10 Things to Improve Your

Online News Presence

Leland Mallett

Legacy High School Mansfield, Texas



About Legacy

5A

2,100 Students

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

64

Students in Advanced Media Classes

Newspaper, Yearbook, Photo, J1, Photo 1

13

Newer School Built in 2007

4th of 5th High School in Mansfield

Ten Site Design

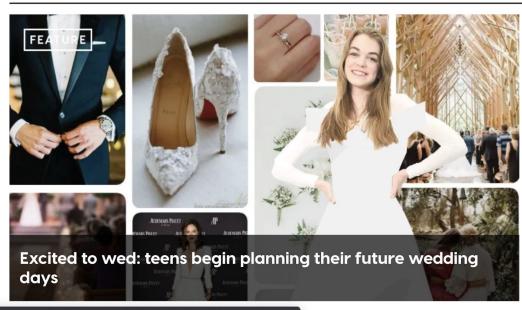
#10 Site Design

- Avoid Blocks of White Space
- Above the Fold
- Multimedia
- Recent Updates
- Design Inside Pages

Excited to wed: teens begin planning their future wedding days

the harbinger

COVID-19 RECENT NEWS. MEDIA. VIDEO. PHOTO. SPORTS. OPINION. FEATURE. A&E SERIES. ABOUT.







https://sme harbinger.net/excited-to-wed-teens-begin-planning-their-future-wedding-days/with the properties of the pro

The Sidekick / KCBY-TV

Coppell Student Media

HOME COVID-19 NEWS ▼ CHS9 SPORTS ▼ OPINIONS ▼ STUDENT LIFE ▼ ARTS & ENTERTAINMENT ▼ MULTIMEDIA ▼



Arts & Entertainment

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...



oppellstudentmedia.com/.../artists-rising-up-to-face-covid-19-as-communi.







MULTIMEDIA Luke Edwards Leads City Golf with 2nd Place Finish





A & E Jazz Ensemble Makes Their Way to Jazz Championships











(i) Sunday, April 19, 2020





THE LITTLE HAWK

NEWS SPORTS OPINION ***** FEATURE A&E MULTIMEDIA ▼ SHOWCASE ABOUT ▼ **ADVERTISING**

Fitted: How a Mother-Daughter Team Are Stepping Up to help the Medical Supply Shortage



lexasMonthly

News & Politics The Culture Being Texan Style & Design Food & Drink BBQ Travel & Outdoors Magazine Podcasts



Follow our coronavirus pandemic coverage. READ THE STORIES HERE





Priya Krishna's Quarantine Journal: **Entry Two**

BY PRIYA KRISHNA



Hollywood, Texas: '9-1-1. Lana Ctar! to



TRAVEL & OUTDOORS

The Great Texas Fishing Safari

APR 15, 2020 - BY WES FERGUSON

Examples of Designing Inside Pages

News Page



Feature Page



Nine Coverage

#9 Coverage

- "Who Cares?"
- About People not Event
- Give Reader "New" Element
- Day-to-Day Things
- What people are talking about



Newspaper Story Assignments 🌣 🗈







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 I =HYPERLINK("https://www.canva.com/design/DAD4oQ3OvSQ/share/preview?token=n91P2-zDFeh-Week 1.5 Week 2.5 Week 3.5 Week 4.5 Week 5.5 Week 6.5 Extra Story Extra Story Corona Coverage Feb. 24-28 March 23-27 March 30- April 3 April 6-9 March 2-6 March 16-20 3 Amber Adams YB girls soccer varsity YB girls soccer JV Opinion How to Adult Students Stuck Nina Banks Band YB Golf Coronavirus Testing Overseas McKenzie Canton drill yb charter school feature charter school feature Corona List Cameron Dudzinski One Act Mental Health List JV Softball Yearbook Review Kamy Hannigan **YB** Theater Practice YB Blog Free lunches thing good things info International Corona Broncos guide to Maisy Inlow YB Luck Week social distance blog graphic How Corona May Jack Lewellyn **Podcast** Change the Census **Podcast** Major Melson Justin Crawford Varsity Softball YB Track and Track YB Sports Corona Jaden McKinnon **Brent Faiyaz** Blog Madison Palmer Yb story Blog List Zach Planche List **Bowling Update** Corona Trevor Reigh **Teacher Madness** Teacher Madness Teacher Madness what people are doing The financial effects of with their time (Adobe Madison Asato



Eight Solid Writing

#8 Solid Writing

- Great Quotes
- Strong Verbs
- Avoid Nothing Phrases
- Concise
- Presentation (list, brief, long)

Homecoming

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 (...)

























Junior Olivia White

Shruthi Ravichandran and Grace Xu

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.

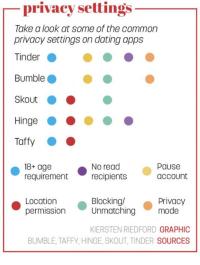
Five

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.

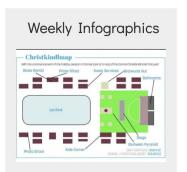


What's worse is that the negative experiences of online dating create permanent markings in the psychological mindset. According to Pletcher, the opportunity of rejection is so much greater. Because every swipe is a choice, there exist more rejections because of sheer numbers and statistics. Overall, 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



ABOUT -







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.

FEATURE

OPINION -

HOME

"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."

got to see their teachers in person for over four weeks.



MEDIA -

TALK TO US

Assad Malik and Allyson Smith

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

66 I really liked the parade because the coronavirus makes it where we can't be around each other and it was actually a good way to see my teachers."

"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."

IN-DEPTH

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

Four

Social Media Personality

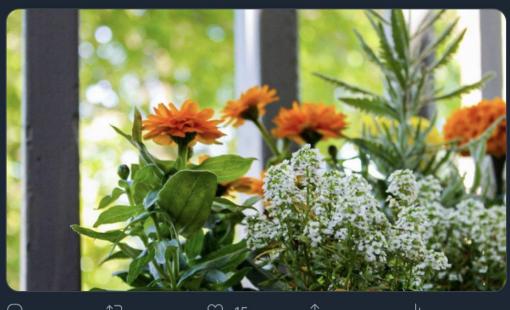
#4 Social Media

- 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













Southwest Airlines @ @SouthwestAir · Feb 18

This the guy you're looking for?



Rebecca Kurtz @RebeccaKurtz1 · Feb 16



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

#2 In-Depth Coverage

- The Heart of Your Paper
- Lots of Research and Interviews
- Professional Sources
- Multimedia Experience

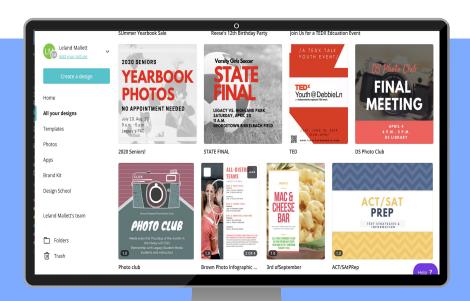
One Visual Storytelling

#1 Visual Storytelling

- No Story Stands Alone
- Graphics Required
- Photography
- Rich Media Experience
- Presentation

Visual Storytelling

Resources



canva.com

Create graphics easily.

Examples of Canva

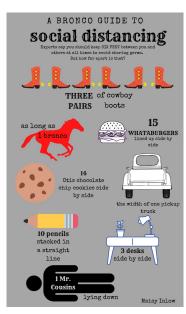
Canva Multi Page

https://therideronline.com/top-s tory/2019/01/all-district-fall-athl etes-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 black 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

Emancipation Proclamation.

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

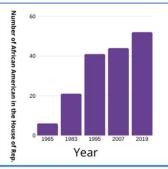
2008

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.

- Barack Obama becomes the first African American president.



Spotlight

Shirley Chisholm served as the first African African 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.





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.



A HISTORY OF

PANDEMICS

430 B.C.E •

Suspected to be Typhoid fever, killed

2/3 of the population of Athens and

Plague of Athens

ended the Greek Golden Age

()4 APRIL 10 **PANDEMIC PANIC** With the recent emergence of the Coronavirus pandemic, learn about how pandemics work and how societies can work together to stop their spread BRAY MARTENS, ROBBIE GE GRAPHIC CDC.GOV, HISTORY, COM , LIVESCIENCE SOURCE TYPES OF INFECTIONS VIRUSES Viruses bind to receptors on a host cell membrane and enter the cell The virus hijacks the cell to produce copies of itself, interfering with cell function These copies move out of the cell and go on to infect more cells in the grea Bacteria are introduced to the host's body and start to form a colony Bacteria multiply exponentially through binary fission, making two clones of the same cell Bacteria can crowd out normal cells, or emit toxins that interfere with cell function and kill tissues **HOW INFECTIONS SPREAD** Vehicle-borne Transfer of pathogens from an Human inanimate object to a host People can carry diseases with or without symptoms, and Vector-borne

Transfer of pathogens from

another organism to a host

Direct contact of host and

Pathogens are carried via dust

or droplets in the air

TRANSMISSION

pathogens causes infection

Direct Contact

spread them to others

Many viruses and bacteria

can live in plants or soil

Animals can carry many

RESERVOIRS

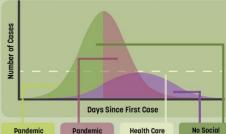
diseases whose effects may

differ from species to species

Environmental

Animal

EPIDEMIC CURVES



Outbreak:

The number of cases arows exponentially after the first case

Pandemic Decline:

STOPPING THE SPREAD

As the number of cases arows. there are fewer new hosts and cases drop

Government:

and prevention

Capacity:

The health care system becomes unable to keep up with the number of new cases

Enact legislation to assist pandemic response

· Assist other countries affected by the pandemic

Distancina: More cases and deaths

With Social Distancina: Less cases and deaths

Antoinine Plaque Suspected to be smallpox.

it killed thousands of Romans including an emperor, and led to the decline of Rome 1350 •

The Black Death

The bubonic plaque killed as much as 1/3 of the population of Europe and led to the eventual collapse of European feudal society

1492 •---

Columbian Exchange

Diseases spread by European explorers in the Americas resulted in the death of most of the native population and the conquest of the continent by Europeans



Spanish Flu The Spanish flu spread worldwide after the end of WWI, and

1918 •---

brought infectious diseases into the minds of the public

1981 •---

AIDS An autoimmune STD, AIDS spread ground the world and was first observed in America in 1981. Since then it has killed 32 million people and there is no known cure

Health Sector:

· Give reliable information on the risk, severity, and progression of a pandemic

Guide the allocation of resources

- Continue giving healthcare
- Protect healthcare workers and adapt to conditions

The pathogen

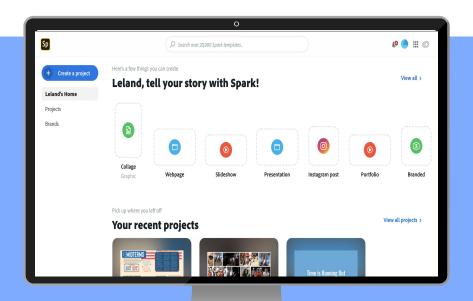
enters the body and

reproduces itself

INFECTION

Communities and Individuals: • Ensure access to food, water, medicine, and

- accurate information on the pandemic Maintain hygiene and cover coughs, sneezes
- Provide services and support households in need of assistance



Adobe Spark

Mini websites that tell stories.

Examples of Adobe Spark

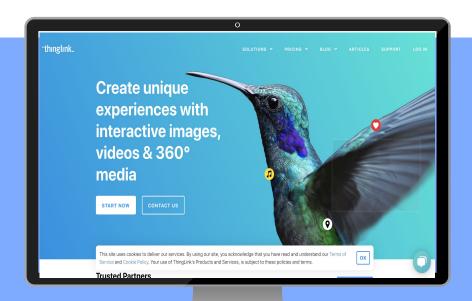
Website Large Photos

https://spark.adobe.com/page/ CTjLnHVrycbzZ/

Adobe Spark Video

https://spark.adobe.com/video/UM9dNzmMjd7ub

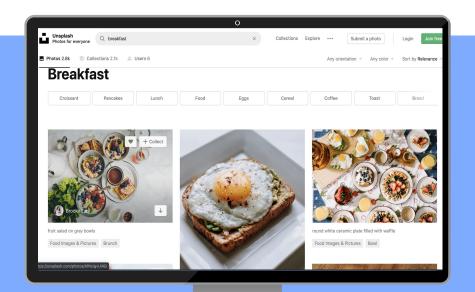
Adobe Spark Posts



Thinglink

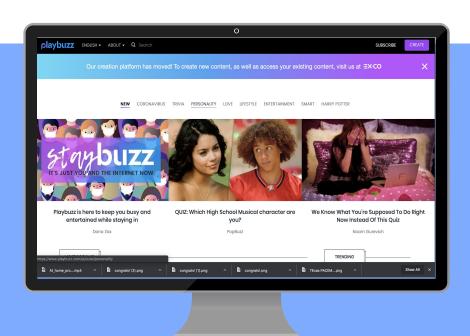
Mouseover stories.

https://therideronline.com/top-story/2019/02/border-brawl-recap-oklahoma-teams-fare-above-misd/



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/

Storytelling Tools

We build easy-to-use tools that can help you tell better stories.

We're probably best known for our innovative suite of <u>open-source</u>, adaptable, and lightweight tools for media makers. The most popular, Timeline.15, 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, FiveThirtyEight, the Washington Post, the Los Angeles Times, Huffington Post, and more.



Juxtapose Easy-to-make frame comparisons.



Scene Easy-to-make VR stories.

VR stories. Seamless inline audio.

"My mother told me just before she died."

Soundcite 100

Knight Lab

https://knightlab.northwestern.edu/

Timeline

Story Map

<u>Juxtapose</u>

Soundcite

Scene Storyline



Ceros

Similar to a yearbook spread, more custom than spark

http://view.ceros.com/student-kathry n-pedroza/mady-walker-1/p/1

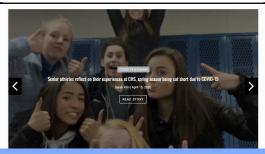
Source of Inspiration



COVID-19 RECENT NEWS» MEDIA» VIDEO» PHOTO» SPORTS» OPINION» FEATURE» A&E SERIES» ABOUT»

There's no denying it – isolation sucks. My instant guarantine fix? Bon Appétit's YouTube series "Gourmet Makes."





HOMECOMING COVERAGE 2019 NERD CULTURE VALENTINES DAY LIFE AFTER f 👿 🌀 🌲 🖪 🔊 Monday, April 20, 2020

FHNT&DA

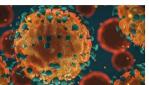
The Student News Site of Francis Howell North High School

Features

Opinions Videos V

Newspaper

COVID-19 Updates



COVID-19 LIVE UPDATES: Prom Cancelled for All FHSD Schools, Missouri Stay-At-Home Order Extended to May 3

By Emily Hood, Executive Producer of FHNtodayTV

April 20, 2020 - 12:15 p.m. Prom is cancelled for all FHSD schools. In an email sent to parents on Monday afternoon, FHSD High School Principals Sonny Arnel, Dave Wedlock and Nathan Hostetler explained the reasoning behind the cancellation. Hello Community, As you all know, FHSD will not be in session the remainder of the school year. Additionally...

Starting the Conversation:

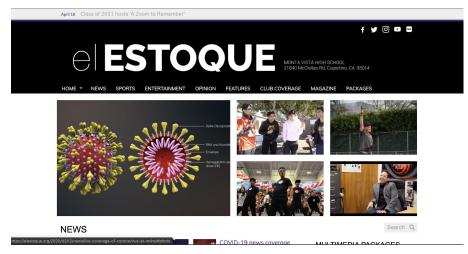
Starting the Conversation:

A Collection of Accounts from Experts and



Video

Source of Inspiration







HOME NEWS ▼ OPINION ▼ FEATURE SPORTS ▼ CULTURE ▼ IN-DEPTH MEDIA ▼ TALK TO US ABOUT ▼



When viruses go viral

Story by Stenhanie lumper, staff v

Recasurants are closing. Scores are shutting down. The closest we can see aufriends is through a leggy computer sever on late inglik Feed Times. All thanks to a disease from across the world called coronavirus, Tearkinas is in a sheller in place. This coder forces us to spend as much time at home as possible. However, there is one thing far less harmful than their virus spreading through the notion. Quasantine related instagrant media are popping up all along the platform, helping us sold to getter through an informance standards. Pulled Timer or on may have sorrolder through an







tps://www.tigertimesonline.com

NIPTATO

TRESIDING CTORIE

The Sidekick / KCBY-TV

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COVID-1

CISD campuses to remain closed for remainder of 2019-20 year

Karen Lu, Daily News/Assignment Editor

Per Texas Governor Greg Abbott's Executive Order made in his press release today, Coppell ISD is extending its school closure until the end of the 2019-20 school year. Distance...



Thanks!

Does anyone have any questions?

Leland Mallett Legacy High School www.legacystudentmedia.com

slidesgo