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# Scholastic Newspaper Production

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## Unit 1: Pre-Production

- A. Getting Organized
  - a. Role of the Adviser
  - b. Staff Positions
  - c. Procedures
  - d. Policies
- B. Law and Ethics
  - a. Use of copyrighted materials
  - b. Ownership of student-generated materials
  - c. Court cases
- C. Open vs. Closed Forums
  - a. Prior review and censorship issues
  - b. Liability for published material
  - c. Principal's liability for censorship
  - d. How to deal with censorship
- D. History of the American Newspaper
  - a. From Colonial America to Weblogging

## Unit 2: Reporting and Editing

- A. Newspaper Style, Copyediting
- B. Interviewing and News Gathering
- C. Writing for Brevity and Clarity
- D. Review of Journalistic Writing
  - a. News
  - b. Features
  - c. Opinion
    - i. Editorials
    - ii. Columns
    - iii. Reviews
  - d. Sports

## Unit 3: Coverage

- A. Campus activities
- B. Localizing city, regional, state, national and international events
- C. Brainstorming for Ideas
- D. Story Idea Bank

## Unit 4: Packaging

- A. Overall Design of the Publication
  - a. Nameplates/folios

## *Scholastic Newspaper Production Syllabus*

- b. Type styles
- c. Modular presentation
- B. Packaging the story
  - a. Writing/Designing as a Team
  - b. Alternative Copy Options
  - c. Headlines
- C. Photography and Illustrations

Unit 5: Advertising, Subscriptions and other Fundraisers

Unit 6: Production

- A. Schedules
- B. Mini Deadlines

Unit 7: Post Production and Distribution

- A. Distributing the newspaper
- B. Critiquing the finished product
- C. Preparing and maintaining a portfolio

Unit 8: Evaluation Services, Contests, Conventions and Workshops

Unit 9: Going Online with the Student Newspaper

Toolbox for Student Journalists

Full of forms, flow charts, check-off sheets