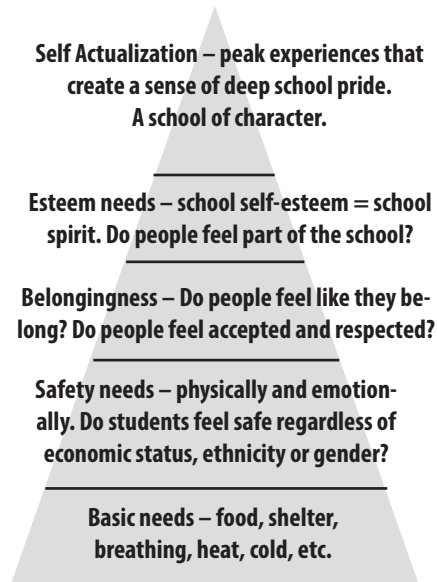


THEMATIC COVERAGE

The big ideas are complex, and always involve multiple themes, which is the main reason our readers are so interested in them.

For instance, one coverage "theme" for this year might be "school spirit." We might approach this by really looking closely at Maslow's Hierarchy of Needs. →

We might explore all the levels in the diagram to the right, but always with the overall theme of School Spirit holding everything together.



Other theme ideas for 2009-10 (from 59-year-old white male):

- Budget issues. No bond issue this November... what about November, 2010? And until then?
- Substance abuse survey results and what they reveal about RCHS vs. the district, the state, the nation. We have a PowerPoint of survey results from Asst. Principal Greg Doan.
- The CTE Wing (Career Technology Education): construction tech, cosmetology, business administration, engineering, digital media and broadcasting – college credit courses. Progress? Plans for 2010-11?
- Innovative teaching/curriculum at RCHS
- Getting an edge in college applications and scholarships
- Lives of coaches

Your ideas (with enough explanation to make sense of things):

- _____
- _____
- _____
- _____

Themes

- alienation
- ambition
- appearance vs. reality
- betrayal
- bureaucracy
- chance/fate/luck
- children
- courage/cowardice
- cruelty/violence
- custom/tradition
- defeat/failure/despair
- disillusionment
- domination/suppression
- dreams/fantasies
- education/school
- escape
- exile
- faith/loss of faith
- falsity/pretense
- family
- free will
- games/contests/sports
- greed
- guilt
- heart vs. reason
- home
- illusion/innocence
- initiation
- instinct
- journey
- law/justice
- loneliness/solitude
- loyalty
- materialism
- memory
- mob mentality
- mysterious stranger
- paradise/utopia
- patriotism
- persistence/perseverance
- poverty
- prejudice
- prophecy
- repentance
- resistance/rebellion
- revenge/retribution
- ritual/ceremony
- sacrifice
- scapegoat/victim
- search for identity
- self-doubt
- social status
- supernatural
- time/eternity
- tricks
- war
- women/feminism

Clubs

Amnesty International
Art Club
Aviation Club
Culinary Club
Diversity Club
Environmental Club
Equestrian Club
Fellowship of Christian
Students
Key Club
Outdoor Club
Ski Club
Spanish Club
Young Democrats
Young Republicans

Activities

Link Crew
Drama
FBLA
Mock Trial
TSA
Unified Soccer/Basketball
Choirs
Marching Band
Newspaper
Yearbook
Orchestra
Concert/Jazz Bands
RCTV
Speech Team
Student Council

Societies

International Thespians
National Honor Society
Quill & Scroll
Sociedad Honoraria
Hispanica
Tri M Music Honor Society

Your name _____ DUE THURSDAY IN CLASS

SCHOOL NEWS & PERSONALITIES

With 1500 students and about 130 adults in the building each day, RCHS is a complicated place. It's up to us to stay on top of what is happening, what is coming up, and how the news will affect our readers. Look around you for information that fits our definition of news: timeliness, proximity, prominence, consequence, drama, conflict, human interest, etc.

News and sports coverage must be relevant. Always consider why our readers should care.

Your ideas (with enough explanation to make sense of things):

- _____

- _____

- _____

- _____

- _____

- _____

- _____

- _____

- _____

- _____

All stories are about people. There are no stories about teen drinking. There are only stories about students who drink (or who have stopped). Or stories about parents or counselors or medical workers and how they have dealt with teen drinkers.

There are no stories about football. But there are stories about players overcoming obstacles, going beyond expectations, etc.

LOCALIZING WORLD NEWS

We will never have the resources or professional talent of the national press (New York Times, Newsweek, etc.), but the issues such publications are covering often affect us. We need to stay tuned in to print media, to TV and radio, to the Internet, to movies, to all of popular culture, to politics, to government... Our challenge is to find ways to give our readers angles and insights on the "big issues" that they can't get from the professional press.

Here's a quick example: On June 29, a California congressman introduced legislation to create a moratorium on mandated state testing, freeing schools from teaching to the test culture. The bill labels the No Child Left Behind Act as a failure. The source was from a listserv I subscribe to, and the general coverage concept would be to explore how much RCHS has been adversely affected by NCLB and standardized testing. Sources might include counselors, parents, former and current students, college admission personnel, educational researchers, local congressmen... STDs (story telling devices) might include a quote collection from graduates comparing their preparation in high school to what they actually needed in college, and a chart or graph showing how much time is spent in various classes on test preparation. Photos are tough for this topic, but we might look for academic photos that do not involve standardized testing (hands-on, labs, etc.)

Your source (s): _____

Your coverage concept in a tweet: _____

Briefly explain how you would localize this issue: _____

List 2-3 possible sources of information: _____

List 1-2 STD ideas: _____

List 1-2 photo ideas: _____

Step by step

1. Browse lots of publications on line and on paper.
2. Find coverage that seems to affect high school students, now or in the future.
3. Consider what kinds of topics students seem to be paying attention to.
4. Gather as many related sources from the professional press as you can. These can provide you with needed background and potential STD information.
5. Think through your idea, making use of our maestro form to keep you focused and remind you of all the STD options.
6. Put it all together on this form. Your ideas may become a maestro page or spread this issue, or may be incorporated into later issues. Some coverage areas simply need lots of time and research, and likely a team approach. We need to plan ahead.

If possible, attach your source material to this form when you turn it in on Monday, Aug. 17. If that is not possible, be sure to list sources so that others on staff can find them (in print or on the Web).