

Think First

JEA
press rights
commission

Free expression
through
responsible
journalism

Advertising Policy

Kirkwood High School, Kirkwood, MO

- ✓ The publication staffs (yearbook and newspaper) have the right to reject, edit, or cancel any advertisement at any time. If a business pays for advertising in advance of publication and the staff decides to cancel the advertising, money will be refunded for the remaining ads.
- ✓ Advertising shall be free of statements, illustrations, or implications that are offensive to good taste or public decency based on the opinion of the staff.
- ✓ Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business.
- ✓ The staff may run political advertisements.
- ✓ The staff will not accept advertising for products or groups that is racist, sexist, illegal for high school students, or violates other standard journalistic principles (libel, obscenity, invasion of privacy, disruption).
- ✓ Ads which the staff accepts are not an endorsement from the staff, the adviser, the administration, or the Kirkwood R-7 board of education.

Obituary Policy

University High, Chicago University ✓ Obituaries are journalistically written with emphasis on the person's life.

- ✓ The staff will point out the person's significance to others, the person's accomplishments and activities in the school and community, the person's hobbies and aspirations.
- ✓ The staff gives details of the funeral service.
- ✓ If a suicide is involved, the staff says "took his/her own life," but it does not give any details of the suicide.
- ✓ The staff avoids writing "In Memoriams" as they tend to be mere lists without any reporting.



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Materials were produced for this Web site by the Journalism Education Association (<http://jeapressrights.org>) and the Center for Scholastic Journalism <http://jmc.kent.edu/csaj>.

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