

Yearbook & Newspaper

Terms:	1 (9 weeks)
Grade Level:	9-12
Resources:	Journalism The USA Today Way Exploring Journalism and the Media, 1st Edition Journalism: Writing for Publication N The News (Newspaper Association of America Foundation)
Software:	Adobe Photoshop or Other Photo Editing Software MS Word or other Word Processing Software Adobe InDesign or Other Layout & Design Software
Websites:	www.yearbookavenue.com www.hsj.org www.jsonline.com www.wsj.com www.naafoundation.org www.nytimes.com www.usatoday.com www.the-leader.net www.ap.org
Guest Speakers and/or Tours:	Amery Free Press Inter-County Leader The Country Today

Course Description: Students in the Yearbook & Newspaper course will use their writing, computer technology, and photo editing skills to create the high school yearbook (Amerian) and the high school newspaper (The Warrior). The course includes taking digital photos, writing captions and editing for the yearbook. It also includes gathering information, conducting interviews, conducting surveys, developing story concepts, writing stories and editing for the newspaper. In addition, students will learn how to use photo editing software to enhance digital images.

Main Course Objectives:

1. Analyze and evaluate information.
2. Evaluate the validity, reliability, and support of an argument as found in editorials, letters to the editor, or reviews.
3. Synthesize information found within an article.
4. Synthesize information from several different informational sources.
5. Write clearer, more concise essays and articles.
6. Design, develop, and publish journalistic pieces.
7. Explore the changing field of journalism.
8. Create the high school newspaper and yearbook.
9. Use photo editing software to enhance digital images.
10. Work cooperatively as a team.

After completing Yearbook & Newspaper students should understand and apply concepts in the following areas:

Know	Do
History of Journalism	Define Journalism Discuss the Emergence of Journalism in our Society Research and Discuss the First Newspapers in our Country Research and Discuss Newspapers in our Area
Laws and Ethics of Journalism	Describe the Main Elements of the First Amendment Define Prior Review and Prior Restraint and Discuss how they Apply to Student Publications Read and Discuss the Journalist's Creed Describe and Recognize Irresponsible Journalism Define Libel and Discuss Consequences Analyze Ethics in Journalism Evaluate Situations That Require Tough Ethical Choices Practice Making Ethical Choices and Debate Potential Outcomes
Captions and Headlines	Compare and Contrast Upstyle vs. Downstyle for Headlines Identify the Essential Elements of an Effective Caption Examine Tips for Writing Effective Headlines Practice Writing Headlines Practice Writing Captions
News and Information Gathering	Identify the Elements of a News Story and the Difference Between Hard and Soft News Stories Identify and Apply News Determinants: Timeliness, Prominence, Proximity,

	<p>Consequence, Human Interest (Oddity, Conflict, Emotion)</p> <p>Identify Other Factors Affecting News Value</p> <p>Apply News Judgment to Local Situations</p>
Interviewing	<p>Describe the Role of Interviews in Journalism</p> <p>Understand the Importance of Interviewing and How to Choose the Right Sources</p> <p>Define the Three Types of Unnamed Sources and Explain how to Treat Information from Unnamed Sources</p> <p>Compare & Contrast Interview Techniques</p> <p>Prepare a Set of Interview Questions</p> <p>Discuss how to Handle Quotes</p>
Writing for Publication and Precision Writing	<p>Examine the Inverted Pyramid Style of News Writing</p> <p>Examine the Parts of a News Story</p> <p>Discuss Who, What, Where, When, Why, and How as they Apply to News Writing</p> <p>Definition of Precision Writing</p> <p>Identify Ways to Make Your Writing More Precise</p> <p>Compare & Contrast Well-Written and Poorly-Constructed Sentences</p> <p>Practice Drafting and Editing Articles</p> <p>Demonstrate Good Copy Editing Skills</p> <p>Recognize the Elements of Good Journalistic Writing and Editing</p>
Feature Story Writing	<p>Identify the Key Elements of a Feature Story</p> <p>Compare and Contrast a News Story with a Feature Story</p> <p>Practice Writing News Stories</p>

	Practice Writing Feature Stories
Sports Story Writing	Identify the Purpose and Elements of Sports Stories Examine the Various Features of the Sports Section Practice Writing Sports Stories
Other Forms of Writing	Examine the Elements of a Press Release Discuss the Elements of a Consumer Review Practice Writing Press Releases Practice Writing Consumer Reviews
Editorials and Columns	Define the Role Editorials Play in Journalism Examine Some Essential Elements of Effective Editorials Create and Editorial or Letter to the Editor for Publication
Role of the Editors	Recognize the Types of Editors and the Roles of Editors Identify the Responsibilities of Editors Discuss “Editorial Voice” and Learn How it Affects the Roles of Editors and Reporters
Photojournalism	Define Photojournalism Understand the Structure of Photo Operations at a News Organization Understand Photographic Composition Define a Photo Essay Identify the Equipment Photojournalist’s Use Understand How to Tell a Story Visually in Multimedia Discuss the Rule of Thirds

	<p>Examine and Discuss Tips for Taking Better Photos</p> <p>Use Photo Editing Software to Enhance Digital Images</p>
Design	<p>Identify and Analyze the Essential Elements of Newspaper Design</p> <p>Compare & Contrast Information Presented in Text and Graphic Formats</p> <p>Evaluate the Differences Between a School Newspaper and a National Newspaper</p> <p>Apply Associate Press Stylebook to the School Newspaper</p>
Multimedia	<p>Define the Role of a Multimedia Designer</p> <p>Define the Elements of Producing an Effective Multimedia Design: Content, Design, and Technical Savvy</p> <p>Analyze and Evaluate the Different Types of Multimedia Content: Photo Galleries, Audio, Sights & Sounds, Data-Driven Graphics (Sidebars/Surveys), Video, and Interactive Timelines</p> <p>Create Multimedia Features</p>
Advertising	<p>Discuss the Role of Advertisements in the School Newspaper</p> <p>Create Effective Advertisements for Customers</p> <p>Determine Appropriate Charges, Create Invoices, and Mail to Customers</p> <p>Keep Accurate Records of Advertising Sales</p>
Publishing a Yearbook	<p>Plan: The Yearbook, Teamwork, Responsibility, Brainstorming, Content, Coverage, Concept</p> <p>Create: Production, Reporting, Writing, Headlines, Captions, Editing, Photography, Typography, Design, Graphics</p> <p>Sell & Distribute: Finance, Yearbook Campaign, Advertising, Distribution</p>