### Performing Arts  |  Digital Media Productions  
(NewsPaper 2)

<table>
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<tr>
<th>ORGANIZING THEME/TOPIC</th>
<th>FOCUS STANDARDS &amp; SKILLS</th>
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</table>
| **THEME: Publication Production**<br>Journalistic skills in a real-world application setting with an emphasis on leadership | KS 30150.1.2.3 Coordinate a digital media project for public presentation.  
- Conduct advertising sales and design.  
- Gather news for various media outputs.  
- Determine best media output.  
- Determine editorial and advertising space in both print and online.  
- Model interviewing strategies.  
- Organize and write news, sports, editorial, review and feature stories.  
- Write headlines and captions.  
- Apply design principles to convergent media using various software applications currently in use by industry.  

KS 30150.0.6 Model professional ethics and legal responsibilities and positive community relations.  
- Foster relationships with the community, both editorial and business.  
- Apply Associated Press style rules and high school style book.  
- Mentor staff members.  

KS 30150.1.2.17 Demonstrate an understanding of the First Amendment, student press rights and Freedom of Information Act.  
- Create editorial policy.  
- Advocate for rights and responsibilities of the high school media. |
| **THEME: Professional responsibility**<br>Legal and ethical journalism  
Community relations  
Advocacy | Time Frame: Ongoing |
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**FOCUS STANDARDS & SKILLS**

- Coordinate a digital media project for public presentation.  
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**Time Frame: Ongoing**
| THEME: Leadership Development | KS 30151.05 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.  
- Demonstrate effective communication.  
- Maintain positive staff relationships.  
- Practice oral presentation skills with staff.  
- Demonstrate problem-solving skills.  
- Collaborate with others to accomplish publication goals and objectives.  
- Achieve group objectives in a timely manner.  
- Model professional ethics and legal responsibilities.  
- Practice the staff's code of ethics in all projects, decisions and actions.  
- Model behaviors of a good employee, especially reliability, dependability and professionalism  
- Collaborate with staff on a project. |
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| Time and resource management  
Professionalism and ethics  
Capacity development of personnel |  |
| Time Frame: Ongoing |  |

| Theme: Professional Development | KS 21205.34 Continue professional development to keep current on relevant trends and information within the industry.  
- Explore college and career options.  
- Analyze scholastic journalism trends. |
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