10 Things to Improve Your Online News Presence
Leland Mallett
Legacy High School
Mansfield, Texas
About Legacy

2,100 Students
Suburbs of Fort Worth, Lower/Middle Economic school, Rural area

Students in Advanced Media Classes
Newspaper, Yearbook, Photo, J1, Photo 1

Newer School Built in 2007
4th of 5th High School in Mansfield
Ten

Site Design
#10 Site Design

- Avoid Blocks of White Space
- Above the Fold
- Multimedia
- Recent Updates
- Design Inside Pages
Excited to wed: teens begin planning their future wedding days

https://smeharbinger.net/excited-to-wed-teens-begin-planning-their-future-wedding-days/
Artists rising up to face COVID-19 as community

Anjali Krishna, Staff Writer

With the hope of alleviating anxiety amidst coronavirus concerns, the Coppell Arts Council has joined hands with Coppell ISD, Coppell Creatives and the Coppell Art Center to launch...
Examples of Designing Inside Pages

News Page

Feature Page
#9 Coverage

- “Who Cares?”
- About People not Event
- Give Reader “New” Element
- Day-to-Day Things
- What people are talking about
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
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<th>H</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Corona Coverage</td>
<td>Week 1.5</td>
<td>Week 2.5</td>
<td>Week 3.5</td>
<td>Week 4.5</td>
<td>Week 5.5</td>
<td>Week 6.5</td>
<td>Extra Story</td>
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<td></td>
<td></td>
<td>Feb. 24-28</td>
<td>March 2-6</td>
<td>March 16-20</td>
<td>March 23-27</td>
<td>March 30- April 3</td>
<td>April 6-9</td>
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<td>2</td>
<td>Amber Adams</td>
<td>YB girls soccer varsity</td>
<td>YB girls soccer JV</td>
<td>Opinion</td>
<td>How to Adult</td>
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<td>3</td>
<td>Nina Banks</td>
<td>Band YB</td>
<td>Golf</td>
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<td>Overseas</td>
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<td>McKenzie Canton</td>
<td>drill yb</td>
<td>charter school feature</td>
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<td>Corona List</td>
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<td>5</td>
<td>Cameron Dudzinski</td>
<td>One Act</td>
<td>JV Softball Yearbook</td>
<td>Mental Health List</td>
<td>Review</td>
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<td>6</td>
<td>Kamy Hannigan</td>
<td>YB Theater</td>
<td>Practice YB</td>
<td>Blog</td>
<td>Free lunches thing</td>
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<td>Maisy Inlow</td>
<td>International Corona blog</td>
<td>YB Luck Week</td>
<td>good things info graphic</td>
<td>Broncos guide to social distance</td>
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<td>8</td>
<td>Jack Lewellyn</td>
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<td>How Corona May Change the Census</td>
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<td>9</td>
<td>Major Melson</td>
<td>Justin Crawford</td>
<td>Varsity Softball YB</td>
<td>Track and Track YB</td>
<td>Sports Corona</td>
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<td>10</td>
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<td>Brent Flayraz</td>
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<td>Yb story</td>
<td>Blog</td>
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<td>Zach Planche</td>
<td>List</td>
<td>Bowling Update</td>
<td>Corona</td>
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<td>13</td>
<td>Trevor Reigh</td>
<td>Teacher Madness</td>
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<td>14</td>
<td>Madison Asato</td>
<td>Madison Asato</td>
<td>The financial effects of what people are doing with their time</td>
<td>(Adobe)</td>
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**Note:** The table lists various topics and assignments for different weeks and extra stories.
Eight
Solid Writing
#8 Solid Writing

- Great Quotes
- Strong Verbs
- Avoid Nothing Phrases
- Concise
- Presentation (list, brief, long)
Homecoming King and senior Seth Miller is a squinter. He never really liked bright lights, so at the first annual homecoming dance on Oct. 19 the rave-type atmosphere of the dance floor filled with bright and colored lights wasn’t really Miller’s scene.

Inspired by his girlfriend, senior Kamryn Hannigan, Miller ran for homecoming court to see what would happen. He won. So did she.

“Everywhere I went people would congratulate me for running in the first place and tell me they voted for me,” Miller said. “Which is super nice of them but it kind of got me freaked out because I was like shoot I might actually win this.”

When Student Council committed to organizing the first homecoming dance, they planned to have a spotlight dance for the newly crowned king, queen and the rest of the court. At the dance, the D.J. didn’t want to take a break from the hype to slow things down for the dance.

The people who knew the couple the best were disappointed they didn’t get to dance, so senior Megan Novak suggested they do it with their flashlights in the parking lot instead.

“They were supposed to have the spotlight dance at the homecoming dance,” Novak said. “I thought [doing the dance anyway] would be fun. I just thought it would be something to remember.”
Seven

Timing of Posting
#7 Timing of Posting

- Use Analytics to Know Time
- Daily is Key
- Avoid Dumping Stories
- Repost (analytics)
- Real World Calendar
Six Interactive Experience
#6 Interactive Experience

- Different Media than Print
- Reader Clicks, Moves, Selects
- Polls, Survey, Comments
- Visual Storytelling (...
Can you describe your involvement in STEM?

I’ve been in STEM classes since my freshman year, so I’ve been in the required ones—honors biology, honors chemistry—and then I also took part in the Project Lead The Way courses... Something I really loved about all of the PLTW courses is, they had a lot of emphasis on the different careers in science, which I think is something that we miss a lot of in our required science curriculums.

A lot of times, students who could have been really amazing science students don’t end up taking that route in college and beyond because they just don’t know about all the options for them. That’s kind of the reason we’re seeing this, in the United States; there’s so many science careers that are going unfilled. I think that’s one of the issues: we’re not doing enough to teach kids about the different opportunities available to them in the science field.
Five

Secondary Coverage
#5 Secondary Coverage

- Same as Print - Quick Reads
- Pull Quote, Sidebar, Timeline, Poll, Links
- Power of Infographic (...)
- Avoid Words and 1 photo
Quartz publication, an international news organization, in the last couple of years, sightings of teenagers doing potentially illegal activities for someone they meet online have occurred more often. 72% of these incidents took place at either the home of the victim or the perpetrator. In the United States, the total number of assaults is decreasing, yet online assaults are increasing.

What’s worse is that the negative experiences of online dating create permanent markings in the psychological mindset. According to Pletcher, the opportunity of rejection is so much greater. Because every swipe is a choice, there exist more rejections because of sheer numbers and statistics. Overall, countless rejection can tear down your mindset, lowering your self-esteem and confidence.

“When you hang out with a group of friends, you are looking at meeting ten people when you go out for an event. You may meet one person out of that ten that you strike up conversation with and have an interest in,” Pletcher said. “When you’re swiping people in an app, you could have hundreds. The chance of rejection is so much greater, so for a person who doesn’t have success, they are just going to have rejection after rejection, which can destroy them.”

A poll conducted by CNN in 2017 shows that online dating lowers self-esteem and increases the likelihood of depression. Because of the massive national
Posters waving in the air. Sirens sounding throughout Nash neighborhoods. Smiling children are finally able to see their teachers in person. On April 15, 2020, Nash Elementary School held a drive by parade within their town in order to reach students outside of the classroom—from a safe distance.

“We got the idea for a drive through parade from Facebook and from the news. We want to show the Nash students how much we love and miss them,” second grade Nash teacher Lisa Fuller said. “We’ve been having a lot of [zoom meetings] and Google Meets. We wanted to find a way to bring our community together and bring our kids out to see the teachers.”

Teachers aren’t the only ones going through changes due to the pandemic, children are also finding themselves having to adjust to school life from home. For many students, this was the first time they got to see their teachers in person for over four weeks.

“I miss my teachers and my friends a lot. My favorite part was being able to see all of the teachers and their decorated cars,” third grader Hannah Hamel said. “I didn’t make a poster because I didn’t have the supplies, so I got creative and held up a heart mirror.”

Teachers from Nash elementary gathered in the school parking lot before their drive through parade. From homemade posters, painted cars, pets, fun costumes and an excited staff, Nash couldn’t be more prepared to see their students.
Four Social Media Personality
#4 Social Media

- Timing is Key
- Voice
- Style
- Bring Readers to Your Site
- Interact with Readers
Legacy Student Media @therideronline · Apr 14

Photo of The Day: Remember to go outside and enjoy some fresh air every once in a while. Don’t forget to hydrate and wash your hands. (Isabelle Rico Photo)
Southwest Airlines • @SouthwestAir • Feb 25

Are your loved ones texting about a Southwest fare sale? Know the lingo:

LOL = lots of locations
LMAO = let me ask off
WYD = what's your destination
WTF = wanna talk fares
GTFO = grandma's totally flying out
HAGS = having a great sale

Take action today: swa.is/salelingo
This the guy you're looking for?

Ok Internet and @SouthwestAir I need your help. My girl left her Pooh Bear on flight 2741 from Kansas City to Vegas on 2/15. He was her very first Christmas present 12 years ago! Help us bring him home! @KCTV5 @kmbc @KCMO #bringpoohbearhome...
Three Marketing
#3 Marketing

- Starts with Social Media
- PR, Promote, Share
- Be Present as Member of School
- Be THE Source of Info
Promote Yourself

https://vimeo.com/409998561
Two
In-Depth Coverage
In-Depth Coverage

- The Heart of Your Paper
- Lots of Research and Interviews
- Professional Sources
- Multimedia Experience
One
Visual Storytelling
No Story Stands Alone
Graphics Required
Photography
Rich Media Experience
Presentation
Visual Storytelling

Resources
canva.com
Create graphics easily.
Examples of Canva

Canva Multi Page

https://therideronline.com/top-story/2019/01/all-district-fall-athletes-announced/

Social Media Posts

Infographics
Infographics are in
RISE OF AFRICAN AMERICAN POLITICAL INFLUENCE

African Americans sought freedom in all aspects of life. Black authors, speakers and activists broke the law and defied the status quo for an equal chance to pave the way for future leaders like Junior Sarah Akande.

“From my sophomore year, I noticed only a few African Americans in Student Council and my main purpose to join was to increase diversity in all aspects and make others feel welcome.” Sarah Akande, Student Body Secretary said.

POLITICAL TIMELINE

- **1863**: Emancipation Proclamation.
- **1870**: Hiram Rhodes Revels served as the first black member of the Senate.
- **1896**: Plessy vs. Ferguson case which provided full and equal citizenship to African Americans.
- **1909**: The NAACP Founded by a group of African Americans.
- **1954**: Brown vs. The Board of Education declared segregation in schools unconstitutional.
- **1963**: Martin Luther King Jr.’s “I Have A Dream” speech.
- **2001**: Colin Powell becomes the first African American U.S. Secretary of State.
- **2008**: Barack Obama becomes the first African American president.

**Spotlight**

Shirley Chisholm served as the first African American woman in Congress in 1968. In 1972, Chisholm also became the first African American to seek a presidential nomination. She then spent seven terms in the U.S. House of Representatives, where she fought for racial equality laws.
**Habit #1: Mindless Eating**

Continuing to eat even though you know you’re full can put down that bag of chips while watching TV.

**The Fix:** Eat from smaller dishes. Swap out a dinner plate for a salad plate. Never eat straight from the container.

**Habit #2: Nighttime Munching**

Often find yourself heading for the fridge well after the sun goes down? Eating before bed can greatly impact weight loss.

**The Fix:** After dinner, teach yourself to think of the kitchen as being closed for the night, and brush your teeth — you’ll want to eat less with a newly cleansed mouth.

**Habit #3: Skipping Breakfast**

You’re in a rush trying to get out the door so you head through the drive-thru at the coffee shop for your liquid breakfast or skip it all together.

**The Fix:** Have ready healthy breakfast foods you can consume on the run such as whole fruit, yogurt, homemade cereal bars, and smoothies.
HOW TO CARE FOR EVERY FABRIC IN YOUR CLOSET

NATURAL FABRICS

COTTON
- Characteristics:
  - Cool, soft, and comfortable
  - Absorbent and releases perspiration quickly
  - Durable
  - Wrinkles easily
- Machine washable
- Use warm water
- On high temperature

DENIM
- Characteristics:
  - Made from tightly woven cotton
  - Breathable
  - Absorbent like cotton, but fewer and more durable
- Machine washable
- To keep color from fading, turn inside out before washing
- Use warm water
- On high temperature

FLANNEL
- Characteristics:
  - Not a fabric but a structure of fabric
  - Made from cotton or wool
  - Soft
  - Thicker and more insulated
  - Absorbent and releases perspiration quickly
  - Durable
- Cotton sewing
- Wool sewing
- Cool water
- On high temperature
- Use warm and clean
- Unwind inside and clean marks and stone

Follow care instructions for cotton or wool
Adobe Spark
Mini websites that tell stories.
### Examples of Adobe Spark

<table>
<thead>
<tr>
<th></th>
<th>Website Large Photos</th>
<th>Adobe Spark Video</th>
<th>Adobe Spark Posts</th>
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Mouseover stories.
unsplash.com

Use this for all photos you need for extra things. Free service. Credit is a copy and paste.
PlayBuzz

Create interactive stories and quizzes.

https://therideronline.com/polls/
We build easy-to-use tools that can help you tell better stories.

We're probably best known for our innovative suite of open-source, adaptable, and lightweight tools for media makers. The most popular, Timeline, has been used by more than 250,000 people to tell stories seen hundreds of millions of times, and is available in more than sixty languages. We also develop prototypes of tools for reporting, data management, research, and storytelling, often in connection with Northwestern classes. Students from our community have gone on to work at the New York Times, Vox Media, NPR, Medium, FiftyThirtyEight, the Washington Post, the Los Angeles Times, Huffington Post, and more.
Ceros

Similar to a yearbook spread, more custom than spark

http://view.ceros.com/student-kathryn-pedroza/mady-walker-1/p/1
Source of Inspiration
Source of Inspiration

The image shows various articles and headlines, including:

- "Class of 2021 holds 'A Zoom to Remember'"
- "When viruses go viral"
- "Coppell Student Media" with an article about CISD campuses remaining closed for the rest of the 2019-20 school year.
Does anyone have any questions?

Leland Mallett
Legacy High School
www.legacystudentmedia.com