

PRESS RELEASE

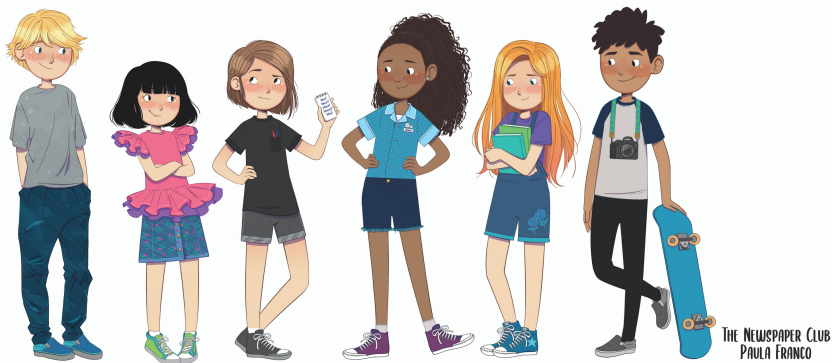


Welcome to The Newspaper Club, cub reporters!

As Nellie says, “What could more exciting than kicking off a brand new newspaper—one that we could create entirely on our own?”

In this guide, The Newspaper Club members will show you:

- The different jobs in a newspaper.
- The types of news stories you can write.
- How to design your newspaper.



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JOBS WANTED

- **Reporters:**

The writers covering the stories, reporters can focus on types of stories (breaking news or features) or vary assignments based on their interests.

- **Photojournalists:**

Sometimes photojournalists are the reporters, too, and sometimes stories have a separate photojournalist. Your newspaper also could have **feature photographs**, stand-alone photos that tell a story on their own.

- **Editors:**

Someone charge of planning content and working with reporters to fact-check stories. **Copy editors** specialize in correcting grammar and spelling errors. Be sure to use the attached **Fact Check Sheet** to verify reporters have gotten the spelling and attribution right on all sources!

TYPES OF NEWS

Breaking news! This includes weather-related stories, current events, sports stories, and investigative pieces (Who decides the homework policy? Why does the dog smell like corn-chips and canned peas?). The biggest space in the newspaper is devoted to breaking news, informing readers of unfolding stories.

Take **direct quotes**, sentences you can quote in the story because the words were spoken exactly the way you wrote them down. Aim to have at least three **sources**, or experts. (See **the Fact Check Sheet** at the end of this guide to stay on top of making sure your sources are accurately spelled and attributed.)



NELLIE'S TIPS

Aim to answer your Big Five in the first paragraph of the story:

- Who?
- What?
- When?
- Where?
- Why?

Example: Stuff (**who**), a 20-pound goat owned by Thom Hunter and his family, escaped (**what**) in the early morning hours Saturday (**when**) from its barn (**where**) to eat the Kim-Franklins' daffodils (**why**).

Profile Pieces These stories introduce readers to a specific person, business or entity. This is a perfect way to stretch your interview skills. Everyone has a story! Before you interview your profile subject, be sure to come up with questions that will help you reflect the person's personality. Don't simply ask questions that can be answered in a one-word response.

What to ask:

- When have you felt scared? How about happiest?
- What is your favorite memory?
- What's a smell that you love? Why?
- Is there something that bothers you more than it should?
- How do you hope you make others feel?
- What haven't I asked you that you want to talk about?

Profiles also are where reporters flex their observation skills! Take note of how the person you're profiling moves through the world. Notice words or phrases they use often or colors they tend to wear a lot. Employ all of your senses—how does their voice sound, what does their office smell like, how does their hug make you feel?

Remember to include other sources (and use **the Fact Check Sheet**). Your profile subject will be one source, but be sure to scout out at least two others, too!

Be sure to get a portrait of the profile subject!

GORDON'S PHOTOJOURNALISM TIP:

Try to get a shot of your profile subject doing something they love—talking with friends or playing a sport or reading a book. One famous photojournalist, Gordon Parks, did this by not even bringing his camera along the first time or two he met with a profile subject. He just wanted them to be comfortable around him before he tried to get their portrait.



Opinion or editorial Should graphic novels count as sustained reading? Want to be able to redo missed assignments? Think the behavior chart is a color-coded nightmare? Share your opinion! Reporters who write opinion pieces are often called **columnists**. They defend their viewpoint with facts or solid observation, and often offer a solution, as well. For this piece, include a **mugshot** or self-portrait/selfie to separate the story from the rest of the newspaper, which should be **objective** and without **bias**.



GLORIA'S TIPS FOR COLUMNISTS:

Working at my family dinner, I know everyone has differing taste. Sometimes it takes a little convincing to get someone to try something new, such as the many different toppings that can make pizza go from plain to pizazz! A column is a great way to be an original thinker. Identify what's amazing or missing or unfair, and then put some peaches on that pizza! Sure, not everyone will agree, but maybe someone will. Maybe they'll even try something new.

Features The features section is a spot in the newspaper where you can have a little fun. Share a review, a recipe, an activity or insiders' information. Maybe pair it with a graphic or a to-do list! Make sure to use your **Fact Check Sheet!**

THOM'S TIPS FOR FEATURE WRITING:

Even if you're the one who came up with an activity, your feature will be stronger with other sources, too. Ask someone else to try it out and take notes while they do. Use all of it as part of your feature story! Be sure to make your writing fit the piece. If it's a fun activity, your writing should be fun, too!



DESIGN YOUR NEWSPAPER

What's in a name? Though Nellie pushed for The Newspaper Club to name their newspaper *Nellie's News*, the other members loved Min's idea—*The Cub Report*. This name worked for a couple of reasons, including that new reporters are often called "cubs" and the members all live in Bear Creek, Maine. How can your newspaper name reflect your environment? Maybe it can

include something about your school name, the town you live in on or an activity you all love. Some common newspaper names: Gazette, Dispatch, Times, Daily News, Post and Record.

Play around with names and come up with a **masthead**, or design featuring the title.



MIN'S TIPS ON DESIGN:

Try lots of different fonts for your masthead! I like the ones with lots of frills and swirls, myself. Think about a picture or image that might work. In The Cub Report, I drew a little bear cub. Is someone in your class an artist? I bet so!

Create a mock-up! A **mock-up** is a rough draft design of your newspaper. Take all the articles you've compiled and figure out how you'd like to display them. This also will give you an idea of which articles are too long or too short. Usually newspapers are being mocked up at the same time that stories are being **copy edited**, or fact checked and reviewed for punctuation, spelling and precision. Copy editors, ask your reporters for completed **Fact Check Sheets** and cross check entries!

There are a lot of template designs available for downloading. [Here is a guide](#) to creating your own on Google Drive.

CHARLOTTE'S COPY EDITING TIPS:

Copy editing is a great way to point out problems and help find solutions. While you're editing, try reading the stories out loud. Listen for words that are overused or misused. Consider getting a copy of the AP Styleguide. This will help you make sure your newspaper reads and looks like other newspapers.



Start the presses! Assemble your polished newspaper, review it three more times to make sure it's accurate, and then ... *start the presses!*

Congratulations! You created your first newspaper! Keep the first copy to remember this moment forever. Time to start brainstorming for the next issue!

The Newspaper Club

CHECK YOUR FACTS

Have at least three independent checks for spellings of every name, title and place.

Subject	Check 1	Check 2	Check 3
Nellie Murrow	Student ID	Called Nellie to verify spelling	Checked spelling on press release

