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Scholastic Journalism Adviser's Guide

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Professional Project
University of Nebraska Lincoln
Mark Hilburn
Background Research

- 32 journalism teachers (16%) hold 4-year Journalism degrees
  - 74 journalism teachers took journalism classes as part of education degree
- Less than 20% received any journalism training once hired
  - Adobe Suite (InDesign, Photoshop, Illustrator)
  - Cameras | Equipment
- Over 60% admitted to no journalism curriculum provided by school district.
- Almost 80% (159 people) requested more help, ideas, support, etc.
  - Online Resources (website, social media, etc.)
  - Mentoring Programs (paired with seasoned advisers)
  - Support System | Help (social media, LISTSERV)

200 Journalism Teachers | Advisers Interviewed from November 2016-April 2017
Website

- Scholastic Journalism Adviser's Guide
First Few Weeks

• Introduction to Journalism
• Yearbook
Social Media Campaigns

• Meant to increase traffic to the website and encourage communication and conversation
UNL Classes

• Multi-Platform Journalism
• Media Management
• Social Media Theory & Practice
• Mass Media & Society
• Digital Insights & Analytics
• Ethics & Issues
Where do I go from here?

• Wix website – increase coverage | content on website
  • Lesson Plans
  • Unit Plans
  • Discussion Board (LISTSERV)

• Create Social Media Sites
  • Facebook
  • Twitter
  • Instagram
  • Google+, etc.

• More research into the needs to high school journalism teachers