

Teacher Guidance Document for Journalism
Georgia Standards of Excellence

	Grade Level: 9-12
	Strand: Publication Management and Organization (PMO)
	Standard: ELAGSEJ.PMO1: Devise and carry out long-term and short-term plans and deadlines.

Skills/Concepts for Students:

- Determine steps to meet a deadline, including gathering information, writing copy, taking and captioning photographs, and designing layout.
- Plan mini-deadlines/checkpoints in the deadline process.
- Understand repercussions of missing deadlines.
- Understand and read a ladder chart (if applicable to publication).
- Gain and utilize a working vocabulary regarding publication management and organization in the journalism field.

Instructional Strategies for Teachers:

- Guide students through the deadline process, including setting mini-deadlines as they work toward the goal.
- Explain and model the process for determining a deadline schedule.

Sample Performance-based/Standards-based Task(s):

See task for ELAGSEPMO.6.

Suggested Key Terms for Teaching and Learning:

Breaking News
Deadline

Ladder
Theme

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	Grade Level: 9-12
	Strand: Publication Management and Organization (PMO)
	Standard: ELAGSEJ.PMO2: Utilize teamwork and peer leadership.

Skills/Concepts for Students:

- Understand the hierarchy of peer leadership.
- Work in and/or lead teams to complete tasks.
- Give, accept and use constructive peer feedback.

Instructional Strategies for Teachers:

- Develop a hierarchy of peer leadership.
- Model taking a team through the deadline process, including checkpoints.
- Model and explain giving constructive feedback, and have students practice this process.
- Include peer leader responsibilities and expectations in staff manual.

Sample Performance-based/Standards-based Task(s):

See task for ELAGSEPMO.6.

Suggested Key Terms for Teaching and Learning:

Copy editor
Copy editing
Editor

Editorial board
Production editor
Staff Manual

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	Grade Level: 9-12
	Strand: Publication Management and Organization (PMO)
	Standard: ELAGSEJ.PMO3: Practice business of journalism.

Skills/Concepts for Students:

- Understand publication costs and expenditures.
- Understand advertising rates and how they are set.
- Be prepared to sell advertising space.
- Practice professional communication skills, both oral and written.

Instructional Strategies for Teachers:

- Explain importance of budget to publications, considering:
 - Publishing costs
 - Operating expenses
 - Equipment needs
 - Miscellaneous expenditures
- Have students work through sample budget.

Sample Performance-based/Standards-based Task(s):

See task for ELAGSEJPMO.6.

Suggested Key Terms for Teaching and Learning:

Ads
Advertising

Budget
Publishing Budget

Rate Card

	Grade: 9-12
	Strand: Publication Management and Organization (PMO)
	Standard: ELAGSEJ.PMO4: Demonstrate proper use and care of equipment and materials.

Skills/Concepts for Students:

- Understand how equipment works, which may include:
 - Cameras and accessories
 - Computers
 - Editing equipment
- Properly store equipment after use.
- Use equipment for publication purposes only.
- Demonstrate understanding of staff manual.

Instructional Strategies for Teachers:

- Explain a plan for equipment storage, use and maintenance (e.g. checking out cameras, securing equipment, not allowing personal use, not allowing use by non-staffers).
- Demonstrate for all students how to properly use each piece of equipment, and provide manuals as appropriate.
- Create a staff manual with guidelines for maintaining/storing equipment.

Sample Performance-based/Standards-based Task(s):

See task for ELAGSEJPMO.6.

Suggested Key Terms for Teaching and Learning:

Staff manual

	Grade: 9-12
	Strand: Publication Management and Organization (PMO)
	Standard: ELAGSEJ.PMO5: Acquire knowledge of file management and apply accordingly.

Skills/Concepts for Students:

- Know and use established naming convention for files.
- Save files in designated locations.
- Maintain confidentiality of files within the journalism class.

Instructional Strategies for Teachers:

- Teach all students the proper naming convention for files.
- Establish a location for file storage, based on publication needs.
- Create a staff manual with guidelines for naming conventions/files storage.

Sample Performance-based/Standards-based Task(s):

See task for ELAGSEJ.PMO6.

Suggested Key Terms for Teaching and Learning:

Staff manual

	Grade: 9-12
	Strand: Publication Management and Organization (PMO)
	Standard: ELAGSEJ.PMO6: Examine scholastic and professional press organizations as resources for student journalists.

Skills/Concepts for Students:

- Know and use local media sites for information.
- Know and use scholastic press sites as resources for information and publication concerns.

Instructional Strategies for Teachers:

- Model looking for information on local media and scholastic press sites (e.g. Journalism Education Association, Student Press Law Center, National Scholastic Press Association, Georgia Scholastic Press Association).

Sample Performance-based/Standards-based Task(s):

Students will participate in planning of a sample publication. Give students a firm deadline date, information/activities to be covered, and mini-deadline dates. In small groups, have students devise a plan for completing the project, considering available staff and activity/event dates. They will write a step-by-step plan for how they will meet the deadline. (In Journalism III & IV, students would actually complete the deadline. For a sample task, this might include two different events or activities, where they must consider time management).

Suggested Key Terms for Teaching and Learning:

AP (Associate Press) Style
Georgia Scholastic Press Association

Journalism Education Association
National Scholastic Press Association

Student Press Law Center

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	Grade: 9-12
	Strand: Publication Management and Organization (PMO)
	Standard: ELAGSEJ.PMO7: Gain and utilize a working vocabulary regarding publication management and organization.

Skills/Concepts for Students:

- Implement vocabulary in context

Instructional Strategies for Teachers:

- Provide opportunities to use and explore vocabulary in context

Suggested Key Terms for Teaching and Learning:

- See terms from previous standards