

Tuesday

September 24, 2013 (9.24.13)

Materials



Composition Book
+ Pen or Pencil

Agenda

Time Estimate

Activity

15

Discuss:

- New Ladder
- Point System
- Current Grades
- Senior Parent Contact Team

20-25

Notes: Copywriting Basics

Remaining

Teams: Copywriting Practice

Announcements

- Interested in learning **Photoshop techniques**? Hampton will set an after school session next week for those interested.

Discussion

1. New Ladder

- Complete, but missing:
 - Stephanie Cruz
 - Rosa Martinez
 - Keondra Lynum
 - Tiffany O'Neill
 - Laura Lopez
 - Kelsi Fender
 - Andrea Froom

2. Point System

- Points for collecting money, completing tasks
- 2-3 weeks left before **Snack While You Work**

Discussion

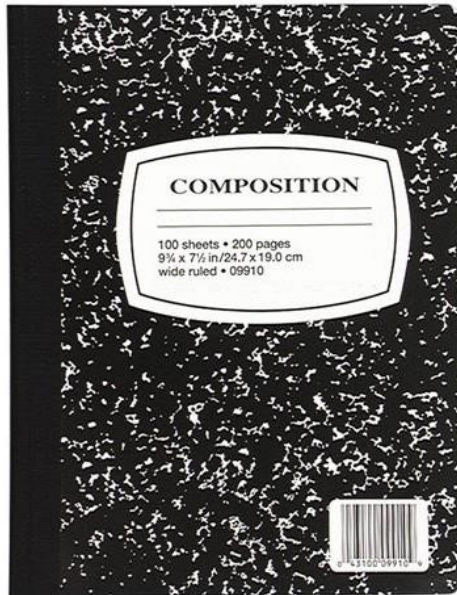
1. Current Grades

- Ad Selling (total)
- Ad Selling (4 contacts/week)
- Interview Challenge
- Photoshoot Challenge
- DPS Challenge (due next week)

2. Senior Parent Contact Team

- List to contact parents of Seniors
- Session in mid-October → purchase and design ad on same day
- If you attend, get credit for senior ad

Transition



Notes

Basics of Copywriting

T A K E N O T E S

- **Headlines**
 - Primary: Line of type meant to introduce a topic; is visual point of interest
 - Secondary: Smaller headline, gives more detailed information
- **Lead**
 - First few sentences of copy; gets reader's attention
- **Captions**
 - Identifies *who, what, where, why, and how* of a picture
- **Interviews**
 - Conversation between yearbook reporter and source; goal is to get information that can be used in a copy
- **Quotations**
 - Direct statement from source; must use quotation marks

Basics of Copywriting



Photo credit: Cindy Clouston follows a customer to the concession stand. "Although helping at the concession stand doesn't do much for my academic abilities, the leadership experience I gain over participating will definitely carry over to the field," she said.

Senior Cindy Clouston makes coffee and operates the food of the concession stand. "It is a busy week, but it's definitely rewarding. I am glad to do it and I'm looking forward to doing it," she said.

Senior Celia Clouston also makes coffee at the concession stand. "It's a busy week, but it's definitely rewarding. I am glad to do it and I'm looking forward to doing it," she said.



YOU GOT SERVED

Logger Student Club Volunteers log hours with lessons in concessions

Several AHS clubs earn money for their activities by working in the concession stand at football games each fall.

In Fall 2011 the Key Club, the Science Club and the Music Club shared work duties in the concession stand at football games. Each spring, clubs apply to Principal Brent Jones for concession duty. "I try to be fair to all clubs and rotate the selection so all clubs have a chance to participate if they want to," Mr. Jones said.

Ms. Frieda Cox, the Science Club advisor, said each of the three participating clubs earned approximately \$2,000 this past fall by having their members work in the concession stand. Mr. Jones said each participating club gets about 25 percent of the profits from concession stand receipts, depending on the number of club members who work each shift.

"I really enjoyed working in the concession stand," said junior Key Club member James Jackson. "It was a lot of work, standing on your feet for several hours, but overall all the kids who worked seem to have a good time. The only negative was you didn't get to see any of the game."

Senior Mary Hartman, a member of the Music Club, said there were only a few instances when

customers were rude or annoying. "Occasionally you'd get a student or an adult customer who was real demanding and annoying, but overall customers were nice and patient if they had to wait for a few minutes of someone messed up an order," she said.

Ms. Cox had high praise for concession stand supervisor Clark Kozminski who had to train the student workers and make sure things went smoothly each Friday night. "Clark was always real patient with the students as they learned the best way to dispose drinks, make hot dogs, replenish the shelves and operate the cash registers," she said.

"The money we earned was put to good use all year long," said Jackson. "The Key Club members who participated had a great experience."

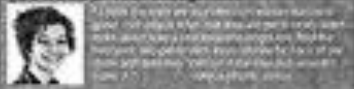
Mr. Jones expects five or six clubs to apply for concession stand duty in fall 2012. "We try to keep the participation to no more than three clubs," he added.

THE POWER OF THE POP

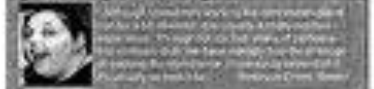
Although you might not realize it, there is still excitement in popcorn that just the ability to be a good snack. "Cooking has many people who love to cook popcorn, it's a great snack that is about 50% of our annual income," said concession stand supervisor Clark Kozminski. "One of the biggest joys is watching the student workers in the ability to stand on the perfect buttered popcorn at night long." "It's a really great snack and it's easy to pass the time," said Pat Collins, junior. "It's also fun to sell the popcorn at the game if you have a concession, but we wouldn't eat it. It gives those concession stand workers a good workout. I think, popcorn has many fun and great memories that we have before the game too."



[LOGGED]: Your Thoughts



[LOGGED]: Your Thoughts



Basics of Copywriting

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DEFENSE shines

DEFENSE COVERS OFFENSIVE FRUSTRATIONS

With the score tied 14-14 at halftime against Holdrege, the Bearcats were facing the possibility of opening their season 0-2 for the second straight year.

That possibility changed on the first four possessions of the second half as the Cats intercepted four passes on consecutive Holdrege possessions to take a commanding 31-14 lead.

None of those interceptions were bigger than Zac Rada's 45-yard return with 8:01 left in the third quarter. Rada's interception increased Scottbluff's precarious 17-14 lead to 24-14.

For Rada, it was his first career touchdown.

"The quarterback started rolling out and I followed him. I was going in for the sack, then he threw the ball right to me like I was one of his own players," Rada said.

The touchdown return nearly didn't take place.

"The thing was, I almost

dropped it. It was pretty sweet though... all I remember is the touchdown. It was the first touchdown in my high school career and that was pretty cool," Rada said.

Rada, and his defensive teammates, became the cornerstone of a team that played great defense throughout the season, but struggled scoring points.

Midway through the season the Cats were ready to make a move toward a playoff berth.

While the defense did its job, the Cats were unable to score points and lost three critical games to McCook, (7-11), Cyballia, (7-9), and Alliance, (7-12).

The team ended the season with a 3-5 mark, but gave up only twenty-three points in the five losses.

"It was really frustrating to be so close to winning that many games, but I was proud of the defense and the way we played throughout the entire season," Rada said.



TOP PAGE EDGE

C A U T I O N

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"It's a season, so a career. I tried to keep my name small, whether that's my name or my job, but I want to be a star." **Michael Morgan, 12**



"I had a couple 100 yard games and I was a great game manager. Getting a sack gives you a good feel for the game to do. One of the things we enjoyed was to get over 500 yards a game." **Austin Richies, 12**



"I was one of a guy to play here and a full season of offense to me. I'm a down blocker. There's a lot of things that we do. One of the things we do is to be as strong as we can be." **Michael Klein, 11**



"I would love to try the best play of a career was the first to follow again at the end of the season. I was a great player and I was a great player." **Steve Minkler, 12**



Michael Otto, 11, & Brian Callaway, 12

Best moment 12

(50) words or less

The best part of the season was the Sidney game. It was a fun game to play in because of the snow. I have never played in a game with that much snow and it was something that I always wanted to do. Plus, it was Homecoming and we dominated.

SACK ATTACK

Line blockers, like Zack (11) and Mike (12), were the best at their job. They were the best at their job.

BOTTOM PAGE EDGE

Year-Tech InDesign CS3 Windows

JOSTENS

9

COLOR Print Prepare for Submission for Color ID Information.

Job No. 15280

Page No. 46

School Name: SHS

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Spec. Instr. TC10:PP

Writing a Lead

Types:

- Descriptive: uses sensory details to describe scene (sight, smell, etc.)
- Quotation: uses quote from source to start
- Shocking: uses an unusual or shocking fact
- Suspenseful: holds back main point of story a few sentences

Writing a Lead

- **Descriptive:**
 - “As the buzzer sounded at the end of the second period, sophomore Pete Smith hobbled towards the bench, one hand on his aching hip.”
- **Quotation: uses quote from source to start**
 - “I never thought we would make it to the championship game,” senior Ray Lewis said. “Just to be here is a great honor.”
- **Shocking: uses an unusual or shocking fact**
 - Did you know that the average person swallows five spiders a year in their sleep?
- **Suspenseful: holds back main point of story a few sentences**
 - When the bell rang to signal the start of 3rd period, freshmen Jane Peterson realized something was wrong.

Captions

T A K E N O T E S

- 2-4 sentences.
- First 2-5 words will grab readers attention
- Must answer 5W's and 1H
- Do not state the obvious
- Identify only main participants in photograph

Captions



While working on the set of *Hellboy*, make up artist Johnny Tate applies a thin layer of gloss to actor Ron Pearlman's lips. "I wanted to make sure he looked good for our last shot of the day," Tate said.

Interviews

T A K E N O T E S

- Draft questions ahead of time
- But, stay flexible
- Introduce yourself
- Try to have a conversations
- Take GREAT notes
- Double-check names, facts, and dates

(Bowling)

McKayla Down

"Bowling is as popular, it can be passion, go for it" ✓

- 15 year old (10th grader)
- Photography
- Originally from Miami
- Brother goes to college

- Miami
- Be closer

sneak
club
↙

• 7 years (since 8) bowling

• Passion → for competition getting better dedication

- was ballet dance (boring)
- proper bowler

• Weber Inst. (hopeful) university
- Wacky scholarship

something to do

prefer

Teams: Copywriting Practice

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1. Writing a Lead
2. Making a Caption
3. Conducting an Interview

Writing a Lead

Choose 1 story:

1. *Three Little Pigs*
2. *Cinderella*
3. Another childhood movie from your past

Make three different leads (1-2 sentences) into this story:

- Descriptive: uses sensory details to describe scene (sight, smell, etc.)
- Quotation: uses quote from source to start
- Shocking: uses an unusual or shocking fact
- Suspenseful: holds back main point of story a few sentences

Writing a Caption

A S S I G N M E N T

- Write a caption for each of the three images:
- Creativity counts; make up, but...
- Must:
 1. Be 2-4 sentences.
 2. Answer 5W's and 1H
 3. Not state the obvious
 4. Identify only main participants in photograph

Writing a Caption

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Writing a Caption

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Writing a Caption

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Interview

A S S I G N M E N T

- Practice interviewing members of your team
- 1 on 1 *or* 2 on 1
- Likes, dislikes, hobbies, thoughts, hopes, fears
- Remember to:
 - Draft questions ahead of time
 - But, stay flexible
 - Introduce yourself
 - Try to have a conversations
 - Take GREAT notes
 - Double-check names, facts, and dates