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Scholastic Journalism Adviser's Guide

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Scholastic Journalism Adviser's Guide

Professional Project

University of Nebraska Lincoln

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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