



ADVANCED JOURNALISM

“ YEARBOOK 1,2,3 & BROADCAST 1,2,3
“It’s all storytelling, you know. That’s what journalism is all about.” Tom Brokaw ”

The ultimate goal of student media is for the adviser to do very little work on the actual publications. What do I do? You mean besides the guiding and teaching bit, right? I do the boring, tedious stuff like building scheduling, printing calendars, student lookups, mass emails, fundraiser paperwork, accounting, arranging for travel & camps, submitting work for critique and awards, etc. You’re responsible for the rest.

OBJECTIVES

Writing

- Learn the art of telling fact-dense stories well.
- Learn to identify and follow guidelines for newsworthiness for all publications.
- Compose written stories that follow the feature format.
- Create visual stories, scripts, and storyboards for broadcast.

Design, Graphics, & Publishing

- Learn the Adobe software utilized by your publication.
- Learn photography/videography principles.
- Learn appropriate ways to handle cameras and other equipment.
- Design products ready for publication. Reporting & Research
- Both yearbook and broadcast are, at their core, journalism classes. This means you are required to be as factual and accurate as possible in your reporting.
- You are a reporter for the duration of your time on staff. You will research, interview, investigate, and consider ethical issues carefully.
- Everyone on staff is a journalist. Get used to the word - it applies to you now!

People & Leadership Skills

- Good communication is imperative to good publications.
- You will develop your ability to communicate one-on-one with peers, teachers, administrators,

and community members.

- You will meet deadlines set by student editors and the adviser. You will also assist classmates with meeting deadlines as needed - no one is done until we all are.
- You will practice marketing, fundraising and business principles.

GRADES

Publications=Group Work

- There are individual assignments but there is also a lot of group/partner work.
- For publications, you are often assigned a specific piece of media to create (yearbook pages, broadcast video) but you are not assigned to specific parts of that task. There simply isn't a way to arrange it so "but I did my part" meets the deadlines. That said, group work is graded on the finished product, not individual pieces.
- TEKS AJ.5A/ABJ.4A: Determine roles for which different team members will assume responsibility.; TEKS AJ.5B/ABJ.4B: Work cooperatively and collaboratively through a variety of staff assignments.

Publications=Student Led

- Because both yearbook and broadcast are student publications, the students determine areas of focus, growth & improvement throughout the year.
- Work will frequently be evaluated by the student leaders and your peers but Fitz is the one who

determines final grades.

- TEKS AJ.5F/ABJ.4E: Submit work for editing and critiquing and make appropriate revisions.; TEKS AJ.5G/ABJ.4F: Edit and critique work of others.

You Have the Key

- At the beginning of each grading period, you will get guidelines on what must be done to earn the grade you want. YOU are responsible for making that grade happen. The way publication classes work can take some adapting - don't make the mistake of thinking you have free time just because no one gave you an assignment of the day.

Late Work

- Everything in yearbook and broadcast is on deadline, whether the pages need to be sent to the printer or the video needs to be included in the week's broadcast.
- Deadlines are critical.
- Late work = (-10)/day

EXPECTATIONS

Yearbook and broadcast are production-based, student-led advanced journalism classes. Students will be responsible for producing the school's publications, including all aspects of reporting, production and business. The class structure is typically 10% direct lessons and 90% hands-on learning. Assignments are self-selected, assigned by editors, or

assigned by the teacher. All publications are competitive and participate in UIL-based, state-level competitions. Like any UIL activity, students in publications classes are expected to meet certain standards for behavior, effort, and involvement.

Requirements

- All publications are co-curricular, regonized student organizations at KHS. This means each one operates as a combination of an academic class and a student organization, similar to athletics and performing arts, and publication staff members are expected to participate in activities outside of the regular school day. This includes attending and covering games, events, and other topics of interest to the school community.
- It may include work days, as needed, although we usually do not need to schedule them.
- For leadership, it includes attending meetings before or after school (meetings are scheduled by the leadership required to attend.)
- Event attendance is mandatory, just as practice and rehearsals are for other co-curricular activities. There is no alternate option available - it is part of the job.
- All publications staff members are expected to wear a staff shirt and press pass when covering events or representing KHS Press. For formal events, students may dress in all black rather than wearing a staff t-shirt.

Press Passes

- All publications staff members will receive a press pass at the start of the year.
- Students are expected to wear their press pass when leaving the classroom during class time and when covering events or representing the publications.
- Students must not abuse their press pass in any way. It may not be used to gain admittance to an event not being covered, as an excuse to leave another class and come to the publications room, or as a tool to roam the halls during instructional time.
- Any student who does abuse the privilege may have their pass confiscated, although confiscation does not relieve students of their other responsibilities.

Costs

- All publication staff members will be required to purchase one shirt (minimum) at the beginning of the year.
- All yearbook staff members are required to purchase an SD memory card and keep it with them during the school day.
- All yearbook staff members are encouraged to buy a memory card reader but we do have a few in the room available for on-campus use.
- Both publications provide the opportunity for students to travel to conventions/competitions. Attendance is voluntary but students who choose to attend can expect to pay for a small portion of the cost.
- Students who lose/misplace their press pass will pay \$5 for a replacement.
- Students who break or lose equipment will be responsible for the replacement cost of said equipment.

Attendance

- Students must notify the adviser and their editor as soon as they

- know they will be absent during class.
- Excessive unexcused absences may result in grade deductions.

Fundraisers

- Student publications are self-funded and conduct fundraisers throughout the year in order to raise funds that go toward new equipment, travel costs, and the other expenses associated with running publications.
- All staff members will participate in all fundraisers.

Technology

- Schoology is used sparingly because it is not equipped to handle the file sharing and collaboration required for publications. Schoology will be used to house staff documents, some lessons, and grades.
- Students are expected to utilize designated software programs regularly and keep notifications on when indicated. Our software & websites include:
 - FBISD Microsoft Apps
 - Adobe Creative Cloud
 - Band App
 - Basecamp
 - Canva

Ways to get removed from staff and/ or fail the class:

- Copyright/libel/ethical violations
- Failure to meet deadlines
- Repeated failure to complete assigned tasks
- Academic dishonesty - including untruths regarding assignments, pulling images/videos from social media without permission from the owner and editors/Fitz, and using AI to complete tasks/ assignments.
- Manipulating photos (adding/ removing objects) without permission from editors and Fitz.
- Removal to DAEP for any reason

STAFF BENEFITS & PERKS

Yearbook Discount

- All KHS Press staff members who are in high standing at the conclusion of the fall semester are eligible to purchase the current year yearbook at a discounted price of \$40. Students who are later removed from staff for any of the reasons listed below will be charged the difference of that price and the regular starting price of the year (no refunds.) This discount cannot be combined with the senior package, however.

Letter Jackets

- Publications students are able to earn letter jackets by earning points during their time on staff. The points sheet is included in the staff handbook and students are responsible for tracking points earned and submitting the paper to the adviser by the given deadline.

Quill & Scroll Honor Society

- Quill and Scroll International Honorary Society for High School Journalists was organized April 10, 1926, at the University of Iowa by renowned pollster George H. Gallup and a group of high school advisers for the purpose of encouraging and recognizing individual student achievement in journalism and scholastic publication.
- Membership in Quill & Scroll is the only way to earn graduation cords in journalism. Requirements for membership are as follows:

1. They must be of sophomore, junior or senior classification.
 2. They must be in the upper third of their class in general scholastic standing, either for the year of their election or for the cumulative total of all high school work.
 3. They must have done superior work in some phase of journalism or school media work. They may be staffers of a magazine, newspaper, yearbook, news organization, online site or radio/television station at the school, or one conducted by an external organization.
 4. They must be recommended by the adviser.
 5. They must be approved by the Quill and Scroll Executive Director.
- Once nominated for membership, dues are \$40 - this is a one-time payment and there are no recurring dues. Due cover: national dues, graduation cords, membership pin, and a lifetime membership certificate..

Travel & Awards

- All publications are competitive at the state and regional levels.
- Competition entries are selected by student leaders and the adviser.
- Publications staff members are encouraged to attend competitions and conventions.
- Information about these opportunities will be sent out throughout the year.

ONE TEAM

KHS Press is a team - **one** team. Regardless of which publication you work on, you are one part of a whole. As a whole, we care about the work we publish, our school, our community, and one another.

Does this mean everyone has to be best friends? No. It does mean that everyone must treat one another with respect, encouragement, and support.

It means editors and producers must compliment as well as critique (but never hold back on valuable critiques!) It means newer staff members must be free to speak their minds - whether they disagree with a correction, have a new idea that steps outside our norm, or want to schedule a Friday Funday to break the stress.

Whatever your role on staff is, do it to the best of your ability. Treat your work and your peers with respect.

THE KHS PRESS CODE

- I agree to meet deadlines given to me for all assignments and tasks, large or small.
- I agree to work after school, evenings, & weekends to complete journalism responsibilities assigned to me.

- I agree to learn and adhere to ethical journalism standards in my reporting in areas of libel, obscenity, disruption of school programs, and copyright.
- I will refrain from malicious, damaging words or behavior toward anyone, but especially KHS Press staff members, as well as KHS students, faculty, and administrators.
- I will limit the use of cell phones and social media to publications business while in room 229 or working for the publication(s).
- I agree to follow equipment check out procedures listed in the staff manual and adhere to any adjustments made to procedures throughout the year.
- I agree to take care of any equipment checked out to me at any point.
- I agree to ensure prompt return of equipment.
- I acknowledge that I am responsible for the repair or replacement of any KHS Press equipment damaged at school or off-campus from my actions. This includes, but is not limited to, computer & camera equipment.
- I acknowledge that any equipment checked out to me is my responsibility and I will not loan it to others or allow others (even teachers) to handle it.
- I agree to act professionally at all times as a KHS Press staff member.
- I understand my behaviors impact the program's reputation, my own reputation, and the privileges I have on campus as an individual, as well as those granted to the publications staff.
- I understand that repeated violations of policy or any instances of libel, copyright infringement, or academic dishonesty may result in removal from staff at semester and/or a failing grade.
- I agree to maintain a C or better in all classes throughout the year. If my grade falls, I will attend tutorials and/or work with the teacher until it is brought to a passing grade.
- I acknowledge that this is a publications class and therefore my work and likeness will be published and viewable by the public - permanently.

AN IMPORTANT NOTE

We are
KHS Press
the yearbook is
The Prowler
the broadcast is
KHS Cougar News
Get it right - always.

My signature below indicates that I have read and reviewed the course overview and KHS Press code. My signature also indicates my receipt and acknowledgement of the entire staff handbook, including grading procedures, in its entirety. The handbook will be kept in Schoology and will therefore be accessible to both students and parents throughout the year.

STUDENT

Name _____

Cell _____ Home email _____

Signature _____

PARENT

Name _____

Cell _____ Email _____

Signature _____