

# getting your publication online

simple steps to make it happen & keep it going

ideas from Sarah Nichols, MJE

# the rationale

- match teen technology use and desire for interactives & multimedia
- connect regularly rather than weekly, monthly
- real-world experience
- timely news delivery

# first things first

- staff buy-in & clearly defined roles
- understand the difference
- consider changes to existing print model (size, frequency, format)
- establish a mission statement
- set launch date (deadline!)

# a comparison

## PRINT

- plan together, publish monthly
- everyone doing same thing at same time
- reflective more than informative
- cycle with defined beginning, ending
- space, cost limitations
- elaborate research and reporting over time

## WEB

- plan parts separately, publish daily
- everyone doing different things at same time
- informative; start with 5W+H (back to the inverted pyramid)
- ongoing cycle
- unlimited space but must post selectively
- post info as it becomes available

# how it works (best)

- fresh content rather than repeat from print publication(s)
- updated in regular intervals
- students upload content, not adviser
- students design, manage site

# the options

- post on existing school website
- create an account to post free on [my.hsj.org](http://my.hsj.org)
- create a site hosted by WordPress
- host your own site with your own chosen domain name (either with help from a CMS or by coding HTML)



# my.hsj.org



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Home > J 2.0 > 10 reasons to put your news online with my.hsj.org

J 2.0

4 ways high school journalism students are smart!

10 reasons to put your news online with my.hsj.org

5 social media tips for journalists



Featured School Papers:

- Davis High School  
Kaysville, Utah

## 10 REASONS TO TAKE YOUR NEWS ONLINE WITH MY.HSJ.ORG

Ten reasons to take your news online with [my.hsj.org](http://my.hsj.org):

1. Students are attached to their cell phones and laptops. News has to be delivered on their terms.
2. Hosting is free on my.hsj.org, a site that cares about journalism. There are commercial Web hosts as well, but expect the payments and fees and lack of support to add up.
3. To maintain independence, a student news site should not be hosted on a school or school district server.
4. Schools that exercise control over student media content and host it on school district servers can be held legally responsible for what is published there.
5. My.hsj.org does not exercise censorship, prior review or prior restraint. We urge journalistic judgment and common sense. For example, a profanity filter might highlight a word to prompt student journalists to consider if there's a good journalistic reason to use it. That's your decision and there's educational value involved in that process.
6. We are aggressive in fighting off potential hackers to my.hsj.org and respond quickly to any technical concerns you have through a toll-free support line (866-475-6654) or e-mail ([support@asne.org](mailto:support@asne.org)).
7. Posting online means posting audio and video. And endless space for color pictures.
8. Past editions are electronically archived. Not stuck in a cabinet and eventually tossed out.
9. Just because you go online, don't expect people to find you. My.hsj.org provides you with a marketing campaign that will drive traffic to your site.
10. We are constantly improving ease of use, designs, multimedia features, RSS and digital delivery.

The Student Press Law Center can give you the full scoop on cyberlaw and student media  
<https://www.splc.org/legalresearch.asp?maincat=3>






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## TEACHERS

### Future Now



#### Featured School Papers:

- [Sunrise Mountain High School](#)  
Peoria, Arizona
- [Old Mill Senior High School](#)  
Millersville, Maryland

#### Know Your J-Jargon

**rewrite:** To write a story again in an effort to improve it. It also means to take information over the telephone from a reporter in the field and mold it into

## HS/TEEN NEWS ORGANIZATIONS

Click on one or more states below to search. You can search for more than one state at a time.

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### Stagg Line

Amos Alonzo Stagg High School  
Stockton, CA

Issue Date: Thursday, May 13,  
2010

Issue: Volume 53 Issue 8

Last Update: Thursday, May 13,  
2010

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CA - USA](#)

Mon, 12 Jul 2010 16:42:00 GMT



Sunny

Temperature: 68.8  
°F

Wind Speed: 2 mph  
W

Gusts: 16 mph W

Rain Today: 0 "

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## At-a-glance

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### TENNIS HIGHLIGHTS

Thursday, May 13, 2010 *By Chesiree Terry*

Funniest Moments Senior Jonathan Avina said, "Well, in tennis 0 points is called love. I would replace love with Mario's mother so the score would be 15-Mario's mother and everybody would laugh - exc

[FULL STORY >](#)



### PLAYER'S FOCUS ON SOCCER CAUSES GRADES TO SLIP



Thursday, May 13, 2010 *By Emily Cornelison*

Every team needs a leader. For the varsity girls soccer team, that leader is junior Kylie Gacer.

[FULL STORY >](#)

### LOVE HATE: SENIOR GROWS TO LOVE SWIMMING

Thursday, May 13, 2010 *By Nicole Lawrence*

Being captain of the swim team, senior Carson Williamson feels he brings leadership, charisma, and excitement to his teammates.

[FULL STORY >](#)



**BREAKING STEREOTYPES: PLAYERS FEEL THEIR SUCCESS WILL BE GREATER WITH A**



# THE GRANITE BAY GAZETTE

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► **Opinions**

## The Gazette

Granite Bay High School  
Granite Bay, CA

Issue Date: Thursday, October 15, 2009  
Issue: 2009-10 Issue 2  
Last Update: Wednesday, October 21, 2009

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Wind Speed: 10 mph S

Gusts: 17 mph SSE

Rain Today: 0 "

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### STEP ON THAT FIELD AND THERE IS NO TURNING BACK

Wednesday, October 21, 2009 *By Nico Mamone*

Considering the dynamics that go into sports, most people do not acknowledge the fact that there are certain guidelines that apply to the players themselves. At every high school, there are studen

[FULL STORY >](#)

### SACRIFICING WELL-BEING FOR THE LOVE OF THE GAME

Wednesday, October 21, 2009 *By Jamie Cologna*

Countless athletes push themselves for the sake of reaping the rewards of their efforts. They even risk their health to become better players, stopping at nothing to be the best they can be. Athle

[FULL STORY >](#)

### STRESS OF VARSITY SPORTS SACRIFICES FUN FOR REWARD

Wednesday, October 21, 2009 *By R Slater McLaughlin*

Varsity athletics seem to have a sort of conundrum about them. The higher the level of competition, the greater the reward for success is. But with this reward also comes stress and commitment

[FULL STORY >](#)



### ATHLETES CAN BE HIT HARD BY THE HEAT

Wednesday, October 21, 2009 *By Franklin Zhuang*

In the heat of the summer, the football team is hard at practice, training for another successful season. The triple digit heat is the reason the coaches give water breaks every 15 minutes to re-hydra

[FULL STORY >](#)





# The National Edition



TEEN GENERATED JOURNALISM FROM AROUND THE NATION

The National Edition is taking a break for the summer. Look for us to start up again in August. Have a good summer!

[At-a-glance](#) [News](#) [Features](#) [Entertainment](#) [Opinion](#) [Student Life](#)

## At-a-glance

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### News

[PROFILE](#)

#### LAAS NOT FORGOTTEN

Friday, June 11, 2010 *The Lone Star Dispatch at James A. Bowie High School in Austin, TX*

A scuba diving accident in Mexico claimed the life of James A. Bowie High sophomore Tyler Laas.

[FULL STORY >](#)

#### GOVERNMENT PUSHES FOR HEALTHIER SCHOOL LUNCHES

Thursday, June 10, 2010 *By The Chronicle @ Kettle Run at Kettle Run High School in Nokesville, VA*

As the federal government steps up the effort to improve school cafeteria fare, Kettle Run's food officials step even faster, farther.

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### The National Edition - Teen Generated Journalism From Around The Nation

my.hsj.org

Issue Date: Monday, June 14, 2010  
Issue: Week of June 14, 2010

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# open source CMS

- Joomla
- Drupal
- Mambo (etc.)

# WordPress

- simple, free setup
- variety of themes
- customization options
- forums, support





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### Award Winners

**Knight Errant**  
NSPA Online Pacemaker 2010,  
NSPA Online Pacemaker 2009

**The Rider Online**  
CSPA Gold Crown 2010, NSPA  
Online Pacemaker Finalist 2010

**The Patriot**  
NSPA Online Pacemaker Finalist,

### News and Announcements

**School news Web site  
launched in Missouri**  
We're pleased to announce the launch  
of a school news Web site for St.  
Francis Borgia Regional High School in  
Washington, Missouri. They chose our **Gazette**  
school newspaper template.

**School news Web site  
launched in Tennessee**

### Now hosting 288 news Web sites

**3** College News Sites

**259** High School News Sites

**16** Middle School News Sites

<http://www.schoolnewspersonline.com/>

# food for thought

**the Paly VOICE** home to Palo Alto High School online journalism

News Sports Multimedia Entertainment Features Opinion  
Campanile Verde Viking InFocus Calliope

District psychologist Wesley Cedros selected as assistant principal for Gunn High School.

**Verde Magazine**  
**Viking Magazine**  
**The Campanile**  
**Calliope Magazine**

**True Life: A message for 2010 Paly Graduates**  
This is Journalism/English teacher Paul Kandell's June 7, 2010, speech at Palo Alto High School's baccalaureate, at Stanford's Memorial Auditorium.  
**True Life: A message for 2010 Palo Alto High School graduates**  
from The Paly Voice

**Paly alumni Jeremy Lin to play on Mavericks summer league team**  
*The Paly Voice, News*, July 07  
Although the 2010 NBA draft on June 24 concluded with Palo Alto High School ('06) and Harvard University ('10) graduate Jeremy Lin undrafted, Lin's dream of playing in the NBA is far from over. Lin will have another chance to show off his basketball skills in front of National Basketball Association scouts by playing on the Dallas Mavericks summer league team from July 9 to July 18.

**Blog: A Month in Lebanon**  
*Verde, Opinion*, July 01  
Palo Alto High School senior Margaret Kadifa, a managing editor for Verde magazine, is blogging about her travels throughout Lebanon.

**Multimedia**  
Slideshow: 2010 Spring Sports  
Slideshow: 2010 Track and Field

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What's new, downtown Palo Alto?  
*Verde, Opinion*, June 11  
The rocky economy has taken its

<http://wheelingspokesman.com>

# food for thought

<http://wheelingspokesman.com>



# Spokesman Online

The online news site for Wheeling High School students

[News](#)[Opinion](#)[Feature](#)[Focus](#)[La Voz](#)[Arts & Entertainment](#)[Sports](#)

## Krista ranks favorite summer songs: #30-21 (0)

7/14/10 • by Krista Sanford, News Editor  
Summertime is all about having fun and relaxing—no stress needed. That means the music playing should be fun and relaxing too! That is why I have picked my 30 favorite summer songs—new and old—that just make me smile and think of these hot summer days. Each week, ten more songs [...]

### FEATURED CATEGORIES

#### FEATURED »

6/12/10 • WHS student organized Relay for Life Benefit show

6/10/10 • Relay For Life raises over \$86,000

6/04/10 • Spur Club hosts annual senior sports awards night

5/21/10 • Live 8 concert brings autism awareness

5/14/10 • Wind Symphony makes Superstate for fifth year in a row

5/13/10 • Cats defeat Deer Park 10-9 at quarter finals

### RECENT POSTS



#### Different events, locations can provide summer entertainment for students (0)

6/29/10 • by Krista Sanford, News Editor  
School's out! Bring forth the celebration.

I cannot wait for all the sleep I can catch up on, the endless days, getting some sun by the pool and fun times with my friends. But there is one thing that will not get out of my mind: what will I do [...]



#### We Are The Fallen succeeds with strong debut album (0)

6/23/10 • by Mallorie Bromer, Multimedia Editor  
We Are the Fallen's album "Tear the World Down" brings power ballads

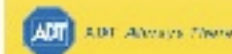
and heavy rock together in one tantalizing and emotional debut album. The band consists of Carly Smithson, vocals, Been Moody, guitar, John LeCompt, guitar, Marty O'Brien, bass, and Rocky Gray, drums. Smithson placed sixth during American Idol's season [...]

### GRADUATION



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### SPOKESMAN TWITTER

Please please please RT!!!  
<http://wheelingspokesman.com>  
#whsspokesman  
4 weeks ago

### POLLS

Are you going on vacation this summer?

- ☐ I already went on one  
☐ I plan to go on one later in the

<http://wheelingspokesman.com>

# what next?

- hosting
  - where is your stuff stored?
  - Site Ground, Go Daddy, etc.
  - consider cost, support, size
  - help: <http://jeadigitalmedia.org>



# what next?

- domain name (URL)
  - what will your site be called?
  - consider length, branding, simplicity
  - will you match print or start fresh?
  - caution in searching available URLs

# then, just do it

# WHITNEY UPDATE

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### Categories


- **Clubs** (6)
- **Entertainment** (14)
- **Feature** (11)
- **News** (16)
- **Opinion** (15)
- **Slideshow** (39)
- **Sports** (17)
- **Uncategorized** (1)
- **Unleashed** (7)

### Twitter Updates

### Check out Issue 3 of The Roar!


### Unleashed 4.30.10






### Tennis team expects change next year

All good things come to an end. Everyone knows that. So it is no surprise that this year is ending...



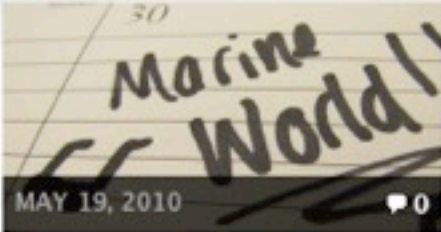
MAY 25, 2010

### Local venues offer good times and music



MAY 21, 2010

### New supergroup Isles & Glaciers is formed



MAY 19, 2010

### Six Flags Discovery Kingdom field trip

# the structure

- will one set of kids do both print and online journalism?
- alternating production cycle
- what's the best way to tell the story?

# as always

- students make all content decisions
- students determine structure and design of website
- staff adheres to journalistic guidelines and strives for accuracy, fairness

# sample cycle

- organize staff into desired section or specialty areas (news, sports, feature, opinion, etc.)
- break into groups (1,2,3,4 or 1,2)
- each week has blend of topics
- students produce once/twice monthly



# the steps

- pitch idea to EIC/ write on white board to minimize overlap or to enhance collaborative opportunities
- research/ report/ interview/ write
- share draft as Google Doc
- revise and share again
- meanwhile: may utilize visual editors
- upload content (post)

# the challenges

- driving traffic to your site
- having visuals for everything
- dealing with slow pokes, perfectionists, tech challenged

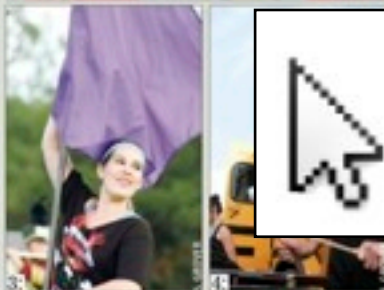
# point to content

## staring down the competition

MARCHING  
BAND WINS  
FIRST PLACE  
AT DEL ORO  
REVIEW WITH  
A FINAL  
SCORE OF  
79.2

17  
SAT

1: Finishing their performance, Sam Wilson holds up the symbol for rock and roll, the theme to their show. On Oct. 17, the marching band competed against schools like West Campus and El Dorado. 2: Before going on, Kayla Kellogg gets ready for the performance. Competing against their biggest competition, El Dorado, members said they were determined to place first as they did the week before. "During the result show, El Dorado ended up getting last and we beat the second place school with about 2.5 points, which is a lot on a marching band scale," Kellogg said. 3: On Oct. 17, Jessica Salvato performs with color guard in the Del Oro competition. Color guard warmed up separately. "The best part was when me, Jessica Salvato, Emily Hunter and Elexie Eady were sitting by Hayton Valley, who we were competing against. They have accomplished some amazing things and were more experienced than us so winning was probably the biggest adrenaline rush I have ever had," Donna Cruz said. 4: Warming up in front of the bus, C.J. Calabrese gets ready for the competition. Leaving around noon, they waited for their performance to start at 5:30.



more coverage available:  
[www.detailsyearbook.com](http://www.detailsyearbook.com)

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burrito bar for the performers in the parking lot. They served pork and beef burritos that they made ahead of time and reheated at the site since the band stayed on location all day for the competition.



## with a little elbow grease

17  
SAT

MEETING OFF-CAMPUS IN PREPARATION FOR  
SPIRIT WEEK, CLASSES CONSTRUCT FLOATS  
AND BOYS LEARN CHEER STUNTS



had to go to the store because we didn't have enough supplies. His credit card didn't end up working so we had to leave all our bags at Walmart and figure out what was wrong with his card," Hunter Blahay said. 4: Adding color to the float, Ashley Torres, Courtney Ueltzen and Zoey Zungli help others glue tissues to a star. The seniors met at Ueltzen's house to finish the float. 5: Using the driveway and front yard, sophomore boys practiced their powder puff routine while others worked on the float. "It was hot and challenging because we started stunting that day. Trevor Stich almost cracked his head open on a stunt. Good thing our base, Steven Betz, ended up catching him. Trevor gave Shellee Canlas a black eye on the way down, it was fun but also dangerous. That's what makes us man cheerleaders," Connor Graves said.

## I was embarrassed...

"I flipped on my bike and broke my wrist."  
**Chris Schwarz**  
"my sweatshirt wouldn't come off in first grade."  
**Nick Corbitt**  
"I was running cross country and fell and broke my pinkie."  
**J.R. Day**  
"I was walking down the street and tripped on the sidewalk."  
**Natalie Panzinski**  
"I ripped my pants and everyone saw my pink underwear."  
**Kris Kuhl**  
"I fell in PE, and when I got up, my pants fell on the floor."  
**Justin Saba**  
"I was doing pull-ups in weights and my friend pantied me."  
**Kerisa Polio**  
"I forgot my ballet dance during my recital when I was 5."  
**Ashley Nollan**  
"I was riding my bike and it fell from under me."  
**Terry Deal**  
"I was skating across the street and I fell in front of cars."  
**Spencer Morgan**

the first  
TIME

## on the clock

14  
WED



20 minutes in step aerobics goes by fast because of having your friends there and not thinking about what you are doing. Mrs. (April) Steele is really funny and cool." —Hannah Gamboa

20 minutes in chemistry goes fast. We got to play with fire. I was in a group with my friends. Labs make the class period go by a lot faster. When we take notes and go over warm-ups it's slow." —Ivan Peña (pictured with Andrew Siwabessy)

## movin' my hips like yeah

12  
MON

senior mentors create dance  
with groups for team building

1: During fifth period senior mentoring in geography, Walker Carpenter practices a dance routine to be presented in front of the class. Each group had to make up its own moves as a part of a team bonding activity with 45 minutes to rehearse. After everyone performed, the class voted for their favorite team dance. "We were just trying to make it as funny as possible so that if we did mess up, it would only make it funnier. I would say ours was the best group. Not to be conceited, but it was also voted best. We had a lot of pelvic thrusts, to put it nicely," Carpenter said. 2: In an activity designed to bring the freshmen closer together, senior mentor Danielle Caron helps choreograph a 30-second dance routine for her group outside on Oct. 12. Each group was assigned a different song from various popular artists to perform. "We did a full-on dance to Miley Cyrus' song 'Nobody's Perfect,'" Caron said.



Putting her vote in the ballot box, Caroline Basta votes for Homecoming court nominees on Oct. 14 at lunch.

436

NUMBER OF STUDENTS  
WHO VOTED FOR  
HOME-COMING COURT  
OCT. 13-14

Source: activities director Ms. Jean Fourbach

## stories of the week

a GOOD week for turning 31  
On Oct. 16, Ms. Suzie Main celebrated her 31st birthday. TAs Rachel Ilaniti and Laura Hoag hosted a party in Main's third period class. "We walked in and people were blowing up balloons and I joined in. We all sang 'Happy Birthday' and started eating. Then we watched a movie called 'Corpse Bride,'" Sam Golovsky said.

## a BAD week for riding a 1985 Honda Rebel

While riding to school, Mr. Jon Bryant's motorcycle broke down. "I was shifting gears and the chain came off. A freshman kid was walking by and I used his cell phone to call the front office and Ms. (Suzie) Main came and picked me up," Bryant said. Fellow department members Mr. Dan Parker and Mr. Tim Farnan brought the motorcycle back to school. Chandler Sherman and Brandon Sawin helped put the chain back on Bryant's Honda during small engines class.

## a little change for dress exchange

16  
FRI



As a part of a fund-raiser, Schools for Schools hosts a dress exchange before Homecoming.

With the help from Meghan Porter and Michelle Freeman, Robyn Gulley tries on a potential Homecoming dress. After school on Oct. 16, girls gathered in the dance room to search for a dress. Dress donations were taken prior to the exchange. Dresses cost \$10 for those who donated a dress and \$15 without a donation. All profits went to Invisible Children's Schools for Schools program.

29 October  
11-17

A. PETERSON, L. ROSENBERG

# point to content



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# keeping track

- use a Google Doc to store all login information, passwords, e-mail addresses and relevant info because you WILL forget what's what
  - Site Ground, WordPress, Gmail, Yahoo, Flickr, Twitter, Facebook, Issuu (and that's just newspaper!)



# working from home

- resizing images
- basic photo editing
- administrator privileges

# Issuu

- free online host for PDFs
- store print issues online
- link to print edition with simple steps (embed code)
- expand audience at no cost



<http://www.issuu.com/>

# Issuu

Carmel High School Communications, 520 E. Main St. Carmel, IN 46032

# HiLite Online

The student news website



The student radio website

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sites," he said. "I've had a Facebook for about three and a half years now, and I just got a Twitter about a year ago." [Read more »](#)

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**DEPARTMENTS »**

News

The men's golf team has completed yet another successful regular season, finishing among the top four teams alongside Avon, Hamilton Southeastern (HSE) and... [Read more »](#)

May 21, 2010 | [Leave a Comment](#)

**Softball team to compete against Noblesville on May 21 prior to Sectional**

Currently ranked 7th in the state, the softball team is set to take on Noblesville on May 21. The matchup is the team's last regular season game. Opening... [Read more »](#)

May 20, 2010 | [Leave a Comment](#)

**Kids Against Hunger ready for next year**

Kids Against Hunger is a club that helps people in developing countries, and the United States with fighting off hunger and

**Photo of the Day**



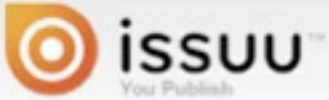
**READY TO GRADUATE:** (From left) Seniors John Wood, Jordan Stovall, Blair Trapkus, Paige Covington, Aakash Chandhoke and Devan Sirls don their graduation caps and gowns outside the school on May 12. Keltner & Associates will distribute caps and gowns to the rest of the Senior Class during SRT on May 13. DANIEL SMITH / PHOTO

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<http://www.hilite.org/>



# student newspapers



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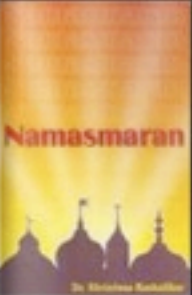
## Student Newspapers

### Latest publications


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This is a place for high school newspapers from around the world to share their work. As journalism moves online, this is a way to do paper exchanges with schools from all over while cutting down on costs.

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### Discussions


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[Bellerby College Cambridge - Bellerby Times newsletter](#)

0 replies

Here is the May-June edition of a Bellerby College Cambridge newsletter




### New members



[issaeb](#)

Joined Jul 12, 2010



[jennfunk](#)

Joined Jul 5, 2010


<http://www.issuu.com/>



# Flickr

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## glove grunder

By Whitney Details  
Thursday May 20, 2010

2 Comments



At baseball practice on April 15, the boys' varsity baseball team warms up. A typical practice started with dynamic warm-up. Then the team did drills where the infield practiced ground balls while the outfield practiced fly balls. Next, the team moved onto batting practice in the cages or using the roll out cage which keeps foul balls within the fence. After that they worked on game situations with base runners and concluded with competitions between the infielders

### Find us on Facebook


**d** Details yearbook  
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**Details yearbook** We want your input on the 2010 Details cover. We're thinking of bright, bold colors. You like???  
June 28 at 3:14pm

**Details yearbook** Your yearbook is waiting for you in C-2 after school on Wednesday. We can't wait to hear which parts are your favorite!  
May 25 at 10:39pm

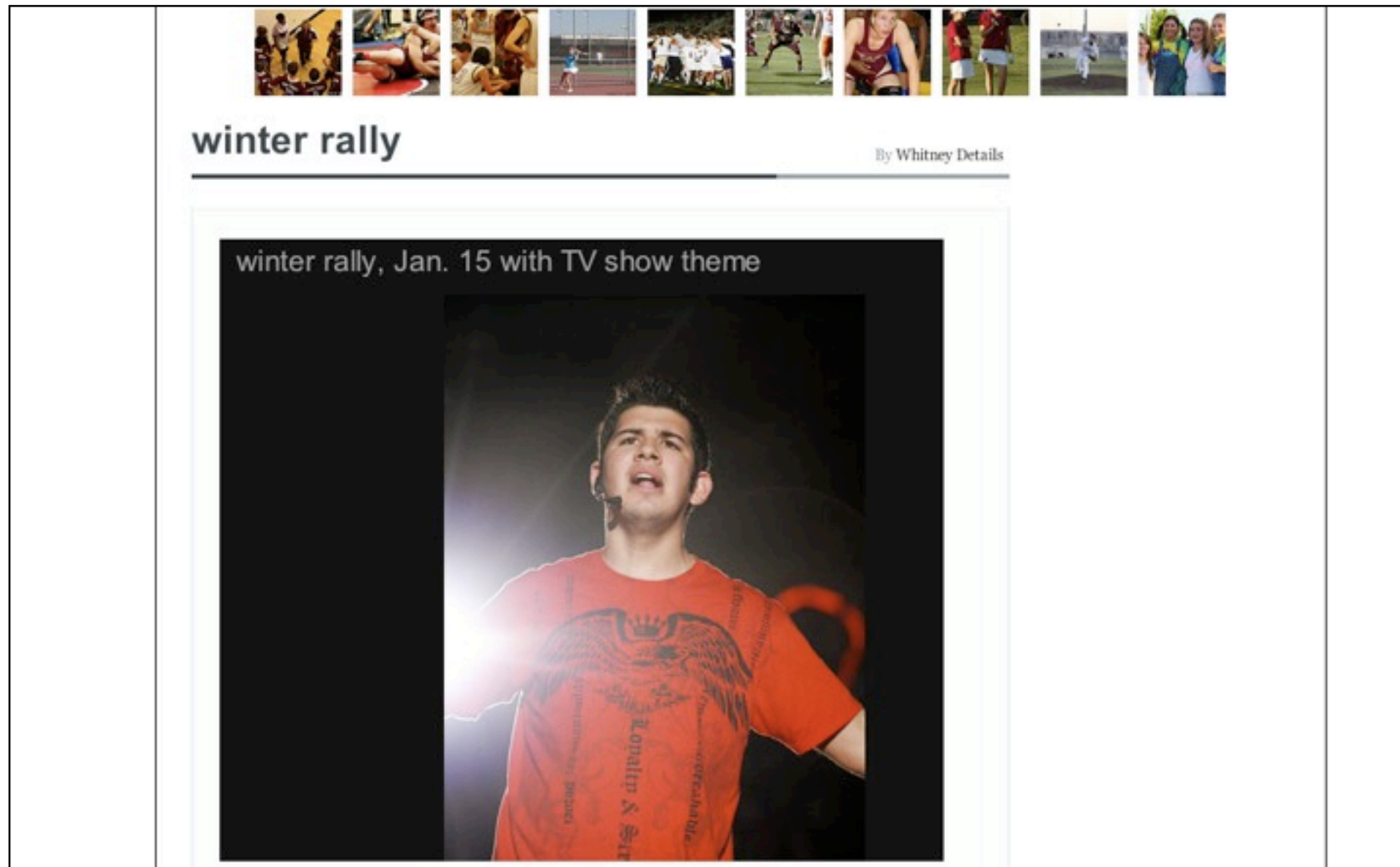
**Details yearbook** On Friday, you can see what we made you. And we think you're gonna love it!  
May 18 at 9:08pm

Details yearbook has 63 fans





# Soundslides




<http://www.detailsyearbook.com/>

# School Tube

Check out Issue 3 of The Roar!


Unleashed 4.30.10



Unleashed 4.30.10


Eden Orrick Anchor Kenzie Greenreich Anchor

Unleashed 4.23.10



Unleashed 4.23.10


Eden Orrick Anchor Brandi Carlson Anchor



MAY 25, 2010 0

**Local venues offer good times and music**

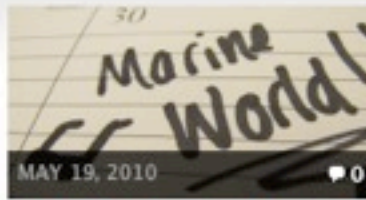
Looking for places locally to hear a show? Not all venues are created equal, so check out these three spots...



MAY 21, 2010 0

**New supergroup Isles & Glaciers is formed**

Jonny Craig plus Craig Owens equals Isles & Glaciers. Simple concept, but what are the details behind this post-hardcore supergroup?...



MAY 19, 2010 0

**Six Flags Discovery Kingdom field trip**

Eating frozen lemonades, waiting in lines, taking in the sun, riding numerous rides with a huge group of friends, keeping...

Entertainment	<a href="#">Local venues offer good times and music</a>	No Comments
Entertainment	<a href="#">New supergroup Isles &amp; Glaciers is formed</a>	No Comments
Opinion	<a href="#">Six Flags Discovery Kingdom field trip</a>	No Comments
Slideshow	<a href="#">Tennis team expects change next year</a>	No Comments
Opinion	<a href="#">Big brother may be watching</a>	1 Comment
Opinion	<a href="#">Band Trip 2010</a>	No Comments
Opinion	<a href="#">'Serving size' is just a suggestion</a>	1 Comment
Opinion	<a href="#">Gone but not forgotten</a>	No Comments
News	<a href="#">CAHSEE results bring good news to sophomores</a>	No Comments
Entertainment	<a href="#">Check out Issue 3 of The Roar</a>	No Comments
Slideshow	<a href="#">Girls' varsity soccer team has a backup plan</a>	No Comments
Slideshow	<a href="#">Tough Schedule Prepares Baseball Team</a>	No Comments

<http://www.whitneyupdate.com/>

# widgets

- local weather
- school calendar
- Google Gadgets

# more multimedia

- photo slideshows created instantly
- video editing
- embed code (like Soundslides)



<http://www.animoto.com/>



<http://www.photopeach.com/>



# comments

- establish a policy
- determine who will moderate
- how do online comments differ from print (letters to the editor)?

# reader responses

## The Wedding Singer doesn't live up to past performances

By whitneyupdate Published: March 3, 2010

Posted in: Opinion, Slideshow

Tags:



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**Amy Burns and Caitlin Shantz perform on Friday, February 26. Photo by Sara Roudebush.**

Last weekend's opening of "The Wedding Singer" showcased Max Jacobs as Robbie, a wedding singer who is left at the altar. Amy Burns plays Julia who is working as a waitress at the same parties as Robbie. Julia persuades Robbie in order to help him get his mind off of his "almost wedding," to help her plan her wedding. They start spending all their time together, picking out patterns, flowers, invitations and growing closer everyday. It's based on the popular Adam Sandler film and definitely had some items meant for a mature audience.

As someone who loved previous school productions like "Beauty and the Beast" and "Charlie Brown," "The Wedding Singer" was sort of a letdown for me. Personally, I had higher expectations because of how the past plays were so well done. All in all, this was a good show but not without its ups and downs.

One of the show's strengths was its dance performances; the dance numbers were well choreographed and it was clear that the actors in this large cast were putting forth 100 percent effort in the opening show.

The thing is, it's just that the comedy wasn't that funny. Most of the intended jokes did get a chuckle or two out of the audience, but nothing major. The part where the grandma started rapping was intended

# promotion

- use print media to point to online coverage (and vice versa, of course)
- Facebook & social media
- direct marketing
- campus awareness
- live demo (YouTube or broadcast)



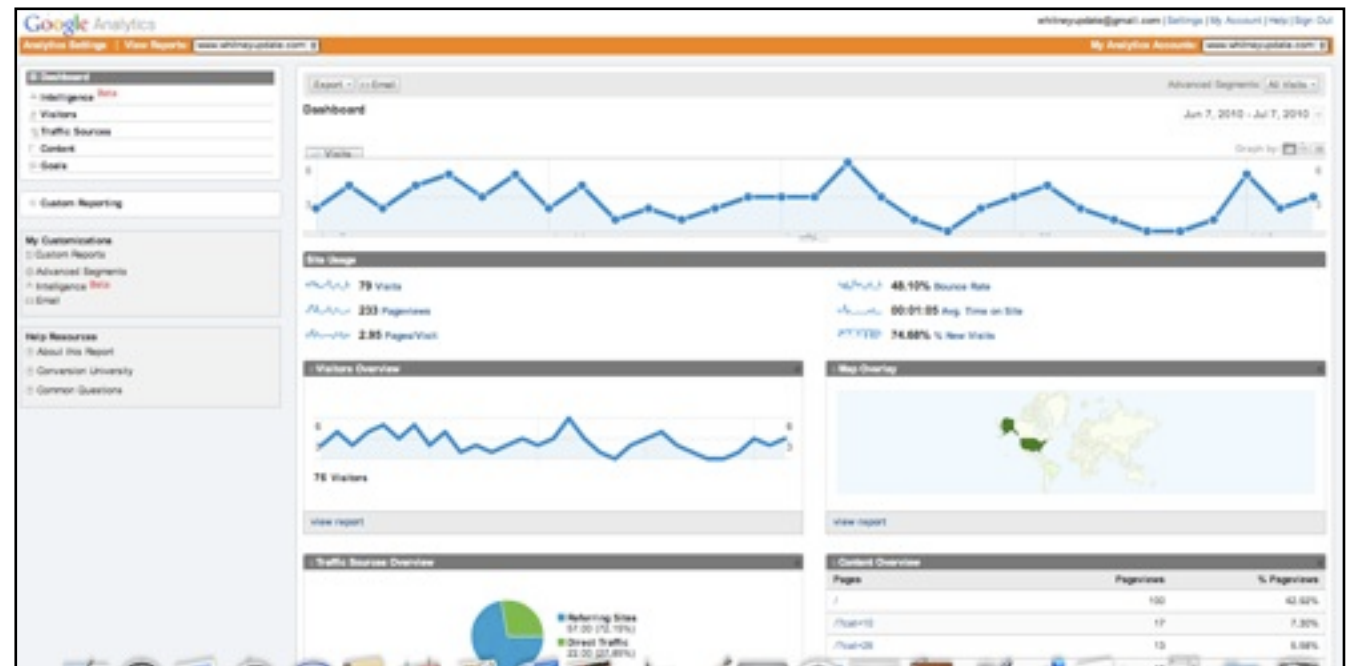


Whitney Update staff



# analytics

- free (Google)
- track visitors
- bounce rate



Whitney Update analytics

- see what works (reader patterns)
- set goals for increased traffic

# social media



The Paly Voice, Palo Alto High School

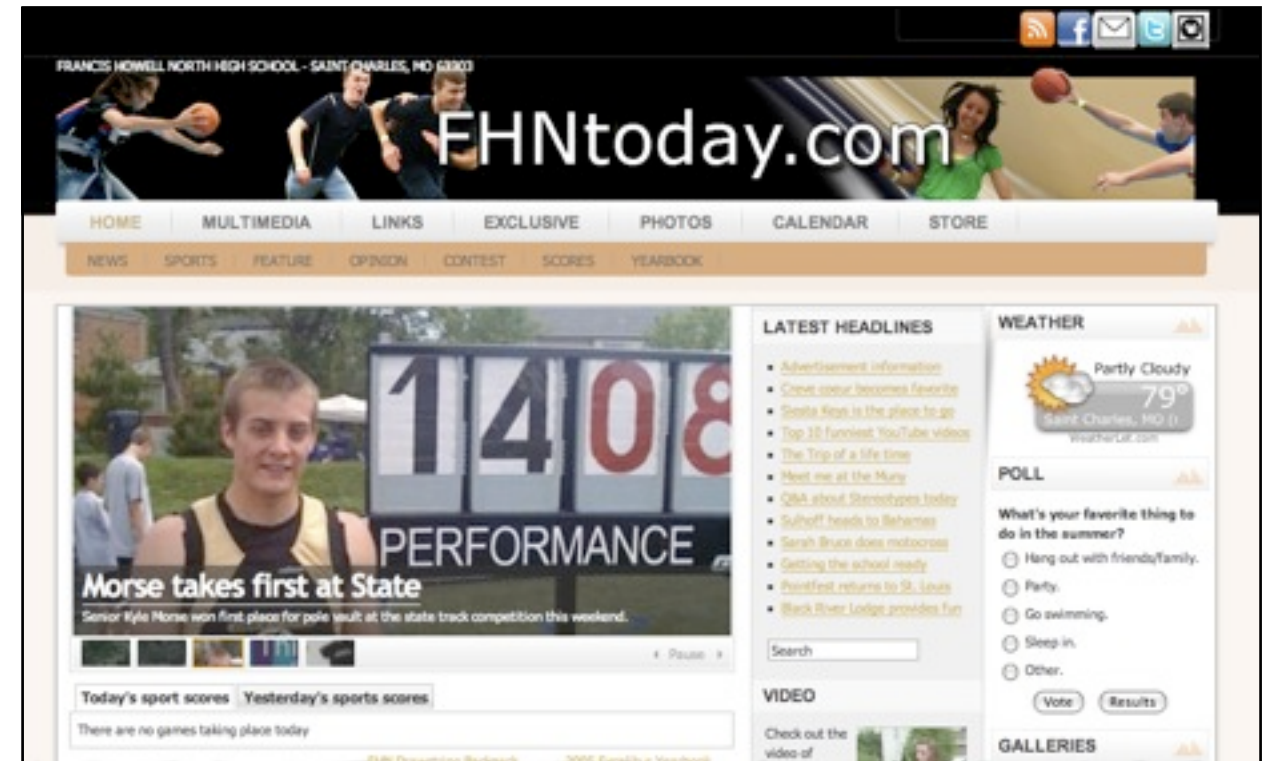


Viking sports magazine, Palo Alto High School

# ones to watch



<http://www.elestoque.org>



<http://www.FHNtoday.com>

# resources

- Google + You Tube
- forums & support boards
- <http://jeadigitalmedia.org>
- Digital Journalist's Handbook