

What Happens in Leaguetown

Stays in Leaguetown (usually) ...



Jeanne Acton, UIL director of journalism



Why UIL Journalism?

- Help students hone journalistic writing skills
- Exposes students to different types of stories
- Teaches format for beginning writers
- Gives students an opportunity for success



Where do you start?

- ✍ Read the Journalism Contest Manual and have the students read the manual

You are a staff reporter for the Leaguetown Press. From the following information, write a news story as you would for your high school newspaper. You have 45 minutes to finish. Good luck.

Where does a new coach start?

- ✓ Concentrate on the basics first – teach the formats. Use the UIL PowerPoints.
 - <http://www.uiltexas.org/journalism/uil-contests>
- ✓ Break the PowerPoints down.



A Winning Editorial ...

- Takes a clear, simple stance.
- Provides strong evidence to support the stance
- Uses active voice
- Is mature, fair and reasonable
- Offers a solution
- Is written in third person (some 1st person plural)

A Winning Feature ...

- Starts with a powerful lead (specific to the story, with details and description)
- Has the time element high in the story
- Follows the transition/quote formula
- Uses the most powerful quotes in the story
- Connects the direct quotes to the transition so the story doesn't jump around
- Has a strong ending
- Has detail and description throughout

A Winning News Story ...

- Gets the news peg. Uses inverted pyramid.
- Uses a summary lead starting with the what, how or why of the story
- Uses the best quotes and best sources – ALWAYS uses a student quote
- Accurately and fully identifies the sources
- Has short paragraphs
- Use the T/Q formula
- Has no editorializing

Winning Headlines (30 minutes) ...

- Sell the story. A good head is much like a clever ad.
- Tell the facts. Precise and specific heads inform readers instantly of what they may or may not want to read.
- Are accurate. All facts, names, numbers, whatever must be correct.
- Are objective. Don't editorialize.
- Use present tense most of the time.
- Use active voice.
- Make tone fit content. Serious story. Serious headline. Funny story. Funny headline.

Winning Copy Editors ...

- Know grammar, spelling, etc.
- Know AP style
- Think quickly
- Write concisely
- Work well under pressure

Attend Student Activity Conferences

- Sept 8 — West Texas A&M
- Sept 15 – University of Texas Rio Grande Valley
- Sept. 22– University of Texas at Arlington
- Oct. 27 - University of Texas at Austin





Jump into Leaguetown

 Get Practice tests. Practice. Practice.

Feature Writing

District 1 Meet • 2012



You are a reporter for the Leaguetown **Press**, the student newspaper of Leaguetown High School.

From the given information, write a **feature story** as you would for the high school newspaper. You may use statements attributed to individuals as **direct** or **indirect quotes**. You may not change the meaning of a statement. You have **one hour**.

Do not write your name or the name of your school on this sheet or your entry. **Put your number NOT YOUR NAME on your paper.**

Leaguetown High School, located in the Panhandle, has an enrollment of 1,100 students in grades 9-12. For the past four years, Julian Clark has been the manager for the boys' varsity basketball team. Julian, who has Asperger's syndrome, lives for basketball and for the team. In his four years as manager, he never missed a game and only missed two practices when he had a severe case of the flu. Varsity Coach Gary Whitehouse recruited Julian to be the manager after meeting his parents five years ago.

The boys' varsity team made it to the UIL State Basketball Tournament this year for the first time in the school's history. The team won the 3A semifinal game against Northview 86-49 and beat Southside 79-52 for the title on March 10. For the championship game, Coach Whitehouse told Julian to suit up in a team uniform. Usually, Julian wore a gold and green Lobos shirt with "MANAGER" on the back.

With two minutes left in the game and with a 15-point lead, Coach Whitehouse pointed to Julian and put him in for the remainder of the game. Julian sunk two three-point baskets during his play.

At the school-wide assembly on Tuesday, April 10, Coach Whitehouse and the varsity team will present a school letterman jacket to Julian in front of his peers. You are writing for the issue of the *Press* to be distributed on Monday, April 9.

■ GARY WHITEHOUSE, varsity boys' basketball coach

"I met Julian when his family joined our church. Julian's dad Phil and I played on the church basketball team back then, and Julian was our biggest fan. He was at every game and every practice, yelling and encouraging everyone on the team.

"When Julian started his freshman year, I suggested he try out for manager of our team. It's one of the best suggestions I've ever made. Julian has been the most dependable, most spirited manager we've ever had. He doesn't miss practice, and he doesn't miss games. He keeps the boys up even when they are struggling. He knows every play we run, and he knows every team member's stats. It's just incredible.

"Julian has never asked to play, but he does shoot baskets with the team during warm up. He's a heck of a good shooter, which he proved at the state tournament. After we won the semifinal game, I spoke with Phil and asked him if it was OK to suit up Julian. I didn't make any promises, but I wanted Julian to feel like a complete member of the team. After Phil agreed, I spoke with the players. They were unanimous in their support.

"With two minutes left in that final game, we had a comfortable lead. My

Get to know Leaguetown better ...

 Go to Invitational Meets

- <http://www.uiltexas.org/academics/invitational-meets>
- CenTex Invitational Meet December 8





Other resources ...

- ✓ Look for strong coaches in the area
- ✓ Texas Association of Journalism Educators regional workshops
- ✓ TAJE Fall Fiesta, Oct. 19-22
- ✓ Interscholastic League Press Conference Spring Convention
- ✓ ILPC Summer Workshop

Tips for your new coach

- ✎ Make it fun for the students.
- ✎ Start traditions or rituals.
- ✎ Focus on students who don't have eligibility issues.
- ✎ Teach the students how to win and how to lose.
- ✎ Don't forget TILF scholarships.
- ✎ Bribe them.
- ✎ Get parents involved.



Build a team.



Tips from an award-winning coach ...

Know the rules.

Journalism Contest Handbook.

<http://www.uiltexas.org/academics/resources/contest-handbooks-manuals>

Verification 101

- Verification for all journalism contests was mandatory starting with the 2011-12 school year.
- Verification is about identification, not a time to question judges' comments/rankings.
- This procedure was instituted to ensure accuracy in reporting results. UIL was seeing too many human clerical errors.

Verification 101

- During verification, coaches should check that what was entered into the online system matches the results written on the entries by the judges. (For the past several years, wrong numbers have been identified as winners.)
- Once verification is over, the meet director should certify results and announce them as final.
- If a coach/contestant does not come to verification, he/she forfeits his/her right to question results.

The Questions on Computers

- Students may use laptop computer for the News, Feature and Editorial Writing contests.
- Students assume all risks when they choose to use a computer.
- “Portable printer” means any printer that can be carried.

The Questions on Computers

- Students can share printers as long as they are not disruptive or talk to each other during the contest.
- Students must hit the print command before time expires. After that, the students and/or coaches must not touch the keyboard or computer equipment in an effort to print their entry.

Judges: What is best?

- UIL STRONGLY recommends a panel of three judges.
- UIL also STRONGLY recommends that at least one of the judges is a current or former journalism teacher. This is mandated at the regional and state level.

Judges: Where do I get them?

- The best place to look is neighboring schools that are not in your district.
- Judges database: <http://www.uiltexas.org/journalism/uil-contests>
- Local newspapers often provide judges, but make sure the judges understand UIL JOURNALISM and the JUDGING CRITERIA.
- Retired journalism teachers. Many yearbook reps judge on a regular basis.

Judges: Where do I get them?

- If you can't find judges, talk with the journalism teachers in your district. They often can find qualified judges.
- If all else fails, email Jeanne Acton, the UIL Journalism Director at jacton@uiltexas.org. She can send out a mass email looking for judges for you.
- Do not wait until the last minute to get judges.

Substitute: Who needs them?

- You do.
- Make sure you notify the contest director **BEFORE** the contests, if you are making any substitutions.

Substitute: Who needs them?

- If the substitute was already entered into the online system for another event, then he/she is certified eligible. But you **STILL** must notify the contest director. Your substitute will need a number to compete.
- If the substitute is new to the meet, then you must provide the contest director with a **SIGNED** Substitution Eligibility Form (in the back of the Spring Meet Manual and online).

What if problems arise?

- If you have a problem during your district or regional contest, call Jeanne Acton, the UIL Journalism Director. She is on-call during those meets.

What is ILPC?

- Interscholastic League Press Conference – the scholastic press association for Texas

Goals and Aims

- To emphasize journalistic writing and coverage in student publications as a means of teaching higher order thinking skills in students.
- To maintain the student press as an instrument published by students, for students, and containing news of student activities.
- To emphasize the journalistic integrity of student publications and to discourage the use of student publications for purely public relations, "happy news" functions.

Goals and Aims

- To promote scholastic journalism as an avocation for the majority and to emphasize its vocational aspects with care and discrimination.
- To conduct contests, seminars, conventions and workshops with the intention of stimulating greater efforts from students and advisers to produce quality publications - not as an end in itself but as a means in educational development.
- To reward and promote excellence as an incentive to higher standards of journalistic and educational endeavor.

What contests does it offer?

- Newspaper Critiques (both print and online).
- Individual Newspaper Achievement Awards:
<http://www.uiltexas.org/journalism/ilpc/contests>
- Yearbook Critiques.
- Individual Yearbook Achievement Awards
- Broadcast Critiques.
- Individual Broadcast Achievement Awards

Other Contests/Opportunities

- Editors of the Year:
<http://www.uiltexas.org/journalism/ilpc/contests>
- All-State Staff
- Teacher Awards: Edith Fox King and Max Haddick Teacher of the Year
- Adviser's Challenge
- Scholarships for ILPC members
- Lone Star Contest

Other opportunities

- ILPC Spring Convention
- ILPC Summer Workshop

Why join?

- Your students will be able to participate in our contests.
- You'll be part of a network of other publication staff members and advisers who understand the challenges and rewards of publications work.
- You'll receive ILPC's *Tops in Texas Individual Achievement Awards* publication, which showcases the state's finest entries for newspaper and yearbook.
- You'll receive all the (e)mailings from the ILPC office, including notification about state and national conferences and workshops, as well as upcoming events and opportunities.

How do I join?

- Online Membership:

<http://www.uiltexas.org/journalism>

Any Questions?

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