6 hours)
- *THE RANGER* Feature Editor (6 hours)
- *THE RANGER* Opinion Editor (6 hours)
- *THE RANGER* Diversions Editor (6 hours)
- *THE RANGER* Issues Editor (6 hours)
- *THE RANGER* ATC Reporter (2 hours)
- *THE RANGER* West Campus Reporter (2 hours)
- *THE RANGER* Special Edition Editor (2 hours)
- *THE RANGER* Advertising Manager (5 hours + 25% commission on paid ad sales)
- *THE RANGER* Reporter (unpaid)
- *THE RANGER* Photographer ($5 per published photo + $2 per published mug)
- *THE RANGER/AC Current* Photo Editor (5 hours + $5 per published photo + $2 per published mug)
- *THE RANGER/AC Current* Artist/Cartoonist ($5 per published item)
- *THE RANGER/AC Current* Graphics Editor (6 hours)
- *THE RANGER/AC Current* Advertising Sales Representative (25% commission on paid ad sales)
- *THE RANGER/AC Current* Circulation Manager (8 hours)
- *NEW MEDIA* Editor (5 hours)
- *AC Current* Editor (10 hours)
- *AC Current* Assistant Editor (3 hours)
- *AC Current* Advertising Manager (2 hours + 25% commission on paid ad sales)
Staff Positions & Job Expectations

The Ranger Editor (20 hours)

- serves as The Ranger’s representative on campus
- covers administration (pay is 17 hours if someone else takes that beat)
- presides at staff meeting
- arrives at staff meeting with at least one idea for an editorial and Around Campus topic
- handles beat sheets turned in by reporters
  - assigns stories for weekly publication in a timely manner
  - assigns photos and graphics for weekly publication in a timely manner
- writes weekly column or story
- prepares page 1, including paste-up, headlines, cutline(s), sizing of photos
- meets with Advertising Manager the Friday before publication to place ads on pages
- copy-edits all pages, or ensure someone else does
- oversees production of entire newspaper, ultimately assuming responsibility for all stories, photos, graphics, ads and pages being done by deadlines
- ensures all pages are pasted up and in box for printer pick up
  - consults with Publications’ Assistant about necessary supplies, i.e. photographic, printer, computer, etc.
  - consults with Student Publications Adviser on matters affecting newspaper production, including, but not limited to, deadlines, schedules, finances, staff members, and equipment
- assists with The Ranger Special Edition
- other duties normally understood to be the duties of a newspaper editor-in-chief

The Ranger News Editor (6 hours)

- attends all staff meetings unless prior arrangements have been made with editor
- presides at staff meetings in absence of editor
- arrives at staff meeting with at least one idea for an editorial and Around Campus topic
- writes at least one story per issue
- edits all stories on news page(s)
- prepares news page(s), including paste-up, headlines, cutline(s), sizing of photos
- assists with The Ranger Special Edition
- other duties the editor may consider necessary for production of the newspaper

The Ranger Diversions Editor (6 hours)

- attends all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and Around Camps topic
- covers arts and entertainment beat
- writes at least one story per issue
- edits all stories on entertainment page(s)
- prepares entertainment page(s), including paste-up, headlines, sizing of photos, artwork
- assists with The Ranger Special Edition
- other duties the editor may consider necessary for production of the newspaper
**THE ** **RANGER** **Opinion Editor** *(6 hours)*
- attends all staff meetings unless prior arrangements have *been* made with editor
- arrives at staff meeting with at least three ideas for the editorial and *Around Campus* topic
- chooses syndicated editorial cartoon for each issue
- handles all letters to the editor and makes editor aware of all letters
- decides, with input from the editor, which letters to publish
- keeps all letters to the editor on file, published and unpublished; and returns them to the Publications Assistant for filing at the end of each semester
- ensures that enough columns or other materials are available to fill all opinion pages
- writes at least one editorial, column or story per issue
- writes all editorials unless Opinion Editor disagrees with position voted on by staff or another staff member agrees to write the editorial
- arranges with photographer to complete *Around Campus* no less than one week prior to deadline
- prepares opinion pages, including paste-up, headlines, sizing of photos, cartoons
- assists with **THE RANGER SPECIAL EDITION**
- other duties the editor may consider necessary for production of the newspaper

**THE ** **RANGER** **Feature Editor** *(6 hours)*
- attends all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- compiles list at beginning of semester of solid feature page topics for each issue of newspaper; gets Editor approval for feature page(s) coverage
- writes at least one story per issue
- edits all stories on feature page(s) -- may be one or more stories with photos and/or artwork or may be photo-only page
- if photo-only page, coordinates with photographer to ensure photographs and cutlines
- prepares feature page(s), including paste-up, headlines, sizing of photos, artwork
- assists with **THE RANGER SPECIAL EDITION**
- other duties the editor may consider necessary for production of the newspaper

**THE ** **RANGER** **Issues Editor** *(6 hours)*
- attends all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- identifies and covers issues of special interest to audience, conferring with editor on coverage
- writes at least one story per issue
- edits all stories on special section pages
- prepares special section page(s), including paste-up, headlines, sizing of photos, artwork
- assists with **THE RANGER SPECIAL EDITION**
- other duties the editor may consider necessary for production of the newspaper
**The Ranger Advertising Manager** (5 hours + commissions)
- attends all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- sells advertisements for newspaper
- coordinates any ads sold by other staff member to ensure placement in newspaper and proper billing procedure
- meets with Editor on Friday before each issue to place ads on pages
- builds advertisements on deadline; and, when necessary, delivers ad proofs to advertisers
- works with Publications’ Assistant to ensure all contracts are filled out and filed
- works with Publications’ Assistant to ensure run sheets are up-to-date at all times
- assists with **The Ranger Special Edition**
- other duties the editor may consider necessary for production of the newspaper

**The Ranger Special Edition Editor** (2 hours)
- attends all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- solicits ideas from staff members for special edition topics
- decides on topics for special edition
- assumes the responsibilities of the editor for producing **The Ranger Special Edition**, including making story, photo and graphics assignments and supervising the production of special edition, ultimately assuming responsibility for all stories, photos, graphics, ads and pages being done by deadlines (NOTE: The Editor still has ultimate authority over special editions but should allow the Special Edition Editor to make as many decisions as possible.)
- ensures all special edition pages are pasted up and in box for printer pick up
- other duties the editor may consider necessary for production of the newspaper

**The Ranger Events Editor** (2 hours)
- attend all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- compiles and types the calendar of events on the news page by no later than 5:00 p.m. Monday of publication week, spanning from the date of the newspaper to the date of the next newspaper (priority is AC events, test dates, and any campus items of interest or importance to audience, but also include major community events)
- alerts editor, as early as possible, to any calendar events which might call for a story or photo
- other duties the editor may consider necessary for production of the newspaper
**The Ranger ATC Reporter** (2 hours)
- attend all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- compiles list of events scheduled to occur on Amarillo Technical Center campus and provides list to Editor every Friday
- alerts editor, as early as possible, to any ATC events which might call for a story or photo
- writes stories each week covering ATC campus
- others duties the editor may consider necessary for production of the newspaper

**The Ranger West Campus Reporter** (2 hours)
- attend all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- compiles list of events scheduled to occur on West Campus and provides list to Editor every Friday
- alerts editor, as early as possible, to any West Campus events which might call for a story or photo
- writes stories each week covering West Campus
- others duties the editor may consider necessary for production of the newspaper

**Artist/Cartoonist** ($5 per item)
- creates artwork requested by other newspaper or magazine staff members
- has option of creating editorial cartoon or cartoon strip
- others duties the editor may consider necessary for production of the newspaper

**Photo Editor** (2 hours for The Ranger /1 hour for AC Current /$5 per photo, $2 per mug)
- carries 35mm camera at all times on campus
- attends all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and *Around Campus* topic
- responsible for all photo assignments given by Editors
- coordinates work with all staff photographers, delegating responsibilities and ensuring coverage occurs
- shoots at least one feature photo, preferably on one of the AC campuses, per issue
- works with Opinion Editor to shoot *Around Campus* mugs one week prior to page deadline
- processes film and files negatives in 3-ring binder kept in newsroom
- scans into computer minimum of two selections per photo as requested by Editor per issue for publication use; places scanned images in AC Projects/Ranger folder/issue folder
- works with Publications’ Assistant to determine film and photo supply needs
- stores all film and photo supplies; provides supplies to other photographers
- assists with The Ranger Special Edition
- other duties the Editor may consider necessary for production of the newspaper
Graphics Editor (4 hours for The Ranger/2 hours for AC Current)
- attends all staff meetings unless prior arrangements have been made with editor
- arrives at staff meeting with at least one idea for the editorial and Around Campus topic
- produces computer artwork or graphics as assigned by Editor
- works with all page editors to create art and graphics ideas
- assists with The Ranger Special Edition
- other duties the editor may consider necessary for production of the newspaper

Photographers ($5 per photo, $2 per mug)
- carries 35mm camera at all times on campus
- shoots all photo assignments given by photo editor or Editors
- shoots at least one feature photo, preferably one on AC campuses, per issue
- processes film and files negatives in 3-ring binder kept in newsroom
- scans into computer minimum of two selections per photo as requested by Editor per issue for publication use; places scanned images in AC Projects/Ranger folder/issue folder
- other duties the Editor may consider necessary for production of the newspaper

Circulation Manager (8 hours for The Ranger/AC current)
- distributes copies of The Ranger to stands on Washington Street, Polk Street, West and ATC campuses each Thursday afternoon of publication
- keeps in touch with newspaper printer on distribution day and meets printer on campus when paper is delivered
- distributes copies of AC Current to stands on all four campuses as soon as magazine is delivered by printer
- keeps copies of publications stored in paste-up room; minimum of 50 copies of each issue
- labels and bundles copies of newspaper and magazine for mailout and delivers mail copies to campus mailroom; when necessary, meets with mailroom personnel for training in post office requirements
- completes mailout no later than one week after the last publication to be mailed in that bundle is printed

Advertising Sales Representatives (25% commission on sales)
- sells advertisements for newspaper or magazine
- notifies Advertising Manager of sale, providing signed contract and slick or appropriate contents for building the ad
- assists Advertising Manager, when necessary, by delivering ad proofs to solicited advertisers
- works with Publications’ Assistant to ensure all contracts are filled out and filed
**AC Current Editor** (10 hours)
- attends scheduled meetings with Student Publications Adviser and/or AC Current staffers
- sets deadlines for production of 32-page general interest magazine
- determines focus of magazine
- solicits stories from English classes, photos from photography classes, and illustrative work from graphics arts classes
- works with journalism instructors to obtain stories from journalism classes
- creates magazine ladder, determining color usage and photo needs early in semester
- coordinates with Advertising Manager to place ads on pages
- proofreads all copy, cutlines, headlines and ads
- creates or delegates creation of artwork and graphics for magazine publication
- prepares 32-page magazine for printer, including layouts, headlines, cutline(s), sizing of photos, placement of artwork
- oversees production of entire magazine, ultimately assuming responsibility for all stories, photos, graphics, ads and pages being done by deadlines
- ensures all pages are prepared for disk submission to printer, including copying of necessary fonts, EPS files, etc. to Syquest drive
- consults with Publications’ Assistant about necessary supplies, i.e. photographic, printer, computer, etc.
- consults with Student Publications Adviser on matters affecting magazine production, including, but not limited to, deadlines, schedules, finances, staff members, and equipment
- delegates responsibilities to AC Current Assistant Editor, AC Current Advertising Manager, and other staffers as necessary

**AC Current Assistant Editor** (3 hours)
- attends scheduled meetings with Student Publications Adviser and/or AC Current staffers
- performs any of the duties of the AC Current Editor as assigned by the Editor
- assists the Editor with duties necessary to produce the magazine on time

**AC Current Advertising Manager** (2 hours + commission)
- attends scheduled meetings with Student Publications Adviser and AC Current Editor
- sells advertisements for general interest magazine
- coordinates any ads sold by other staff member to ensure placement in magazine and proper billing procedure
- builds advertisements on deadline; and, when necessary, delivers ad proofs to advertisers
- works with Publications’ Assistant to ensure all contracts are filled out and filed
- works with Publications’ Assistant to ensure run sheets are up-to-date at all times
- other duties the AC Current Editor may consider necessary for production of the magazine
New Media Editor (5 hours)

- attends scheduled meetings with journalism instructors
- maintains up-to-date publications’ Web site consisting primarily of stories, photographs, and artwork that has been published in The Ranger and AC Current
- suggests additions or new features for Web site
- completes upload of each issue of The Ranger no later than one week after the print version is distributed
- completes upload of each AC Current issue no later than two weeks after the print version is distributed

Other positions, including paid reporting positions, may or may not be added depending on the number of interested students and other variables. Some of the positions outlined above may not be filled, depending upon the semester and available students.
Editorial Board

1. **THE RANGER** editorial board consists of the paid student staff members of **THE RANGER** newspaper.

2. The *AC Current* editorial board consists of the paid staff members of the *AC Current* magazine.

3. **THE RANGER** editorial board will meet weekly during each fall and spring semester at times specified by the editor and student publications adviser, with exceptions made by the editor and student publications adviser.

4. The *AC Current* editorial board will meet three times throughout the semester, as designated by the editor, to determine magazine focus, content and deadline structure.

5. All members of the publications’ staffs should attend the scheduled meetings.

6. Conduct of the editorial boards will be professional.

7. The editors will preside over editorial board meetings. While the student publications adviser will be in attendance and may provide information or insight into issues, he/she will not vote.

8. Votes at editorial board meetings will be based on the staff members present.

9. Any editorial board decision requires only a majority vote.

10. For each issue of **THE RANGER**, the editorial board must approve:
    a. topic(s) and position(s) to be taken for editorials on the opinion page
    b. the question to be asked in *Around Campus*, the “man-on-the-street” feature on the opinion page.

11. The opinion editor must come to each **RANGER** meeting with a list of at least three possible editorial topics for discussion by the editorial board. All other members also should come to the meetings with ideas for editorials.

12. At each meeting, the editorial board will choose at least one editorial topic for **THE RANGER** issue that will be published two weeks from the meeting. (The topic(s) for the next issue already will have been chosen the previous week.)

13. Each editorial for **THE RANGER** will be written by the opinion editor. The editorial will represent the view of the editorial board. Once a topic and position are chosen, the board will determine, by vote if necessary, who will write the editorial if the Opinion Editor is not in agreement with the majority opinion.
14. Other activities at editorial board meetings will include discussion of THE RANGER content, discussion of the general shape and content of coverage in coming issues, announcements by the editor, student publications adviser or any staff member, and discussion of any staff problems, policy questions or grievances.

15. THE RANGER enjoys wide freedom of choice of editorial topics. Freedom imposes serious responsibility. That responsibility is met when staff members investigate facts thoroughly, analyze situations carefully, form honest opinions, and express themselves clearly.

16. Any staff member may write an editorial to be considered for publication in THE RANGER. If approved by the editorial board, it can be published as the staff opinion. If not approved by the board, it can be considered for publication as a personal column.

17. Staff members whose opinions on a topic differ from the chosen editorial position may submit personal columns on the topic.

18. The inclusion of corrections or clarifications on the opinion page will be determined by the editor and student publications adviser. Other than those items, the editorials, Around Campus, THE RANGER staff box and the statement of policy, the remainder of the content of the opinion page will be determined by the opinion editor.

19. Opinions will be based on facts; judgments will be made on a factual, not emotional, basis.

20. The editorial boards will consider complaints or grievances leveled at THE RANGER and AC Current from both inside and outside the staffs.

21. THE RANGER staff box and statement of policy, including the name and address of the publication and appropriate telephone numbers, will appear on the opinion page in each issue, preferably in the same place on the page each time. Any change must be approved by the student publications adviser.

22. The AC Current staff box and statement of policy, including the name and address of the publication and appropriate telephone numbers, will appear on the back inside cover of the magazine. Any change must be approved by the student publications adviser.

23. While THE RANGER reserves the right to criticize, responsibility and mature judgment are expected to be brought to bear in advance. It always is best to discuss all sides before criticism is published.

24. Editorials and columns must be fair and accurate, and staff members must avoid writing personal complaints of limited interest.

25. Material on the opinion page will not be jumped to another page unless it is to another opinion page.
26. The **Ranger** opinion editor will run all letters to the editor that space allows providing they meet other requirements stated in this policy manual.

27. Inaccuracies and misstatements of fact should not be a part of **The Ranger** or **AC Current** whether they appear in news stories, columns, editorials or elsewhere. Therefore, statements made as fact that are known by the editorial board to be false, inaccurate, or unsubstantiated should not be published until they are corrected or confirmed.

28. Selection of syndicated cartoons for **The Ranger** will be made by the editor at the beginning of each school year. Unless the editor shows good reason to change, the selected cartoonist will be used throughout the school year.

29. Opinions of **The Ranger** editorial board will be sought on any advertisement, artwork, photograph or article of questionable content prior to scheduled publication. A majority vote on the questionable element will determine publication of the material.

30. Opinions of the **AC Current** editorial board will be sought on any advertisement, artwork, photograph or article of questionable content prior to scheduled publication. A majority vote on the questionable element will determine publication of the material.
Advertising & Student Payment Policies & Procedures
Student Publications Advertising Policy

1. Consistent with applicable laws, no Amarillo College publication is required to accept any advertising offered to it.

2. It will be the practice of the Amarillo College student publications to consider the best interests of readers and advertisers. In this respect, care will be exercised to preclude advertising:
   a. with potentially harmful effects of misleading, inaccurate, fraudulent, doubtful or ambiguous misrepresentation.
   b. with dishonest or unfair competitive statements.
   c. with matter that is offensive to good taste and morality.

3. Advertising will not be accepted which in the judgment of the editor is:
   a. considered indecent, suggestive or offensive or which contains text or illustrations not in good taste.
   b. considered containing attacks of a personal, racial or religious nature or which reflects unfavorably on competitive organizations, institutions or merchandise.
   c. considered evading or attempting to encourage the evasion or violation of any law, regulation or ordinance at any governmental level.

4. Opinion advertising/political advertising containing political views may be accepted provided:
   a. there is no advocacy of unlawful or illegal overthrow of the government.
   b. full identification of sponsoring organizations or individuals, including the name of at least one responsible person, a phone number and address is included in the advertisement.
   c. it meets all other standards specified in the Student Publications Advertising Policy.

5. Advertising of beer, wine, liquor, cigarettes, cigars, tobacco, military recruitment and contraceptives is acceptable if the material is in good taste and is offered by reputable firms. This is not an inclusive rule. Advertising of research paper firms and other questionable academic firms/opportunities may be refused.

6. Advertising may be refused if payment is not current.

7. Public service advertisements can be used, free of charge, when space allows.

8. Advertising rates will remain within common levels of community colleges with similar circulation.
9. **The Ranger** and **AC Current** will offer special campus rates to all Amarillo College student organizations, divisions, departments, offices and other official units of the college. The rates for such advertisements, termed campus advertisements, will be:

a. **The Ranger:**
   Campus advertisements of 9 column inches or less will be used free of charge but will be subject to space limitations. Requested size of such ads cannot be guaranteed, and the appearance of such ads in the newspaper cannot be guaranteed, but efforts will be made to satisfy reasonable requests.

   Campus advertisements of more than 9 column inches will be charged at half the local rate, which is quoted on **The Ranger** Advertising Rates and Information card. (All “additional charges,” such as for color or other extra printing costs, will remain at the full rate for all ads.)

b. **AC Current:**
   Campus advertisements of 1/8-page or less will be used free of charge but will be subject to space limitations. Requested size of such ads cannot be guaranteed, and the appearance of such ads in the magazine cannot be guaranteed, but efforts will be made to satisfy reasonable requests.

   Campus advertisements of more than 1/8-page will be charged at half the regular **AC Current** rate, which is quoted on the **AC Current** advertisement contract. (All “additional charges,” such as for color or other extra printing costs, will remain at the full rate for all ads.)

10. Students who sell advertising will receive a 25 percent commission on each ad they sell. Student payment cannot be processed until the advertisement has been paid for.
Student Publications Payment Procedures

Paid Staff Positions
1. Students selected to fill paid staff positions must meet the following criteria to receive payment for work performed:
   a. A personnel contract must be on file with the Publications Adviser.
   b. A Student Aide Employment Referral Form must be on file with the Amarillo College financial aid office.
   c. The paid staff member must meet all obligations as outlined under Staff Positions and Job Expectations.

2. Failure to meet obligations outlined under Staff Positions and Job Expectations or deadlines as listed under DEADLINES in this manual will result in a pay deduction, including:
   a. a pay deduction reflective of amount of incomplete work;
   b. a one-week suspension of pay; and/or
   c. non-payment for photos or cartoons which were not complete by posted deadline.

3. If paid staffer receives suspension of pay for two consecutive weeks, he/she will be removed from position.

4. Time sheets, prepared by the Student Publications Adviser, will be provided to paid staff members at two-week intervals. It is the responsibility of the paid staffer to sign the time sheet and deliver it to the financial aid office by the deadline indicated on the time sheet.

5. All monies paid to students for work performed will be disbursed by check from the Amarillo College business office. Paid staffers may pick up their checks in the business office.

Advertising commission
1. Students who sell advertising will receive a 25 percent commission on each ad they sell (excluding any classified ads). In order to receive commission payment, the following conditions must be met:
   a. Contract must be filled out completely and signed by both parties unless an insertion order is taking the place of the contract.
   b. All advertising contracts must be turned in to the Student Publications Assistant.
   c. Advertising client must pay bill before any monies can be disbursed.

2. Notice of earned advertising commissions will be turned into the Amarillo College business office by the Student Publications Assistant twice a semester.
3. If payment for the ad has not been received by the end of the spring semester, there may be a delay in commission payment. It is possible the Advertising Sales Representative may not receive commission payment until the following fall semester due to the closure of the Student Publications Department during the summer months.

Photography Payments

1. Students having photographs published in either THE RANGER or AC Current will be paid as follows:
   a. mug shots @ $2.00 each
   b. photos @ $5.00 each

2. A photo reimbursement form must be submitted to the Student Publications Assistant after every third issue of the newspaper for any published photos in order to secure payment.
   a. The Student Publications Assistant will process all paperwork.
   b. Address all questions/concerns to the Student Publications Assistant or Publications Adviser.

3. All monies paid to students for photos will be disbursed by check from the Amarillo College business office. The checks will be mailed to the permanent address provided by the student after all necessary paperwork has been completed.

   If the staffer does not receive payment for services in a reasonable amount of time, that staffer should notify the Student Publications Assistant. The Student Publications Assistant will then pursue the paperwork.

   The student staffer should not contact the business office.
Publication Procedures & Deadlines
<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Story Deadline</th>
<th>Ad Deadline</th>
<th>Other Dates of Interest</th>
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</thead>
<tbody>
<tr>
<td><strong>Friday, Feb. 4</strong></td>
<td>5 p.m. Thursday, Jan. 27</td>
<td>5 p.m. Friday, Jan. 28</td>
<td>Wednesday, Jan. 19: First day of classes</td>
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<tr>
<td>Vol. 70, No. 12</td>
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<td><strong>Friday, Feb. 11</strong></td>
<td>5 p.m. Thursday, Feb. 3</td>
<td>5 p.m. Friday, Feb. 4</td>
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<td>Vol. 70, No. 13</td>
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<td><strong>Friday, Feb. 18</strong></td>
<td>5 p.m. Thursday, Feb. 10</td>
<td>5 p.m. Friday, Feb. 11</td>
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<td>Vol. 70, No. 14</td>
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<td><strong>Friday, Feb. 25</strong></td>
<td>5 p.m. Thursday, Feb. 17</td>
<td>5 p.m. Friday, Feb. 18</td>
<td>Thursday, March 9: <strong>AC Current</strong> story deadline</td>
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<tr>
<td>Vol. 70, No. 15</td>
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<tr>
<td><strong>Friday, March 3</strong></td>
<td>5 p.m. Thursday, Feb. 24</td>
<td>5 p.m. Friday, Feb. 25</td>
<td>March 13-19: Spring Break</td>
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<td>Vol. 70, No. 16</td>
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<tr>
<td><strong>Friday, March 10</strong></td>
<td>5 p.m. Thursday, March 2</td>
<td>5 p.m. Friday, March 3</td>
<td>April 6-8, TIPA convention, Waco</td>
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<tr>
<td>Vol. 70, No. 17</td>
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<tr>
<td><strong>Friday, March 31</strong></td>
<td>5 p.m. Thursday, March 23</td>
<td>5 p.m. Friday, March 24</td>
<td>April 13-15: Panhandle Press Association convention, Amarillo</td>
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<td>Vol. 70, No. 18</td>
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<td><strong>Friday, April 7</strong></td>
<td>5 p.m. Thursday, March 30</td>
<td>5 p.m. Friday, March 31</td>
<td>Monday April 17: Final printer deadline, <strong>AC Current magazine</strong></td>
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<td>Vol. 70, No. 19</td>
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<tr>
<td><strong>Friday, April 21</strong></td>
<td>5 p.m. Thursday, April 13</td>
<td>5 p.m. Friday, April 14</td>
<td>April 21-23: Easter holiday</td>
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<td>Vol. 70, No. 20</td>
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<tr>
<td><strong>Friday, April 28</strong></td>
<td>5 p.m. Thursday, April 20</td>
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<tr>
<td>Vol. 70, No. 21</td>
<td>(special edition: no ads)</td>
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<tr>
<td><strong>Friday, May 5</strong></td>
<td>5 p.m. Thursday, April 27</td>
<td>5 p.m. Friday, April 28</td>
<td>May 8-11: Final exams</td>
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<tr>
<td>Vol. 70, No. 22</td>
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</table>

*The Ranger*, Amarillo College, P.O. Box 447, Amarillo, TX 79178  
Editor: 371-5209, Advertising Manager: 371-5290  
Publications Assistant: Donna Salter, 371-5290 Fax: 371-5398  
Advisers: Lana Jackson, 371-5292, and Mike Haynes, 371-5293

Second of two pages
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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**DEADLINE EXTENSIONS MUST BE APPROVED BY THE RANGER EDITOR AND ONE PUBLICATIONS ADVISER.**
## Deadlines

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<td>8:00 a.m.</td>
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<td>12:00 p.m.</td>
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<td>PUBLICATIONS CLASS: Critique issue of newspaper</td>
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<tr>
<td>1:00 p.m.</td>
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<td>STAFF MEETING: PFH 413 to discuss issue 14 days away</td>
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<td>2:00 p.m.</td>
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<td>All photos prints/scans due to page editor or in computer (5 p.m.)</td>
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<td>3:00 p.m.</td>
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<td>All graphics due (5 p.m.)</td>
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<tr>
<td>4:00 p.m.</td>
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<td>All stories due</td>
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<tr>
<td>5:00 p.m.</td>
<td>Around Campus interviews complete, mugs shot</td>
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<td>All ads due (5 p.m.)</td>
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**Deadline Extensions Must be Approved by The Ranger Editor and One Publications Adviser.**
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<td>4:00 p.m.</td>
<td>PAGES DUE: Feature, Opinion</td>
<td>PAGES DUE: Issues, News</td>
<td>PAGES DUE: Front Page, Diversions</td>
<td>Issue is distributed around four campuses</td>
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DEADLINE EXTENSIONS MUST BE APPROVED BY THE RANGER EDITOR AND ONE PUBLICATIONS ADVISER.
# AC Current

## Production Schedule and Deadlines
### Fall 1999

Jessica Wilkinson, Editor
Amanda Davis, Asst. Editor
Jamie Leible, Asst. Editor

### SEPTEMBER 1999

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**All stories, photos and artwork assigned**

### OCTOBER 1999

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**Rough drafts of stories due; artwork, photos assigned**

**Final Stories due; design for contents, folios and template due**

**Last day for ad sales (5 p.m.)**

**Ladder completed w/color pages designated**

**Ads built; Artwork, photos, digital images due to editor**
NOVEMBER 1999

5
Sized color artwork, slides to Trafton (5 p.m.)

12
Pages, graphics, fonts, digital photos copied to SyQuest cartridge; LAST LAYOUTS AND MATERIALS TO TRAFTON (5 p.m.)

Proves back to Trafton one to two days after editor receives them; exact date coordinated with Trafton

THANKSGIVING

DECEMBER 1999

2
Trafton delivers magazines to campus

6
Magazines distributed on all campuses

9
Magazines mailed

FINAL EXAM WEEK
The AC Publications Stylebook is a reference for students writing for the Amarillo College student publications. In general, Associated Press style should be followed, and an AP Stylebook and Libel Manual is available in the newsroom. For more local questions and for some exceptions to the AP Stylebook, the AC Publications Stylebook is the final word.

The AC Publications Stylebook is published by the Student Publications Department, Amarillo College, P.O. Box 447, Amarillo, TX 79178. Glenda Taylor initially compiled the stylebook, and Sara Sepulveda contributed to the project. Both were Print Workshop students.
abbreviations  In general, do not USC. Before a name: Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Scn. After a name: Jr., Sr. (No comma before Jr. or Sr.) In numbered addresses: 1600 Pennsylvania Ave. But: He lives on Pennsylvania Avenue.

abortion  The opposing sides in the abortion debate are pro-life and pro-choice. The terms do not need to be placed within quotation marks.

about  Almost always use about instead of approximately. They mean the same.

academic degrees  Avoid abbreviation. USC: doctorate, master’s degree, bachelor’s degree, associate degree. Dr. is acceptable in front of a name on first reference for physicians, dentists, people with earned Ph.D.s, etc. Follow AP style (32nd edition).

AC  Acceptable on second and subsequent references for Amarillo College. USC Amarillo College on first reference.

Access

AC Current  The Amarillo College student magazine. Content is general interest. Acceptable on second reference is the Current. The isn’t necessary in front of AC Current: She was editor of AC Current. It was her first job for the Current.

ACP  Acceptable on second reference for the national organization, Associated Collegiate Press. The Ranger and AC Current are members.

ACP Hall of Fame  Given to college publications that are All-American 10 times or more in a row. The Ranger is in the ACP Hall of Fame.

acronyms  In general, the whole title must be used on its first reference; after that, an acronym may be used: Amarillo College on first reference; AC in subsequent references.

admissions

adviser  Not advisor.

Advising and Counseling Center  It’s in the Student Services Center.

Adult Students and Women’s Services  It’s in the Student Services Center. Assists qualifying students by providing scholarships, counseling and a mentoring program.

AIDS  Acceptable in all references for Acquired Immunodeficiency Syndrome.

Amarillo College  A public community college; may confer associate degrees, but does not grant baccalaureate degrees. Consists of four campuses:

Washington Street Campus
West Campus
Amarillo Technical Center
Polk Street Campus

History: Created by a vote of local citizens on July 16, 1929. First classes conducted in September 1929. The college moved to its current location with the construction of its first permanent building in 1937. It served primarily as a junior college offering arts and sciences courses, then in 1942, expanded to include vocational courses. In 1958, Amarillo College was granted its own board of regents independent of the trusteeship of the Amarillo Independent School District. The college expanded its facilities and programs in the 1960s. In 1995, the state Legislature transferred Texas State Technical College-Amarillo to Amarillo College. The name was changed to Amarillo Technical Center.

Amarillo College central administration  Dr. Fred Williams, president (acceptable on first reference: Amarillo College President Fred Williams)
Dr. R.E. Byrd, vice president and dean of instruction
Victor Fite, dean of information technology
Dr. Kay Henard, dean of institutional advancement
Joyce Herring, general manager of KACV-TV/FM
Neil Moseley, vice president for business affairs
Damaris Schlong, chief administrative officer for business affairs
Glen Phillips, Amarillo Technical Center executive director
J.R. Couser, dean of student services

Amarillo College Foundation Inc. Solicits and administers gifts and grants to benefit the college, students, faculty and staff, its programs and facilities.

approximately Almost always use about instead. They mean the same.

ARNet An Amarillo Internet service provider.

articles Majors, titles and job descriptions after a name generally need an article (a, an, or the) before them: ... John Kaltefleiter, a journalism major, ... Terry Stewart, an English professor. . . . Not: ... John Kaltefleiter, journalism major ... or ... Terry Stewart, English professor. . . .

attribution See said.

award You do not award a person. You honor a person or recognize a person. You award something to a person. Amarillo College honored Lana Jackson. Amarillo College awarded a new car to Mike Haynes. Never: Amarillo College awarded Leslie Herber.

campsuses to encourage responsible drinking of alcohol. The acronym stands for Boosting the Alcohol Consciousness Concerning the Health of University Students.

Badgers Mascot of Amarillo College intercollegiate athletic teams. (Intercollegiate sports have been discontinued.)

barbecue Not barbeque or bar-B-Q (unless in the name of a business).

biannual Twice a year; synonym for semiannual.

biennial Every two years. The Texas Legislature meets biennially.

Bible Capitalize, without quotation marks and with no italics, when referring to Christian or Jewish scriptures. Lowercase bible as a non-religious term: My dictionary is my bible. Lowercase biblical.

Bible Belt Sections of the United States, especially in the South and Midwest, where Bible-based religious beliefs prevail. Be careful when using; certain contexts can give offense.

big-bang theory The theory that the universe began with the explosion of a super-dense primeval atom and has been expanding ever since.

Big Brother Under the watchful eye of big government as in George Orwell’s novel, 1984.

Bill of Rights The first 10 amendments to the U.S. Constitution.

bimonthly Every other month. Semimonthly means twice a month.

biweekly Every other week. Semiweekly means twice a week.

blond, blonde Use blond as a noun for males and as an adjective: She has blond hair. Use blonde as a noun for females.

baby boomer Lowercase, no hyphen.

BACCHUS Organization on some college campuses to encourage responsible drinking of alcohol. The acronym stands for Boosting the Alcohol Consciousness Concerning the Health of University Students.
Amarillo College has nine regents. They are Chairman Neal Nossaman, Louise Danicl, Carroll Forrcster, John Huffaker, Hermilio Martinez, Sharon Oeschger, Larry Patterson, Dale Roller and Fred Snyder.

book titles Italicize.

book titles Italicize.

boyfriend, girlfriend Don’t use these terms unless they clearly are accurate in describing relationships.

buildings In general, lowercase buildings if it is a building common to most college campuses (business building), thus a description.

Uppercase if it is a title with a proper name (Parcels Hall). If it includes the word Center, it is a title (Student Services Center).

Washington Street Campus
College Union Building (on second reference, the CUB)
Student Services Center
Carter Fitness Center
Durrett Hall
biological sciences building
music building
Experimental Theater
Concert Hall /Theater
Ordway Hall
Russell Hall
Warren Hall
Lynn Library/Learning Center
Adult Students and Women’s Services Advising and Counseling Center
Carter Fitness Center
business building
Parcels Hall
Gilvin Broadcast Center
Amarillo Museum of Art
Amarillo Opera
Baptist Bible Chair
Amarillo Bible Chair
Bible Chair of the Southwest

Amarillo Technical Center
administration building

industrial maintenance
computer-assisted design and interior design transportation complex
electronics building
Industrial Center
aviation and welding building
industrial sciences building
physical plant
Student Activity Center

West Campus
West Campus administration building
West Campus allied health building
West Campus classroom building B
West Campus classroom building C
West Campus classroom building D
West Campus gym/dance building
Child Development Lab School
West Campus lecture hall

Polk Street Campus
Business and Industry Center
Nixson Gym
Amarillo Senior Citizens Center

but Almost never use a comma after but. The comma usually comes after it. She tried to place the graphic on the page, but it had not been scanned in an acceptable format.

C

call letters Use all caps. Use hyphens to separate the type of radio station from the basic call letters: KPUR-AM, KA CV-FM

campus Lowercase in general, but capitalize when part of the title of one of the Amarillo College campuses:
Washington Street Campus
West Campus
Polk Street Campus
Amarillo Technical Center does not include the word campus.

Catholic Family Service In Amarillo, it’s singular, not Services.
CD or album titles Put in italics. Put individual song titles in quotation marks.

Centers for Disease Control and Prevention Located in Atlanta. National agency of the U.S. Public Health Service. Note that Centers is plural.

Central Intelligence Agency CIA is acceptable in all references.

cents Spell out the word cents and lowercase, using numerals for amounts less than a dollar: 5 cents. Use $ sign and decimal system for larger amounts: $1.01, $2.50

chat

child care Two words unless the title of a facility uses it as one.

children Preferred over kids. (Try to limit kids to quotes or references to young goats.)

City Commission Following AP style for City Council, always capitalize. On first reference: Amarillo City Commission.

citywide

CMA Acceptable on second reference for the national organization, College Media Advisers. Amarillo College journalism instructors are members.

committee Lowercase when referring to a committee that is a part of a larger organization, such as the Faculty Senate salary committee or the Amarillo College commencement committee. Uppercase when referring to a larger group such as the Agriculture Committee of the U.S. House of Representatives or the Democratic National Committee.

copy Term for written journalistic material such as stories.

CNN Acceptable in all references for Cable News Network.

Congress Capitalize U.S. Congress and Congress when referring to the branch of the federal government. Lowercase when used as a synonym for convention or in second reference to an organization that uses the word as part of its full name: the Congress on Racial Equality, the congress.


congressional districts Use figures and capitalize district when joined with a figure: the 1st Congressional District, the 1st District

Constitution Capitalize when referring to the U.S. Constitution; lowercase in other uses: the organization's constitution.

corporation Abbreviate as Corp. when a company or government agency uses the word at the end of its name: Gulf Oil Corp., the Federal Deposit Insurance Corp.

cost of living The cost of living went up.

cost-of-living Employees received a cost-of-living raise.

county Potter County, Randall County; Potter and Randall counties.

cyberspace

copy Term for written journalistic material such as stories.

CNN Acceptable in all references for Cable News Network.
day care Two words unless the title of a facility uses it as one.

dean’s list

Democrat, Democratic, Democratic Party
Capitalize in all forms when referring to the Democratic Party. Lowercase when referring to the democratic system of government.

departments Lowercase Amarillo College departments except for words that are proper nouns such as English. The AC instructional departments are:
- accounting
- allied health
- art
- art/graphic design
- associate degree nursing
- automotive collision technology
- automotive technology
- aviation maintenance technology
- biological sciences
- business administration
- business computer systems
- child development assistant
- computer-assisted design
- computer information systems
- correctional officer programs

court/time reporting
- criminal justice program
- dental auxiliary program
- dental hygiene
- diesel mechanics technology
- drafting and computer assisted design
- electronics
- electronic systems and instrumentation
- electronic systems technology
- engineering computer science
- English
- environmental health technology
- French
- German
- home economics
- humanities
- industrial technology
- industrial maintenance technology
- interior design
- journalism
- machining technology
- management
- mass communications
- mathematics
- medical data specialist
- medical laboratory technology
- mortuary science
- music
- office technology
- paramedic
- photography
- physical education
- physical science
- physical therapy assistant
- professional truck operations
- psychology
- radiation therapy
- radio/TV
- radiography
- radiologic technology
- radiology/nuclear medicine
- social science
- sociology
- speech communication
- surgical technology
- theater/dance
- travel and tourism
- vocational nursing
- welding technology

disabled In general, do not describe an individual as handicapped or disabled unless it is clearly pertinent to a story. If such a description must be used, make it clear what the disability is and how much the person’s physical or mental performance is affected. In general, do not use “politically correct” words such as physically challenged.

Some terms include: disabled: A general term used for a physical or cognitive condition that substantially limits one or more of the major daily life activities. handicap: It should be avoided in describing a disability. blind: Describes a person with complete loss of sight. For others, use terms such as visually impaired or person with limited vision. deaf: Describes a person with total hearing loss. For others, use partial hearing loss or partially deaf. Avoid using deaf mute. Do not use deaf and dumb.

mute: Describes a person who physically can-
Others with speaking difficulties are speech-impaired. Wheelchair-user: People use wheelchairs for independent mobility. Do not use confined to a wheelchair or wheel-chair-bound. If a wheelchair is needed, say why.

diseases Do not capitalize unless it is known by the name of a person identified with it: Parkinson’s disease, Bright’s disease

diskette Same as floppy disk. Either is acceptable.

divisions Uppercase Amarillo College divisions:
   Division of Allied Health
   Division of Behavioral Studies
   Division of Language, Communication and Fine Arts
   Division of Sciences and Engineering
   Workforce Development Division
   Business Division
   Division of Nursing
It is acceptable to reverse the name of a division, such as Allied Health Division instead of the official Division of Allied Health.

DOS disk operating system; spell out unless referring to a specific one such as MS-DOS.

Dr. Use before full name of person who is a medical doctor or has an earned Ph.D. (Using Dr. for a person with a Ph.D. is a change from past Ranger/AC Current style.)

e-mail Short for electronic mail; e-mail is acceptable in all references. The Ranger’s e-mail address is ranger@actx.edu

enrollment Amarillo College had 7,550 credit students in fall 1998.

etc. Never use it.

Faculty Senate, the On second reference when it appears alone, lowercase senate.

Fallfest Activity sponsored by the Student Government Association each fall.

fax Short for facsimile. Fax is acceptable in all references. The Ranger’s fax number is (806) 371-5398.

federal government

firstly Use first instead, as in: Seliger said that first, residents must learn to conserve water, and second, they must prepare for a tax increase. Never add the -ly.

FM 90 Acceptable on all references for the Amarillo College radio station, KACV-FM.

floppy disk Same as diskette. Either is acceptable.

ftp File transfer protocol, an Internet term.

full time, full-time He works full time. She has a full-time job.

fund raising, fund-raising, fund-raiser Fund raising is difficult. They planned a fund-raising campaign. A fund-raiser was hired. The event was a fund-raiser for PASO.

gender name Do not use the postal abbreviations for state names. (See state names in AP Stylebook.)

girlfriend, boyfriend Don’t use these terms unless they clearly are accurate in describing
God, gods, goddesses Capitalize God in reference to the deity of all monotheistic religions. Lowercase multiple gods. Lowercase when used metaphorically: Money is his god. Lowercase he, him, thee, thou.

Gopher Internet term

government always lowercase, never abbreviate

governor Lowercase. Uppercase title before a name: Gov. George W. Bush

grade-point average Spell it out on first reference, then USC GPA.

Grand Old Party GOP is acceptable as a second reference synonym for Republican Party without first spelling out Grand Old Party.

grey Not grey.

greyhound

heaven Don’t capitalize.

heavenly bodies Capitalize the proper names of planets, stars, constellations: Mars, Arcturus, the Big Dipper, Aries. For comets, capitalize only the proper noun element of the name: Halley’s comet. Lowercase sun and moon, but capitalize them if their Greek or Latin names are used: Helios, Luna. Lowercase nouns and adjectives derived from the proper names of planets and other heavenly bodies: jovian, lunar; martian, solar; venusian.

hell Don’t capitalize. But capitalize Hades.

helter-skelter

hemorrhage

here The word often is redundant, particularly in the lead of a datelined story. Use only if there is some specific need to stress that the event being reported took place in the community.

heroin The narcotic, originally a trademark.

high-tech

his, her Do not presume maleness in constructing a sentence, but use the pronoun his when an indefinite antecedent may be male or female: A reporter attempts to protect his sources. (Not his or her sources, but note the USC of the word reporter rather than newsman.) It’s better to reconstruct the sentence to avoid the gender question: Reporters attempt to protect their sources.

history Never use redundant past history

hold A baby is held, not a meeting. Often, conduct can be substituted for hold as in The journalism department will conduct a meeting for potential public relations majors.

holidays and holy days Capitalize them: New Year’s Day, Groundhog Day, Easter, Hanukkah. The legal holidays in federal law are New Year’s, Martin Luther King Jr. Day,
Washington’s Birthday, Memorial Day, Independence Day, Labor Day, Columbus Day, Veterans Day, Thanksgiving and Christmas Day. Federal legal holiday means that federal employees receive the day off or are paid overtime if they must work. Other requirements that may apply to holidays generally are left to the states. Many follow the federal lead in designating a holiday, but they are not required to do so.

**home page** An Internet term.

**honorary degrees** All references to honorary degrees should specify that the degree was honorary (as opposed to earned).

**House of Representatives** Capitalize when referring to a specific governmental body: the U.S. House of Representatives, the Texas House of Representatives. Capitalize shortened references that delete the words of Representatives: thr U.S. House, the Texas House. Retain capitalization if U.S. or the name of the state is dropped but the reference is to a specific body.

**HTML** Hypertext Markup Language. HTML is acceptable in all references in stories about the Internet or computers.

**illegal** Use only to mean a violation of the law.

**importantly** Try to avoid. Instead of this: Bradley said defense funding is needed, but more importantly, children must be protected. Try this: Bradley said defense funding is needed but that protection of children is more important. Or just use important instead of importantly.

**incorporated** Abbreviate and capitalize as Inc. when used as part of a corporate name. Do not set off with commas.

**Indians** American Indian is the preferred term for those in the United States. Where possible, be precise and use the name of the tribe: He is a Navajo commissioner. Native American is acceptable in quotations and names of organizations. In news stories about American Indians, such words as wampum, powwow, tepee, brave and squaw can be disparaging and offensive. Be careful and certain of their usage.

**individual** Avoid when you can use a shorter or more specific word such as person, student, man, woman, citizen.

**indict** Use indict only in connection with the legal process of bringing charges against an individual or corporation.

**information superhighway** Refers to the Internet or other computer communication.

**Internet** A decentralized network of host computers that are linked by high-speed lines. In later references, the Net is acceptable.

**ISP** Internet service provider

**IQ** Acceptable in all references for intelligence quotient.

**it’s, its** It’s is a contraction for it is or it has: It’s up to you. It’s been a long time. Its is the possessive form of the neuter pronoun: The company lost its assets.

**Ivy League** Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, Princeton University, the University of Pennsylvania and Yale University.

**jail** Not interchangeable with prison. Jail usually is a city or county facility.

**jeep, Jeep** Lowercase military vehicle.
Capitalize if referring to the rugged, four-wheel drive civilian vehicle so trademarked.

Jell-0

job descriptions Always lowercase. The Cowboys signed wide receiver Michael Irvin. The contractor fired carpenter Mike Hammer. But capitalize titles. The Cowboys hired Coach Chan Gailey. Amarillo College employees were sad to see President Bud Joyner go.

Joyner, Dr. Bud President of Amarillo College from 1992 to 1999. His name is Luther “Bud” Joyner, but Bud Joyner is acceptable.

Jr. No comma before Jr. in names: Hank Williams Jr.

judge Capitalize before a name when it is the formal title for a person who presides in a court of law. Do not continue to use the title in later references. Amarillo College honored one of its graduates, Judge Sharen Wilson. It was a fun day for Wilson. For full description, see judge in AP Stylebook (32nd edition).

judgment Not judgement.

K

KACV-FM The Amarillo College radio station. Also known as FM90. Program director is Jamey Neill, whose on-air name is Jamey Karr.

KACV-TV The public television station on the Amarillo College Washington Street Campus. It is part of the Public Broadcasting System, PBS. It is located in the Gilvin Broadcast Center. General manager is Joyce Herring.

kids Use children unless you are talking about goats, or the use of kids as an informal synonym for children is appropriate in the context.

Ku Klux Klan There are 42 separate organizations known as the Klan in America. Some of them do not use the full name Ku Klux Klan, but each may be called that, and the KKK initials may be used for any of them on second reference.

lady Do not use as a synonym for woman. Lady may be used when it is a courtesy title or when a specific reference to fine manners is appropriate without patronizing overtones.

Legislature Capitalize in all uses when referring to the Texas Legislature. Lowercase when used alone and referring to other state bodies. Texas: Amarillo's Bivins has been in the Legislature for several years. Elsewhere: The St. Louis resident has been in the state legislature for several years.

Legislature, members of: Correct titles are: state Rep. John Smithee, R-Amarillo; state Sen. Teel Bivins, R-Amarillo. (The word state is lowercase.)

libel Associated Press definition: “Libel is injury to reputation. Words, pictures or cartoons that expose a person to public hatred, shame, disgrace or ridicule or induce an ill opinion of a person are libelous.” (A student reporter or editor can be sued for libel. If you think there is the slightest chance something you have written might be libelous, bring it to the attention of your editor and a journalism adviser.)

lieutenant governor Capitalize and abbreviate when used as a title before a name. Lt. Gov. Rick Perry.

lifestyle

Lincoln's Birthday Capitalize birthday in references to the holiday. Lincoln was born Feb. 12. His birthday is not a federal legal holiday.

-ly When a word ending in -ly is combined with another word as an adjective, do not use a
magazine stories Put titles of stories in quotation marks. Put titles of magazines in italics.

magazine titles Put in italics. Put titles of magazine stories in quotation marks. Do not capitalize the word magazine unless it is part of the title. *Time* magazine.

majors, college Do not capitalize except for words that are proper nouns anyway. *She is a journalism major.* *He is an English major.*

marijuana

Marsh, Stanley 3 It’s Stanley Marsh 3, not *Stanley Marsh III.* He’s the Amarillo businessman who is responsible for the whimsical signs that have been installed in yards and lots around the city.

Martin Luther King Jr. Day Federal holiday honoring Martin Luther King Jr., who was born Jan. 15, 1929, is on the third Monday in January. It was first celebrated in 1986.

Mary Moody Northen Hall A building at West Texas A&M University in Canyon. Not *Northern.*

master of arts, master of science A master’s degree or a master’s is acceptable in any reference.

meantime Must be used in combination with *in the.* See *meanwhile.*

meanwhile Can stand alone, as in: *Dale rode to town on the stagecoach. Meanwhile, back at the ranch, Roy fed the horses.* *Meantime* is not interchangeable with *meanwhile.* Incorrect. *Meantime, back at the ranch, Roy fed the horses.* *Meantime* must be used in combination with *in the,* as in: *In the meantime, back at the ranch, Roy fed the horses.*

media In the sense of mass communication such as magazines, newspapers, the news services, radio and television, the word is plural: *The news media are resisting attempts to limit their freedom.*

millennium

modem

more than Use instead of *over* in phrases such as *more than $1 billion.* Do not use *over* *$1 billion.*

movies Italicize the titles of movies.

National Organization for Women Not of: *NOW is acceptable on second reference.*

National Rifle Association NRA is acceptable on second reference. *Headquarters* is in Washington, D.C.

netiquette Etiquette for using the Internet.

newspaper names Italicize. Capitalize *the* in a newspaper’s name if that is the way the publication prefers to be known. (If possible, use the newspaper’s *nameplate* as a guide.) Lowercase *the* before newspaper names if a story mentions several papers, some of which use *the* as part of the *name* and some of which do not.

New Testament

nicknames A nickname should be used in place of a person’s given name in news stories only when it is the way the individual prefers to be known: *Jimmy Carter.* *When a nickname is*
inscribed into the identification of an individual, use quotation marks. "Scoop" Jackson. Also, Jackson is known as "Scoop." Capitalize, without quotation marks, such terms as Sunshine State, Old Hickory, Motown, Old Glory.

nightclub

No. Use as the abbreviation for number in conjunction with a figure to indicate position or rank: No. 1 man, No. 3 choice.

Nobel Prize, Nobel Prizes

Nor-then, Mary Moody Not Northern. See Mary Moody Northen Hall.

obscenities, profanities, vulgarities Do not use them in stories unless they are part of direct quotations and there is a compelling reason for them. Always consult with the editor and a journalism adviser.

occupational titles Always lowercase.

Old Testament

online

off of The of is unnecessary: He fell off the bed. Not: He fell off of the bed.

organizations and institutions Capitalize the full names of organizations and institutions: the American Medical Association; the Society of Professional Journalists; the Society for News Design.

Osprey A tiltroter aircraft assembled at the Bell Helicopter Textron facility near Amarillo International Airport starting in 1999. Full name is V-22 Osprey.

over Do not use in phrases such as over $2 billion. Instead, use more than $1 billion.

party Capitalize when used with the name of a party. Democratic Party. Republican Party. Libertarian Party. Lowercase when used alone. Dole was a spokesman for his party.

people Use as plural of person. (Avoid persons.)

percent Spell out instead of using the symbol.

persons Avoid. There’s a perfectly good word for more than one person: people.

Ph.D., Ph.D.s The preferred form is to say a person has a doctorate and name the person’s area of specialty.

Phi Theta Kappa PTK is acceptable on second reference.

plays Italicize the titles of stage plays.

police department Capitalize when part of the full title: the Amarillo Police Department. Lowercase on later references: the police department.

pope Capitalize pope only as a formal title before a name: Pope John Paul II. Lowercase in all other uses: The pope visited St. Louis.

president Capitalize president only as a formal title before a name: President Bill Clinton. Lowercase in all other uses: The president visited St. Louis. It is acceptable to use only the president’s last name and title on first reference: President Clinton signed a bill Monday. Use only the last name in later references: Clinton lost the pen.

pro-choice The preferred term for people who support a woman’s right to have an abortion. No quotations marks are necessary.
pro-life The preferred term for people who oppose abortion No quotation marks are necessary.

professor Never abbreviate. Capitalize as a title before a name. Professor Neil Sapper: The professor lived in the basement.


Amarillo Chamber of Commerce, 1000 S. Polk, 373-7800 executive director: Gary Molberg chairman for 1998-99: Bud Joyner

Amarillo Economic Development Committee, 379-6411 director: Michael Bourn

Amarillo Police Department 200 S.E. 3rd, Amarillo, TX 79101 police chief: Jerry Neal, 378-9452

Amarillo Fire Department (administration), 378-9360 400 S. Van Buren, Amarillo, TX 79101 fire chief: Steve Ross information chief: Marc Lusk, 381-7933 2400 NE 24th Ave., Amarillo, TX 79107

Amarillo International Airport (administration), 335-1671 10801 Airport Blvd., Amarillo, TX 79111 airport manager: Rich McCollum airport assistant manager: Richard McConnell

Department of Public Health, 351-7220 1411 Amarillo Blvd. East, Amarillo, TX 79107


Pulitzer Prizes These yearly awards for outstanding work in journalism and the arts were endowed by the late Joseph Pulitzer, publisher of the old New York World, and first were given in 1917. They are awarded by the trustees of Columbia University on recommendation of an advisory board.

pupil, student Use pupil for children in kindergarten through the eighth grade. Student is preferable for grades nine through 12. Use student for college and beyond.

quotation marks For direct quotations, to surround the exact words of the speaker. “I have no objections to freedom of the press,” he said. “If I am misquoted,” she said, “my attorneys will sue you.” “Check the stylebook,” Haynes said.

Every paragraph of quoted material begins with quotation marks, but only the last paragraph ends with quotation marks:

“I am shocked and horrified by the incident,” he said. “I am so horrified, in fact, that I will ask for the death penalty.

“The crime never should have happened, and I feel bad for the victim’s family. Justice must be served.”

Note that in the example above, only one attribution (‘he said’) is needed for the entire uninterrupted block of quotes. The rule: Only one attribution is needed for each continuous block of quotes. But one attribution is necessary for each block of quotes.

General rule: The best place to put the attribution in a quote of more than one sentence is at the end of the first sentence:

“Amarillo College was a hotbed of basketball before it was dropped in the 1980s,” he
said. “That was a sad day. I doubt that sports ever will come back.”

Avoid partial quotes, such as: Joyner said he is “more ready than ever to go fishing.” Try to make it a complete quote (“I’m more ready than ever to go fishing,” Joyner said.) or paraphrase it without quotation marks (Joyner said he looks forward to fishing.)

Race Do not use racially derogatory terms unless they are a part of a quotation that is essential to the story. Identification by race is pertinent:

- In biographical and announcement stories, particularly when they involve a feat or appointment that has not routinely been associated with members of a particular race.
- When it provides the reader with substantial insight into conflicting emotions known or likely to be involved in a demonstration or likely to be involved in a demonstration or similar event.
- When it is part of a description of a criminal suspect who has not been apprehended.

Ranger, The The Amarillo College student newspaper, a weekly. Its primary purposes are covering the AC campuses and training student journalists. The is part of the title but is dropped or lowercased in some uses: His favorite newspaper is The Ranger She didn’t know that making seasons lowercase was Ranger style. She joined the Ranger staff. (In the last example, the is lowercase because it modifies staff, not Ranger.)

Rebut, refute Rebut means to argue to the contrary: He rebutted his opponent’s statement. Refute connotates success in argument and almost always implies an editorial judgment. Instead, use deny, dispute, rebut or respond to.

Redneck Use only in a quote, and then only when essential to the story.

Reference works Capitalize their proper names. Italize in addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications. Congressional Directory, Webster’s New World Dictionary, The Careful Writer. Modern American Usage.

RMCMA Acceptable on second reference for Rocky Mountain Collegiate Media Association. The Ranger and AC Current are members.

Rock ‘n’ roll Spaces after rock and before roll.

Saint Abbreviate as St. in the names of saints, cities and other places: St. Jude; St. Paul, Minn.; St. John’s, Newfoundland; St. Laurence Seaway.

Santa Claus

Satan Capitalize, but lowercase devil and satanic.

Seasons Lowercase spring, summer, full, winter and derivatives such as springtime unless part of a formal name: Winter Olympics, Summer Olympics

Semiannual Twice a year, a synonym for biannual. Do not confuse it with biennial, which means every two years.
**seminar** Put the title of a seminar or workshop in quotes. Jackson will present a seminar called “How To Keep Your Office Clean.”

**senate** Capitalize all specific references to governmental legislative bodies, regardless of whether the name of the nation is used: the U.S. Senate, the Senate, the state Senate. Capitalize titles of non-governmental bodies but lowercase senate on second reference: The Student Senate at Texas Tech University was organized Monday. The senate. Or: The Faculty Senate at Amarillo College did a study on parking. The senate.

**sexism** Physical descriptions, sexist references, demeaning stereotypes and condescending phrases should not be used. Use the same standards for men and women in deciding whether to include specific mention of personal appearance or marital and family situation. In other words, treatment of the sexes should be even-handed and free of assumptions and stereotypes. This does not mean that valid and acceptable words such as mankind or humanity cannot be used. They are proper.

**sheriff** Capitalize when used as a formal title before a name.

**slander** Similar to libel, but spoken instead of published or broadcast.

**slang** In general, avoid slang, the highly informal language that is outside of conventional or standard usage.

**Society for News Design** Name of the former Society of Newspaper Design.

**Society of Professional Journalists** On second reference, SPJ.

**song titles** Put in quotation marks. Put names of albums or CDs in italics.

**Space Age** It began with the launching of Sputnik I on Oct. 4, 1957.

**space shuttle** Lowercase space shuttle, but capitalize a proper name.

**speech** Put the title of a speech or address in quotes. Actor James Earl Jones will speak on “General and Boring Thoughts about the Beginning of the Millennium.”

**spring break**

**spring semester**

**state names** Follow AP Stylebook, 32nd edition, for abbreviations within text of stories.

**Student Assistance Center** The central area on the first floor of the Student Services Center where many registration, financial aid and other student needs can be met at one location.

**Super Bowl**

**TCCJA** Acceptable on second reference for Texas Community College Journalism Association. The Ranger and AC Current are members.

**TCCTA** Acceptable on second reference for Texas Community College Teachers Association. Many Amarillo College employees are members.

**teen, teen-ager** (noun) teen-age (adjective) Do not use teen-aged.

**Texas** Do not use following a Texas city or town unless necessary to distinguish the city or town from another of the same name. For example, Texas is not needed with Dallas or Amarillo, but it also is not needed with less known towns such as O’Donnell or Alanreed. But use it with Miami, Texas, or Paris, Texas.

**third** Avoid: Moose make up one third of the forest’s population. Better: Moose make up a
third of the forest’s population.

tiltrotor A type of aircraft assembled at the Bell Helicopter Textron facility near Amarillo International Airport starting in 1999. One tiltrotor aircraft assembled in Amarillo is the V-22 Osprey.

TIPA Acceptable on second reference for Texas Intercollegiat Press Association. The Ranger and AC Current are members.

titles Capitalize. The Cowboys hired Coach Chan Gailey. Amarillo College employees were sad to see President Bud Johnson go. But lowercase job descriptions. The Cowboys signed wide receiver Michael Irvin. The contractor fired carpenter Mike Hammer.

T-shirt

TV In most instances, use television. Normally, do not use as a noun unless part of a quotation.

UFO, UFOs Acceptable in all references for unidentified flying object.

unemployment rate In the United States, this estimate of the number of unemployed residents seeking work is compiled monthly by the Bureau of Labor Statistics, an agency of the Labor Department. It is expressed as a percentage figure.

United States Spell out when used as a noun. Use U.S. (no space) only as an adjective. I live in the United States. I am a U.S. citizen.

use Almost always use use instead of utilize. They mean the same.

utilize Almost always use use instead. They mean the same.

V

V-22 Osprey A tiltrotor aircraft assembled at the Bell Helicopter Textron facility near Amarillo International Airport starting in 1999.

venereal disease VD is acceptable on second reference.

verbs In general, avoid awkward constructions that split infinitive forms of a verb (to leave, to help) or compound forms (had left, are found out)

Awkward: She was ordered to immediately leave on an assignment. Preferred: She was ordered to leave immediately on an assignment.

Veterans Day Formerly Armistice Day, Nov. 11, the anniversary of the armistice (truce) that ended World War I in 1918. The federal legal holiday, observed on the fourth Monday in October during the mid-1970s, reverted to Nov. 11 in 1978.

Vietnam War

V-STOL Acceptable on second reference for an aircraft capable of vertical or short takeoff or landing.

VTOL Acceptable on second reference for an aircraft capable of vertical takeoff or landing.

W

Washington Never abbreviate when referring to the U.S. capital in the District of Columbia. It is OK to abbreviate the district, however, as D.C.

Washington’s Birthday Capitalize birthday in references to the holiday. The date he was born is computed as Feb. 22. The federal legal holiday is the third Monday in February.
the Web Acceptable for World Wide Web

Web page

Web site

West Texas A&M University In Canyon, 18 miles south of Amarillo. WT and WTAMU both are acceptable on second reference.

wheelchair

Williams, Dr. Fred President of Amarillo College beginning in August 1999.

women Should receive the same treatment as men in all areas of coverage. See sexism. Copy should not assume maleness when both sexes are involved, as in Jackson told newsmen or in the taxpayer . . . he when it easily can be said Jackson told reporters or taxpayers . . . they. Copy should not express surprise that an attractive woman can be professionally accomplished, as in: Mary Smith doesn't look the part, but she's an authority on... Copy should not gratuitously mention family relationships when there is no relevance to the subject, as in: Prime Minister Golda Meir, a doughty grandmother, told the Egyptians today...

word processing Do not hyphenate.

World Series Or the Series on second reference. A rare exception to the general principles under capitalization.

World Wide Web

workshop Put the title of a workshop or seminar in quotes. Matney will present a workshop called “Weather and the Mass Media.”

WT Acceptable on second reference for West Texas A&M University. W TAMU also is acceptable on second reference.

WTAMU Acceptable on second reference for West Texas A&M University. WT also is acceptable on second reference.

X

X-ray (noun, verb and adjective) Use for both the photographic process and the radiation particles themselves.

Y

Yahoo An Internet search engine.

yellow journalism The use of cheaply sensational methods to attract or influence readers. The term comes from the Yellow Kid, a comic strip, in the New York World in 1895.

Z

ZIP codes Use all-caps ZIP for Zoning Improvement Plan, but always lowercase the word code. Run the five digits together without a comma, and do not put a comma between the state name and the ZIP code: Canyon, TX 79015.
Design Guidelines

The Ranger — 1999-2000

Bylines
Palatino, IO-point bold, small caps except for “By”
Alignment: flush left

By Bobby Badger

Staff Titles (attribution lines)
Palatino, IO-point italic
Alignment: flush left

The Ranger Staff

Cutlines
Helvetica, 10-point bold
Alignment: justified

Journalism major John Bulldog falls into the tank at the Fallfest dunking booth Friday.

Photo Credits
Helvetica, 7-point bold
Alignment: flush right
The Ranger is italicized.

Curtis Walker/The Ranger

Headlines
Arial
(with variations of bold, plain, and italic)

Pull Quotes
Framed back box, 30% black
Framed front back, white
Quote Palatino, 14-point italic
Person’s name Palatino, 12-point bold
Attribution Palatino, 12-point plain
dash (option and hyphen keys) in front of name, no space

Body Copy
Palatino, IO-point
Alignment: justified except for special stories