

High schools use technology to take journalism to

THE NEXT LEVEL



Senior Alec Brenchley, sophomore Scott Beck and senior Robyn Haynes view credits on the VideoToaster program for the day's news program at Countryside HS in Clearwater, FL. Photo courtesy of the Clearwater HS journalism program.

By Heidi Pierson, *Quill & Scroll* staff writer

Media convergence is not only the future of professional journalism, it is the here-and-now of high school journalism, too. Students are learning to look at their stories in a different way and ask themselves, "How can we cover this in print, video and online," said Joyce Dimmer, adviser of *The Paw Print* at Countryside HS in Clearwater, FL.

Dimmer's journalism staff began a successful partnership between the school's newspaper, *The Paw Print*, and the production program UPC-TV less than a year ago. UPC-TV was launched at Countryside HS in 1987, by adviser Carl Zimmerman. UPC-TV has won over 500 national and international journalism and movie awards.

The emphasis has always been on journalism, he said. It has been a very successful partnership.

The multiple media process used by the students and advisers is simple in theory, but a bit more difficult in practice, Zimmerman said.

"We do a TV story about a subject that happens to be the lead story for the paper the day we run it and then we refer them to the paper for more detailed info. Both appear on the Web site — to the best of our technical ability at the moment — and that's that," he said.

"The best part is the wide audience we are able to reach. Not all students read our newspaper. However, most classes watch UPC-TV's daily broadcast," said Samantha Malone, editor-in-chief of *The Paw Print*.

Countryside HS is not the only one on

the cusp of this trend. High schools across the country are taking advantage of multimedia storytelling.

Carol Knopes, director of Education Projects for the Radio and Television News Directors Foundation, runs the High School Broadcast Journalism Project and has noticed that this is a very exciting time for student media.

"From Palo Alto, CA, to Annandale, VA, high school students are involved in a wide range of converging media," she said.

Tim Smith, director of operations at Student Television Network, agrees.

"It's all part of the new face of journalism," Smith said. With YouTube, SchoolTube and other multimedia outlets, convergence is easy and relatively cheap (if not free) for high school journalism, Smith said.

Student Television Network has 877 affiliates in 47 states, Canada and several international locations with an active interest in furthering scholastic broadcasting and video production. STN seeks to “network” students, teachers and schools with one another. Check their website www.studenttelevision.com for more information.

Some high schools may not have dabbled in convergence because they simply do not have the equipment, or the funds to purchase the equipment.

“I honestly feel helpless,” Dimmer said. “What a public school student will receive is exactly the bare minimum for a journalistic experience. The teacher and a classroom with (sometimes not much!) equipment that is often outdated.”

The American Society of Newspaper Editors is working to address that issue. Their High School Project will soon offer free, multimedia Web sites for all schools.

“This will propel many more schools to take advantage of convergence,” Knopes said of the sister project.

To encourage multimedia production, some university journalism programs have decided to reach out to high schools in their area. The Walter Cronkite School of Journalism & Mass Communication at Arizona

State University will select 10 high schools in Arizona to participate in their Stardust High School Journalism Program.

The Stardust program will donate multimedia equipment to newsrooms in each of the 10 schools that are selected. Besides donating equipment, the program will also help teach journalism advisers and students about the skills and values of journalism.

SchoolTube, a partner of Student Television Network, is another viable resource for high school journalism programs. Their goal is to educate and empower students and educators in safe, effective video production and online video sharing. You can learn more about SchoolTube at www.schooltube.com.

SchoolTube media convergence specialist and reporter Kelly Peery anticipates long-term changes in high school journalism as a result of multi-platform media.

“I think it is important to emphasize the importance of the transition from traditional journalism. Although, it is understood ... it all starts with the basics, taking journalism to the next level is what the future of journalism is all about.”

Q & S

Want to add multimedia to your high school journalism program? These resources can help!

1. Radio and Television News Directors Foundation

www.rtnda.org and hsbj.org

- The educational arm of the Radio Television News Directors Association. It offers professional development opportunities for working and aspiring journalists and journalism educators.
- The foundation runs the High School Broadcast Journalism Project that offers Web sites to schools for multimedia production.

2. American Society of Newspaper Editors High School Project

www.highschooljournalism.org/

- ASNE is a membership organization of top U.S. newspaper editors.
- ASNE’s High School Journalism Initiative helps scholastic journalism develop and flourish. Its goal is to grow a diverse generation of fledgling journalists, and impart a deeper appreciation of the First Amendment among all teens.

3. SchoolTube

www.schooltube.com/

- SchoolTube is the only Internet video publisher for teachers and students that combines dynamic curriculum and community

outreach programs.

- It’s available in all 50 states, and in U.S. schools worldwide.
- It has a partnership with Student Television Network.

4. Student Television Network

www.studenttelevision.com

- The Student Television Network is made up of affiliate schools from coast to coast with an active interest in furthering scholastic broadcasting and video production.
- It partners with SchoolTube.

5. University Journalism Programs

- Arizona State University is selecting 10 Arizona high schools to participate in their Stardust program, which donates equipment and teaches journalistic trends to students.
- The University of Missouri School of Journalism-Columbia is giving community members an inside look at Columbia’s public schools using MySchool Video on MyMissourian.com.
- Universities in your area may be doing something similar — check it out!

University of Iowa Summer Journalism Workshops



High School Student Workshops

July 27-31

- Yearbook
- Newspaper
- Publication Design
- Photojournalism
- Web Site Design
- Broadcast News

Tuition, room and meal packages begin at \$395

Teacher Workshops

June 23-27 Webcast available

Publication Advising

Instructor: Jack Kennedy, Rock Canyon HS, Highlands Ranch, Colo.; JEA President

July 14-18 Webcast available

Teaching Journalistic Writing and Editing: Tools for the Digital Age

Instructor: Rob Melton, Benson Polytechnic HS, Portland, Ore.

July 21-25

Publication Design Using InDesign and Photoshop

Instructor: Deb Merxbauer, Washington HS, Sioux Falls, S.D.

1 to 3 grad hours per class. \$359 per hour. Housing available in residence halls for an additional fee.

University of Iowa Summer Journalism Workshops

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