



Performing Arts | Digital Media Productions (Newspaper 2)



ORGANIZING THEME/TOPIC

FOCUS STANDARDS & SKILLS

<p>THEME: Publication Production</p> <p>Journalistic skills in a real-world application setting with an emphasis on leadership</p> <p>Time Frame: Ongoing</p>	<p>KS 30150.1.2.3 Coordinate a digital media project for public presentation.</p> <ul style="list-style-type: none"> • 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. <p>KS 30150.1.16 Develop and implement a plan for a multi-media project (including contracts, budgeting concerns, costs, preparation, production and legal issues).</p> <ul style="list-style-type: none"> • Determine publication guidelines and staff responsibilities. • Design and follow a production schedule for a digital media project. • Make assignments based on coverage needs. • Determine staff responsibilities.
<p>THEME: Professional responsibility</p> <p>Legal and ethical journalism Community relations Advocacy</p> <p>Time Frame: Ongoing</p>	<p>KS 30150.0.6 Model professional ethics and legal responsibilities and positive community relations.</p> <ul style="list-style-type: none"> • Foster relationships with the community, both editorial and business. • Apply Associated Press style rules and high school style book. • Mentor staff members. <p>KS 30150.1.2.17 Demonstrate an understanding of the First Amendment, student press rights and Freedom of Information Act.</p> <ul style="list-style-type: none"> • Create editorial policy. • Advocate for rights and responsibilities of the high school media.

<p>THEME: Leadership Development</p> <p>Time and resource management Professionalism and ethics Capacity development of personnel</p> <p>Time Frame: Ongoing</p>	<p>KS 30151.05 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</p> <ul style="list-style-type: none"> ● 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.
<p>Theme: Professional Development</p> <p>Time Frame: Ongoing</p>	<p>KS 21205.34 Continue professional development to keep current on relevant trends and information within the industry.</p> <ul style="list-style-type: none"> ● Explore college and career options. ● Analyze scholastic journalism trends.