



# Performing Arts | Digital Media Productions (Newspaper 2)



**ORGANIZING THEME/TOPIC**

**FOCUS STANDARDS & SKILLS**

<p><b>THEME: Publication Production</b></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"> <li>• Conduct advertising sales and design.</li> <li>• Gather news for various media outputs.</li> <li>• Determine best media output.</li> <li>• Determine editorial and advertising space in both print and online.</li> <li>• Model interviewing strategies.</li> <li>• Organize and write news, sports, editorial, review and feature stories.</li> <li>• Write headlines and captions.</li> <li>• Apply design principles to convergent media using various software applications currently in use by industry.</li> </ul> <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"> <li>• Determine publication guidelines and staff responsibilities.</li> <li>• Design and follow a production schedule for a digital media project.</li> <li>• Make assignments based on coverage needs.</li> <li>• Determine staff responsibilities.</li> </ul>
<p><b>THEME: Professional responsibility</b></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"> <li>• Foster relationships with the community, both editorial and business.</li> <li>• Apply Associated Press style rules and high school style book.</li> <li>• Mentor staff members.</li> </ul> <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"> <li>• Create editorial policy.</li> <li>• Advocate for rights and responsibilities of the high school media.</li> </ul>

<p><b>THEME: Leadership Development</b></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"> <li>● Demonstrate effective communication.</li> <li>● Maintain positive staff relationships.</li> <li>● Practice oral presentation skills with staff.</li> <li>● Demonstrate problem-solving skills.</li> <li>● Collaborate with others to accomplish publication goals and objectives.</li> <li>● Achieve group objectives in a timely manner.</li> <li>● Model professional ethics and legal responsibilities.</li> <li>● Practice the staff's code of ethics in all projects, decisions and actions.</li> <li>● Model behaviors of a good employee, especially reliability, dependability and professionalism</li> <li>● Collaborate with staff on a project.</li> </ul>
<p><b>Theme: Professional Development</b></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"> <li>● Explore college and career options.</li> <li>● Analyze scholastic journalism trends.</li> </ul>