

Pre-Production: Staff Training/Review of Journalistic Writing

Days for staff training are included here. Some schools may be able to complete this training in just a few days; others may need more time. There are so many variables in newspaper production classes around the nation that there is no one-size-fits-all solution. Pick and choose the lessons in which you feel your staff needs help. You will want the staff to have as much training and understanding of the process as possible before they begin the first production cycle. Experienced staff members may not need certain parts of the training, or you may want to make use of their expertise to help train less experienced staffers. Also use this time to sell advertising for your first issue. The staff will need to know how many pages their issue will be during the first few days of the production cycle, so they will need to know how many ads have been sold. Ad sales will continue throughout the school year.

| Lesson | Lab or Activity | Lecture- Class Notes | AV presentation | Follow-up | Homework | Assessment |
|---------------------------------------|--|--|--|-----------|--|-------------------------------|
| 1 1-2 days | Staff Training: Advertising Salesmanship | Overhead 5:2 | PP 5:2 | | Ad sales | Advertising Quiz |
| 2 1-2 days | Staff Training: Functions of News Media; The 1 st Amendment; What the 1 st Amendment Really Means; Material Not Protected/ Ethics and Responsibility | Overheads: 1:1; 1:2; 1:3; 1:4; 1:5 | PP 1:1 PP 1:2 PP 1:3 PP 1:4 PP 1:5 | | Ad sales; First Amendment or Ethics outside reading | Law and Ethics Quiz |
| 3 1-3 days | Staff Training: Major Events in Journalism History | Overhead 1:6 | PP 1:6 | | Ad sales; History project | History Project |
| 4 1 day | Staff Training: Staff Organization; responsibilities | Overheads 1:7; 1:8 | PP 1:7 PP 1:8 | | Ad sales | Staff Organization Quiz |

Pacing Guide/Production Schedule

Pre-production: Staff Training/Journalistic Review of Writing

| Lesson | Lab or Activity | Lecture- Class Notes | AV presentation | Follow-up | Homework | Assessment |
|----------------------|--|---|------------------------|--|------------------------------------|---|
| 5 1-day | Current Events Activity or Quiz | | | | Ad sales | |
| 6 1-2 days | Staff Training: News gathering | Overhead 2:1 | PP 2:1 | | Ad sales | |
| 7 1-3 days | Staff Training: News Elements; 5 Ws and H; Style | AP Stylebook; publication style sheet; Copyediting symbols Overheads 2:2; 2:3 | PP 2:2; 2:3 | | Ad sales | Style/Copyediting Quizzes |
| 8 1-3 days | Staff Training: Interviewing | Overheads 2:4 | PP 2:4 | | Ad sales | News Gathering/ Interviewing Quiz |
| 9 1-2 days | Staff Training: Summary Leads, Grammatical Leads Inverted Pyramid | Overheads 2:5; 2:6 | PP 2:5 | | Ad sales, News writing practice | |
| 10 1 day | Staff Training: Readability Factor | Local newspaper, New York Times, USA Today, one other professional, student newspapers | | Keep list of ideas generated on making paper more readable | Ad sales | News writing Quiz |

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| Lesson | Lab or Activity | Lecture-Class Notes | AV presentation | Follow-up | Homework | Assessment |
|-----------------------|--|--|---------------------------------|----------------------------|------------------------------------|---|
| 11 1-3 days | Staff Training: Feature Stories, Sports Stories | Overheads 2:7; 2:8 | PP 2:7; 2:8 | Peer editing: News writing | Ad sales, Feature writing practice | Feature Writing Quiz Sports Writing Quiz |
| 12 1-3 days | Staff Training: Opinion Writing, Cartooning | Overheads 2:9; 2:10 | PP 2:9, 2:10 | Peer editing; Features | Ad sales | |
| 13 1-5 days | Staff Training Review Writing | Overhead 2:11 | PP 2:11 Movie, CD or TV show | Peer Editing, Reviews | Ad Sales | Opinion Writing Quiz |
| 14 1-2 days | Staff Training: Typography | Overhead 4:1 | PP 4:1 | Idea File | Ad Sales | Typography/Graphics Quiz |
| 15 1 day | Staff Training: Using Photographs, Writing Captions | Overhead 4:2 | PP 4:2 | Idea File | Ad Sales | Using Photographs Quiz |
| 16 1 day | Staff Training: Writing Headlines | Overhead 4:3 | PP 4:3 | Idea File | Ad Sales | Writing Headlines Quiz |
| 17 1-2 days | Staff Training: Layout and Design | Overhead 4:4 | PP 4:4 | Idea File | Ad Sales | Layout and Design Quiz |
| 18 1-2 days | Staff Training Meeting Deadlines | Internet access to www.newsu.org | | Peer Editing, News | Ad Sales, Write movie review | |
| 19 1 day | Staff Training Critique/ portfolio | Overheads 7:1; 7:2 | PP 7:1, 7:2 | Work on portfolios | Ad Sales | |

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|--------|---|-------------------------|-----------------|-----------|----------|------------|
| 20 | Staffer Test Optional (If you have not given quizzes after each lesson, you can combine them into one big test to give now) | | | | Ad Sales | |

Once training is completed to your satisfaction, move onto the Production/Post Production phases of the course.