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

Ten reasons to take your news online with 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).
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/legalsresearch.asp?maincat=3
HS/TEEN NEWS ORGANIZATIONS

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

- Alabama
- California
- District of Col.
- Idaho
- Iowa
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- Minnesota
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- Washington
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- Kansas
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- Kentucky
- Massachusetts
- Missouri
- New Hampshire
- North Carolina
- Oregon
- South Dakota
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- Wisconsin
- Arkansas
- Delaware
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- International
- Louisiana
- Michigan
- Montana
- New Jersey
- North Dakota
- Pennsylvania
- Tennessee
- Virginia
- Wyoming

Search
At-a-glance

Select View: List View Card View

TEENIS 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 Kyle Gacer.

FULL STORY >

LOVE HATE: SENIOR GROWS TO LOVE SWIMMING
Thursday, May 13, 2010 By Nicole Lawerence

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
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

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

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

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
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.

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.
open source CMS

- Joomla
- Drupal
- Mambo (etc.)
WordPress

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

We take care of the technology so that you can focus on journalism.

Learn More

http://www.schoolnewspapersonline.com/
food for thought

http://wheelingspokesman.com
food for thought

http://wheelingspokesman.com
Krista ranks favorite summer songs: #30-21

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 [...]
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
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
staring down the competition

more coverage available: www.detailsyearbook.com

movin’ my hips

stories of the week

QPJOU

UP

DPOUFOU

Wednesday, July 21, 2010
point to content

more coverage available:
www.detailsyearbook.com
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
• 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/
OUR LATEST ISSUE

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

http://www.hilite.org/
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 base situations with base runners and concluded with competitions between the infielders.
Soundslides

winter rally

winter rally, Jan. 15 with TV show theme

http://www.detailsyearbook.com/
School Tube

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)?
The Wedding Singer doesn’t live up to past performances

By whitneyupdate  Published: March 3, 2010
Posted in: Opinion, Slideshow
Tags:

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)
analytics

• free (Google)
• track visitors
• bounce rate
• 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