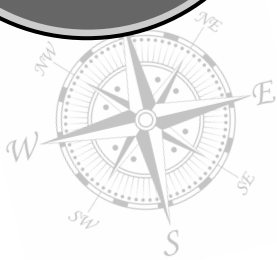


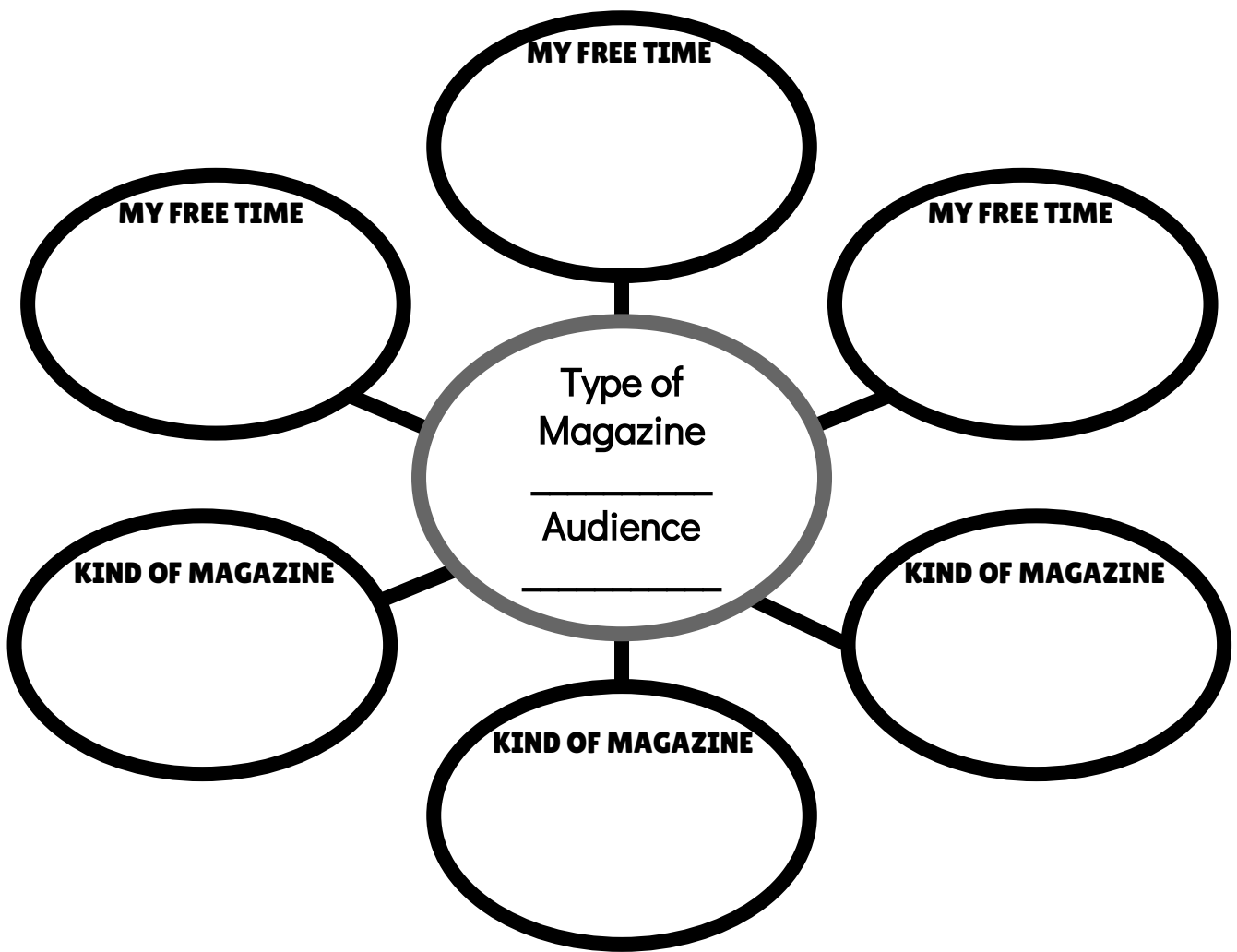
LESSON
1
Idea
Map



Starting Things Up

Today's Job: PUBLISHER

Today's Assignment: Use this Idea Map and the questions below to brainstorm ideas for the types of magazines you would like to create. As you answer each question, write your ideas in the outer ovals of the Idea Map. If you run out of room, use a blank sheet of paper to make more ovals. Once you have answered all the questions, see if there are similar ideas on the page. If so, those will point to a central idea, which you can write in the center oval.



Tips for coming up with magazine types.

- What do you and your friends like to do in your free time?
- What kinds of magazine would you like to read that you haven't seen yet?
- Think about a possible audience--the people who will read your magazine. Will you be writing for your friends, your schoolmates, your community, or another audience?



LESSON
2
Market Research Camp

What's It All About?

Today's Job: MARKET RESEARCHER

Today's Assignment: Use the "Sports Illustrated" example on the chart below to guide you in your magazine research. Look at two other magazines and state the Content (subject matter), Audience (group of people magazine targets), and Special Features (types of writing used to engage readers) for each. Then together as a group, focus on answering questions about your magazine.

Example:
Sports Illustrated

Content: Sports news, interviews, and statistics; sporting-goods advertisements

Audience: Sports fans; mainly males aged 18-30.

Special Features: Articles that showcase an event or athlete; editorials; letters to the editor

First Magazine Title you Reviewed:

Content:

Audience:

Special Features:

Second Magazine Title you Reviewed:

Content:

Audience:

Special Features:



Tips for coming up with magazine types.

As a group, spend 10 minutes discussing what your magazine is going to be about and who your target audience is.

The content for our magazine will be:

The audience will be:



Who Does What?

Today's Job: EDITOR

Today's Assignment: Review the sample article formats provided and brainstorm topic ideas for the two articles you will write for your magazine.



Argumentative Article Example

Review this argumentative article and underline the claim the author is making.

The Greenville Chamber of Commerce Monthly NO PLACE TO EAT IN GREENVILLE!

It's Saturday night. You and your family are looking for a fun, family-friendly restaurant to go to. Can you find one in Greenville? The Chamber of Commerce thinks not!

This year, many new restaurants have opened in the neighboring town of River City. But that has not happened in Greenville. River City diners can now find a range of delicious dishes and different types of cooking. La Petite Cuisine serves a variety of French dishes, including fresh cream soups and tantalizing main dishes. The desserts at the new Italian restaurant, DaVinci's, have amazed fans of the cannoli, which are little pastries filled with sweetened ricotta cheese. New Thai, Indian, and Cantonese restaurants also have opened in the past year. But that has not happened in Greenville.

So why don't restaurants want to come to Greenville? We asked town supervisor Sam Fleisher for his take on the problem. "The cost to rent a decent building in Greenville is off-the-charts high, and the health department won't easily approve new restaurants," Mr. Fleisher remarked. "As a result, we'll have to remain happy with Al's Fish and Chips, the Corner Deli, and Pizza Pizza!"

The Chamber of Commerce is going to focus on this issue in the coming months. "We have to work with the town of Greenville to reduce rent costs and speed the processing of paper-work," Mayor Annabelle Radsen said. "More restaurants mean more jobs for our citizens, more community support for small businesses, and more choices for us all."





Informative Article Example

Review this argumentative article and underline the claim the author is making.



LET'S GET THE PARTY STARTED



ON JUNE 14, River City will celebrate its 250th anniversary. Large anniversary parties will take place in several areas of the city, including the docks and the Town Square.

One of the most exciting moments of the Town Square celebration is certain to be the unveiling of a new statue of the town's founder, Elias Marchmont. The statue was created by local artist Fred Smith. Originally, there had been some controversy over the town committee's choice of Smith as the artist to create the statue. Fred Smith moved to River City only three years ago and was competing for the commission to create the statue with other artists who have lived in River City all their lives (What's Up Magazine, November '14). However, when the members of the committee saw Mr. Smith's designs, they were convinced that the entire town would be inspired by the beauty of the new statue.

Many of the town's residents are eagerly looking forward to the events that will take place in River City. The celebrations will include food and music that reflect the diversity of River City residents, plays the history of River City, and recreational events for the whole family. For information on the times and places of the events, call the River City Chamber of Commerce at (999) 555-7278.





Informative Article Example

Review this argumentative article and underline the claim the author is making.

Argumentative Article Brainstorming

Topic

--	--

Details or examples to include

--	--

Back up topic

--	--



Know Your Facts

Today's Job: EDITOR

Today's Assignment: Take turns interviewing other students and role playing characters to gather information for argumentative article.

Argumentative Article Example

Review the example of an argumentative article.

The Greenville Chamber of Commerce Monthly NO PLACE TO EAT IN GREENVILLE!

It's Saturday night. You and your family are looking for a fun, family- friendly restaurant to go to. Can you find one in Greenville? The Chamber of Commerce thinks not!

This year, many new restaurants have opened in the neighboring town of River City. But that has not happened in Greenville. River City diners can now find a range of delicious dishes and different types of cooking. La Petite Cuisine serves a variety of French dishes, including fresh cream soups and tantalizing main dishes. The desserts at the new Italian restaurant, DaVinci's, have amazed fans of the cannoli, which are little pastries filled with sweetened ricotta cheese. New Thai, Indian, and Cantonese restaurants also have opened in the past year. But that has not happened in Greenville.

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Complete Your Interview

Follow these steps to complete your interview:

- Write the topic of your argumentative article.
- Share your topic with your partner. Tell your partner that he/she should pretend to be anyone they want, but that he/she should stay in character to answer the questions based on your topic. For example, if your topic is, "Athletes make too much money," your partner may want to pretend to be an athlete and answer all questions as that character.
- Remember to try and write down exactly what the person says so you can quote the person directly.

Argumentative Article Topic:

WHO: What is your name and job title?

WHERE: Where do you live or work?

WHAT: Tell me what issue you are having with *[fill in the topic of your magazine or article]*?

WHEN: When did this all take place?

WHY: What do you want to see happen in the future for *[fill in the topic of your magazine or article]*?



LESSON

5

Article Draft



Different Voices, Different Views

Today's Job: WRITER

Today's Assignment: Use this guide to help you write your three-paragraph, argumentative article. A good article will have an introduction, an argument, and a conclusion.

Argumentative Article Example

Review this argumentative article example, paying attention to the call outs.

The Greenville Chamber of Commerce Monthly

NO PLACE TO EAT IN GREENVILLE!

HEADLINE

It's Saturday night. You and your family are looking for a fun, family-friendly restaurant to go to. Can you find one in Greenville? The Chamber of Commerce thinks not!

INTRODUCTION

This year, many new restaurants have opened in the neighboring town of River City. But that has not happened in Greenville. River City diners can now find a range of delicious dishes and different types of cooking. La Petite Cuisine serves a variety of French dishes, including fresh cream soups and tantalizing main dishes. The desserts at the new Italian restaurant, DaVinci's, have amazed fans of the cannoli, which are little pastries filled with sweetened ricotta cheese. New Thai, Indian, and Cantonese restaurants also have opened in the past year. But that has not happened in Greenville.

So why don't restaurants want to come to Greenville? We asked town supervisor Sam Fleisher for his take on the problem. "The cost to rent a decent building in Greenville is off-the-charts high, and the health department won't easily approve new restaurants," Mr. Fleisher remarked. "As a result, we'll have to remain happy with Al's Fish and Chips, the Corner Deli, and Pizza Pizza!"

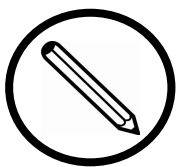
The Chamber of Commerce is going to focus on this issue in the coming months. "We have to work with the town of Greenville to reduce rent costs and speed the processing of paper-work," Mayor Annabelle Radsen said. "More restaurants mean more jobs for our citizens, more community support for small businesses, and more choices for us all."

ARGUMENT

(Include evidence and quotes)

Conclusion





Write your article draft

Use this chart to write your argumentative article draft.

Argumentative Article Topic:

THINK ABOUT: HEADLINE

You want a title that catches the reader's eye.

WRITE: HEADLINE

THINK ABOUT: INTRODUCTION

In your first paragraph, you want 1-2 sentences that create excitement and tell the reader what this argument is all about.

WRITE: INTRODUCTION



THINK ABOUT: ARGUMENT

In your second paragraph, you want to expand on the problem. What is the problem? What are you going to do about it? Why is your way better? Here is a good place to put in evidence and quotes from your interview. (Hint: This can be more than one paragraph, as in the example, if you have a lot to say.)

WRITE: ARGUMENT

THINK ABOUT: CONCLUSION

In your third and final paragraph, state that you have proved your argument and/or briefly summarize the benefits of adopting your ideas.

WRITE: CONCLUSION



LESSON
6
Peer Editing
Form

Edit and Revise

Today's Job: COPYEDITOR

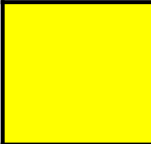
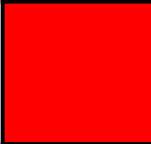

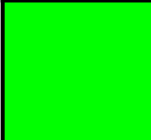
Today's Assignment: Use this guide to practice copyediting and then use your new skills to edit the work of your peers.



Learn How to Copyedit

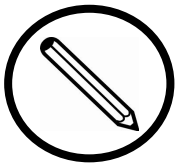
Review this copyediting key and example provided here.

Copyediting Key & Example

	Highlight misspelled words in yellow (<i>the word "moon" is misspelled</i>)
	Highlight the inserted word in red (<i>the word "the" is missing in "parts of the world"</i>)
	Letter in blue highlight needs to be capitalized (<i>the word "united" in "United States" needs to be capitalized</i>)
	Put green highlight on what needs to be lowercase (<i>the word "television" does not need to be capitalized</i>)

On July 20, 1969, a record number of Americans watched the same **T**elevision broadcast. In other parts of **the** world, where night, people looked up at the **moon** and wondered what it felt like to be there. On that day, **u**nited States astronaut Neil Armstrong was the first human being to walk on the moon.





Practice!

Practice your copyediting skills by finding the mistakes in this article. Use copyediting key provided.

Copyediting Key & Example

	Highlight misspelled words in yellow
	Highlight the inserted word in red
	Letter in blue highlight needs to be capitalized
	Put green highlight on what needs to be lowercase

Sample Article

At River City Junior High School, the students have won a major victory. they have helped to shape the school's policies for themselves future students.

Students may now wear Baseball Hats and tank tops, provided the straps of the tank tops are at least three fingers wide. The clothing policy one of several ideas students presented to the administration as part of a campaign called a "Make a Change." John Driscoll, the new principal at river City Junior High School, said he helped to start the group so kids could speak about what is impartant to them.

"Kids will respect somthing more if they have a say in it," said Janiece Jaffee, a student in the group.





Peer Review

1. In order to complete the peer editing part of the assignment, you need to share this file with a friend. Do that now.
2. Refer to Lesson #5 read your friend's article.
1. Using the copyediting key to make edits in your friend's Google file.
1. Make sure to add notes at the bottom to tell your friend what he/she can fix or change.
1. Once complete, share the file with the next Peer Editor, who will do the same thing. After two rounds, the article should be ready to be rewritten.

PEER EDITOR #1: _____

Clear, Well Organized, Developed Ideas:

- I checked that the article has a clear beginning, middle, and end.
- I checked that the introductory sentence tells you what is to come.
- I checked that the descriptive detail is vivid and creates an image in the mind of the reader.

Spelling:

- I checked for words that were spelled wrong.
- I made suggestions for how to fix them.

Punctuation:

- I checked for periods, question marks, exclamation points.
- I checked for commas.
- I checked for double spacing between paragraphs.

Grammar:

- I checked to see if each sentence was complete.
- I checked to see if any words were out of place.

I suggest that you fix/change:



Peer Review

1. In order to complete the peer editing part of the assignment, you need to share this file with a friend. Do that now.
2. Refer to Lesson #5 read your friend's article.
1. Using the copyediting key to make edits in your friend's Google file.
1. Make sure to add notes at the bottom to tell your friend what he/she can fix or change.
1. Once complete, share the file with the next Peer Editor, who will do the same thing. After two rounds, the article should be ready to be rewritten.

PEER EDITOR #2: _____

Clear, Well Organized, Developed Ideas:

- I checked that the article has a clear beginning, middle, and end.
- I checked that the introductory sentence tells you what is to come.
- I checked that the descriptive detail is vivid and creates an image in the mind of the reader.

Spelling:

- I checked for words that were spelled wrong.
- I made suggestions for how to fix them.

Punctuation:

- I checked for periods, question marks, exclamation points.
- I checked for commas.
- I checked for double spacing between paragraphs.

Grammar:

- I checked to see if each sentence was complete.
- I checked to see if any words were out of place.

I suggest that you fix/change:

Edit and Revise

Today's Job: RESEARCH ASSISTANT

Today's Assignment: Put your research skills to work in the library and/or online to explore various sources of information for informative article.

MEMO

To: Ed Christopher, Writer
From: Sarah Chin, Research Assistant
RE: RESEARCH FOR YOUR ARTICLE

Here is the research I did for the River City 250th anniversary celebration. I cited the sources on the left and the facts on the right. If you have any questions, please let me know. Good luck with your article.

Informative Article Topic: Celebrating River City's 250th Anniversary
Three Questions You Want Answers For:

1. Is River City doing anything to celebrate its 250th anniversary?
2. What are some things that will happen during the celebration?
3. How can people find out more information about what will be taking place?



CELEBRATING RIVER CITY'S 250TH ANNIVERSARY

SOURCE:

FACTS:

Chamber of Commerce
advertisement from Sunday's
River City Times, May 23

1. Anniversary party on June 14
2. Large anniversary parties will take place in several areas of the city, including the docks and the Town Square.

Newspaper articles and a
book about the town founder

1. New statue of the town's founder, Elias Marchmont, will be unveiled.
2. The statue was created by a local artist, Fred Smith.

Interview with town
committee chairperson, May
18

1. There had been some controversy over the town committee's choice of Smith as the artist to create the statue
2. Once members of the committee saw Mr. Smith's designs, they were convinced the entire town would be inspired by the beauty of the new statue.

Chamber of Commerce
website

1. There will be food and music that reflect the diversity of River City residents, plays about the history of River City, and recreational events for the whole family.
2. Call the River City Chamber of Commerce at (999) 555-7278 for more information



Your Turn!

Using the resources found in your library or using online search engines, explore two or three sources that support your informative article topic. For example, if your topic is how to cook a turkey, you may want to research cookbooks or online cooking sites.

Informative Article Topic:

Three Questions You Want Answers For:

- 1.
- 2.
- 3.

SOURCE: (cite magazine, book online website)

FACTS:

Source #1:

- 1.
- 2.
- 3.

Source #2:

- 1.
- 2.
- 3.

Source #3:

- 1.
- 2.
- 3.



Who Does What?

Today's Job: WRITER

Today's Assignment: Use this guide to help you write your three-paragraph, informative article. A good article will have an introduction, a body, and a conclusion



Informative Article Example

Review this informative article example, paying attention to the call outs



HEADLINE

LET'S GET THE PARTY STARTED

INTRODUCTION

ON JUNE 14, River City will celebrate its 250th anniversary. Large anniversary parties will take place in several areas of the city, including the docks and the Town Square.

One of the most exciting moments of the Town Square celebration is certain to be the unveiling of a new statue of the town's founder, Elias Marchmont. The statue was created by local artist Fred Smith. Originally, there had been some controversy over the town committee's choice of Smith as the artist to create the statue. Fred Smith moved to River City only three years ago and was competing for the commission to create the statue with other artists who have lived in River City all their lives (What's Up Magazine, November '14). However, when the members of the committee saw Mr. Smith's designs, they were convinced that the entire town would be inspired by the beauty of the new statue.

BODY
(with facts)

Many of the town's residents are eagerly looking forward to the events that will take place in River City. The celebrations will include food and music that reflect the diversity of River City residents, plays the history of River City, and recreational events for the whole family. For information on the times and places of the events, call the River City Chamber of Commerce at (999) 555-7278.

CONCLUSION





Write your article draft

Use this chart to write your informative article draft.

Informative Article Topic:

THINK ABOUT: HEADLINE

You want a title that catches the reader's eye.

WRITE: HEADLINE

THINK ABOUT: INTRODUCTION

In your first paragraph, you want 1-2 sentences that create excitement and show why the topic is interesting, important to understand, or something worth knowing how to do.

WRITE: INTRODUCTION



THINK ABOUT: THE BODY

In your second paragraph, you want to expand on the topic. Provide information (a fact, definition, poll data, or a step). (Hint: This can be more than one paragraph if you want to provide additional information.)

WRITE: THE BODY

THINK ABOUT: CONCLUSION

In your third and final paragraph, restate the topic you have taught or explained, summarize your information, and conclude your article. (Hint: Your last sentence, or kicker, should be as interesting as your first.)

WRITE: CONCLUSION



LESSON
9
Peer Editing
Form

Edit and Revise

Today's Job: COPYEDITOR









Today's Assignment: Use this guide to practice copyediting and then use your new skills to edit the work of your peers.



Learn How to Copyedit

Review this copyediting key and example provided here.

Copyediting Key & Example

	Highlight misspelled words in 
	Highlight the inserted word in 
	Letter in  highlight needs to be capitalized
	Put  highlight on what needs to be lowercase

Peer Review

1. In order to complete the peer editing part of the assignment, you need to share your Google file with a friend. Do that now.
2. Refer to Lesson #8 read your friend's article.
3. Using the copyediting key above, make edits in your friend's Google file.
4. Make sure to add notes at the bottom to tell your friend what he/she can fix or change.
5. Once complete, share the file with the next Peer Editor, who will do the same thing. After two rounds, the article should be ready to be rewritten.





PEER EDITOR #1: _____

Clear, Well Organized, Developed Ideas:

- I checked that the article has a clear beginning, middle, and end.
- I checked that the introductory sentence tells you what is to come.
- I checked that the descriptive detail is vivid and creates an image in the mind of the reader.

Spelling:

- I checked for words that were spelled wrong.
- I made suggestions for how to fix them.

Punctuation:

- I checked for periods, question marks, exclamation points.
- I checked for commas.
- I checked for double spacing between paragraphs.

Grammar:

- I checked to see if each sentence was complete.
- I checked to see if any words were out of place.

I suggest that you fix/change:





PEER EDITOR #2: _____

Clear, Well Organized, Developed Ideas:

- I checked that the article has a clear beginning, middle, and end.
- I checked that the introductory sentence tells you what is to come.
- I checked that the descriptive detail is vivid and creates an image in the mind of the reader.

Spelling:

- I checked for words that were spelled wrong.
- I made suggestions for how to fix them.

Punctuation:

- I checked for periods, question marks, exclamation points.
- I checked for commas.
- I checked for double spacing between paragraphs.

Grammar:

- I checked to see if each sentence was complete.
- I checked to see if any words were out of place.

I suggest that you fix/change:



LESSON
10
Choosing
Graphics

A Picture Needs Only a Few Words

Today's Job: ART EDITOR

Today's Assignment: Start thinking about which photos or graphics you might use to compliment your argumentative and informative articles.



Caption It

Write captions for these two photographs.

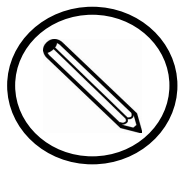


Caption:




Caption:





Choose your graphics

Use this chart to decide which graphics to use for your argumentative and informative article drafts.

ARTICLE TITLE	PHOTOGRAPH, GRAPHIC, OR ARTWORK	CAPTION
<p>Example: How to Cook a Perfect Turkey for Thanksgiving</p>		<p>Example: Tom the Turkey never looked so good! Tips for making your Thanksgiving Tom-Terrific</p>
<p>Argumentative article title:</p>	<p>Paste or draw artwork here:</p>	<p>Caption:</p>
<p>Informative article title:</p>	<p>Paste or draw artwork here:</p>	<p>Caption:</p>



LESSON
11
Creating an Ad

Are You Buying This?

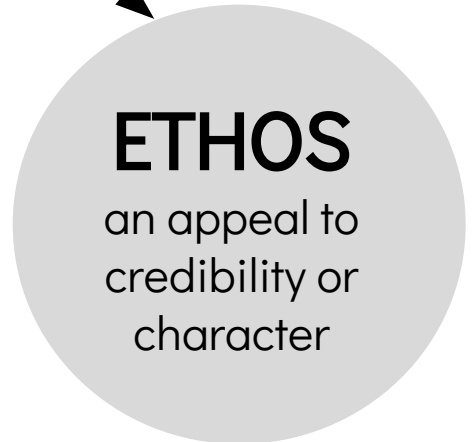
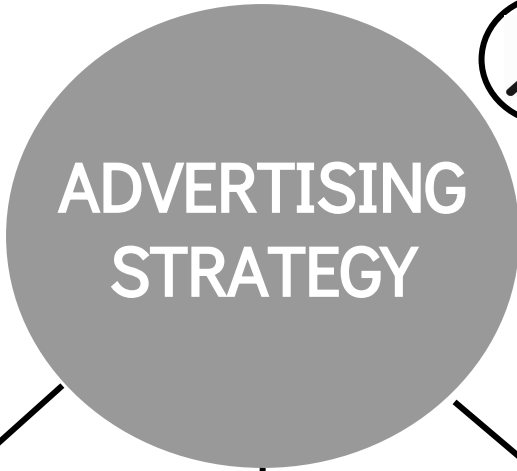
Today's Job: ADVERTISING COPYWRITER

Today's Assignment: Use various advertising techniques to guide your designs and choices for your advertisement images.



Advertising Strategies

With your groups, review the following persuasive strategies often used by advertisers who want you to buy their product



An advertisement using pathos will attempt to evoke an emotional response from you. Sometimes the desired emotion will be positive, like when you see a magazine ad and everyone is smiling because they are enjoying a new juice drink. Other times, advertisers will use negative emotions, like when they show a person who is tired and grouchy after sleeping on a bad mattress.

An advertisement using logos will give you the evidence and statistics you need to know all about the product quickly. For example, “A 32-oz bottle of Tide holds enough to wash 32 loads.”

An advertisement using ethos will try to convince you that you should buy a product because the company is reliable, honest, and credible. Ethos often involved statistics from reliable experts, such as, “More doctors choose Advil over any other pain relief medication.” Celebrities are often used to endorse products with ethos ads, as they are believed to be more credible than just a regular person.





Plan Your Ad Strategy

Plan your magazine ad using these questions

Magazine title/theme:

Product or service I will advertise:

Technique I will use:

Pathos

Logos

Ethos

Target audience:

Catchphrase:

Describe what the ad will include:





Plan Your Ad Strategy

Plan your magazine ad using these questions

Magazine title/theme:

Product or service I will advertise:

Technique I will use:

Pathos

Logos

Ethos

Target audience:

Catchphrase:

Describe what the ad will include:



LESSON

12

Article Review Checklist

Getting it Ready for Publication (Part I)

Today's Job: EDITOR

Today's Assignment: Review your argumentative and informative articles with your teacher and make final changes.



Checklist for Argumentative Article Review

Use this checklist to assess your work, then meet with your teacher.

I made sure I...	Self-Check	Teacher Check		
... grabbed the reader's attention with a good headline		3	2	1
... started my work with an introductory paragraph that made my point of view clear		3	2	1
... supported my argument in the body paragraph(s) with evidence (examples and facts) based on credible sources.		3	2	1
... finished my work with a concluding paragraph that logically follows from my argument and evidence.		3	2	1
... found a good photograph, illustration, or graphic to include with article.		3	2	1
... wrote a good caption for the photograph, illustration, or graphic.		3	2	1
... used proper capitalization and punctuation.		3	2	1
... used complete sentences and proper grammar.		3	2	1
... corrected all spelling mistakes.		3	2	1

TEACHER CHECK: 3= Mastered 2= Progressing nicely 1=Needs a bit more work



LESSON

12

Article Review
Checklist

Today's Job: EDITOR

Today's Assignment: Review your argumentative and informative articles with your teacher and make final changes.



Checklist for Argumentative Article Review

Use this checklist to assess your work, then meet with your teacher.

I made sure I...	Self-Check	Teacher Check		
... grabbed the reader's attention with a good headline		3	2	1
... started my work with an introductory paragraph that made my point of view clear		3	2	1
... supported my argument in the body paragraph(s) with evidence (examples and facts) based on credible sources.		3	2	1
... finished my work with a concluding paragraph that logically follows from my argument and evidence.		3	2	1
... found a good photograph, illustration, or graphic to include with article.		3	2	1
... wrote a good caption for the photograph, illustration, or graphic.		3	2	1
... used proper capitalization and punctuation.		3	2	1
... used complete sentences and proper grammar.		3	2	1
... corrected all spelling mistakes.		3	2	1

TEACHER CHECK: 3= Mastered 2= Progressing nicely 1=Needs a bit more work

LESSON

13

**Advertising
Review
Checklist**

Getting it Ready for Publication (Part II)

Today's Job:EDITOR

Today's Assignment: Review your advertising graphics with your teacher and make final changes.



Checklist for Advertising Editing Review

Use this checklist to assess your work, then meet with your teacher.

I made sure I...	Self-Check	Teacher Check		
... choose a product to advertise that fits the magazine's theme.		3	2	1
... identified an appropriate audience		3	2	1
... created a catchphrase for the advertisement		3	2	1
... used one of the three advertising techniques - pathos, logos, or ethos		3	2	1
... created an appropriate photo, illustration, or graphic for the advertisement		3	2	1
... used proper capitalization and punctuation.		3	2	1
... used complete sentences and proper grammar.		3	2	1
... corrected all spelling mistakes.		3	2	1

TEACHER CHECK: 3= Mastered 2= Progressing nicely 1=Needs a bit more work



LESSON
14
Cover
Outline

We've Got it Covered!

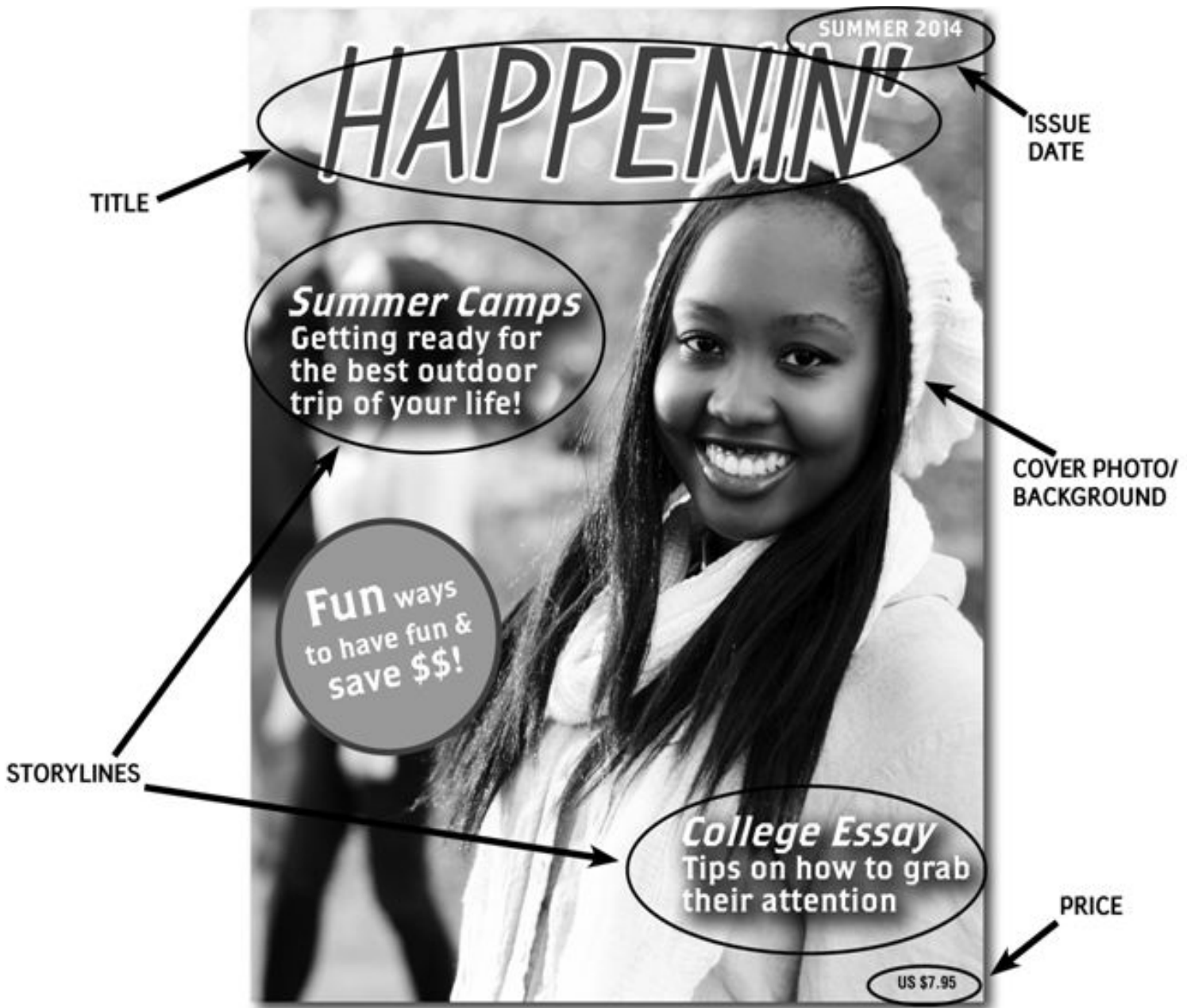
Today's Job: ART DIRECTOR

Today's Assignment: Use what you learn here to design a cover outline for your magazine and to begin to sketch what it will look like.



Sample Magazine Cover Directions

Your magazine cover can be based on an existing magazine. For example, you can use the layout of a teen magazine, but design it with your own photos, titles, and story lines. Or you can create your own magazine totally from scratch. Remember that you already have selected the topic and title, and you already have two articles and an advertisement created, so be sure to include those.





Cover Outline

Your cover must include:

1. A title
2. A cover photo/ background (sketch yours in the gray area)
3. Several story-line titles (which of the six stories do you want to highlight on the cover?)
4. Issue date
5. Issue price

Fill in the information in this template to guide your cover design choices.

The template is a large rectangle divided into several sections. At the top right is a small white box labeled '4'. Below it is a large white rectangle with a thick black border labeled '1'. Below that is a large gray area labeled '2'. Inside the gray area, on the left, is a white rectangle labeled '3'. In the bottom left of the gray area is a dark gray circle with an arrow pointing to it from the text 'Your choice!'. In the bottom right of the gray area is another white rectangle labeled '3'.





Sketch!

Maybe you want your magazine cover layout to look different from the one on the previous page. Sketch your own here.

A large, empty rectangular box with a thin black border, intended for students to draw their own magazine cover layout.



LESSON 15
Creating your Table of Contents

Mapping it Out

Today's Job: EDITORIAL ASSISTANT

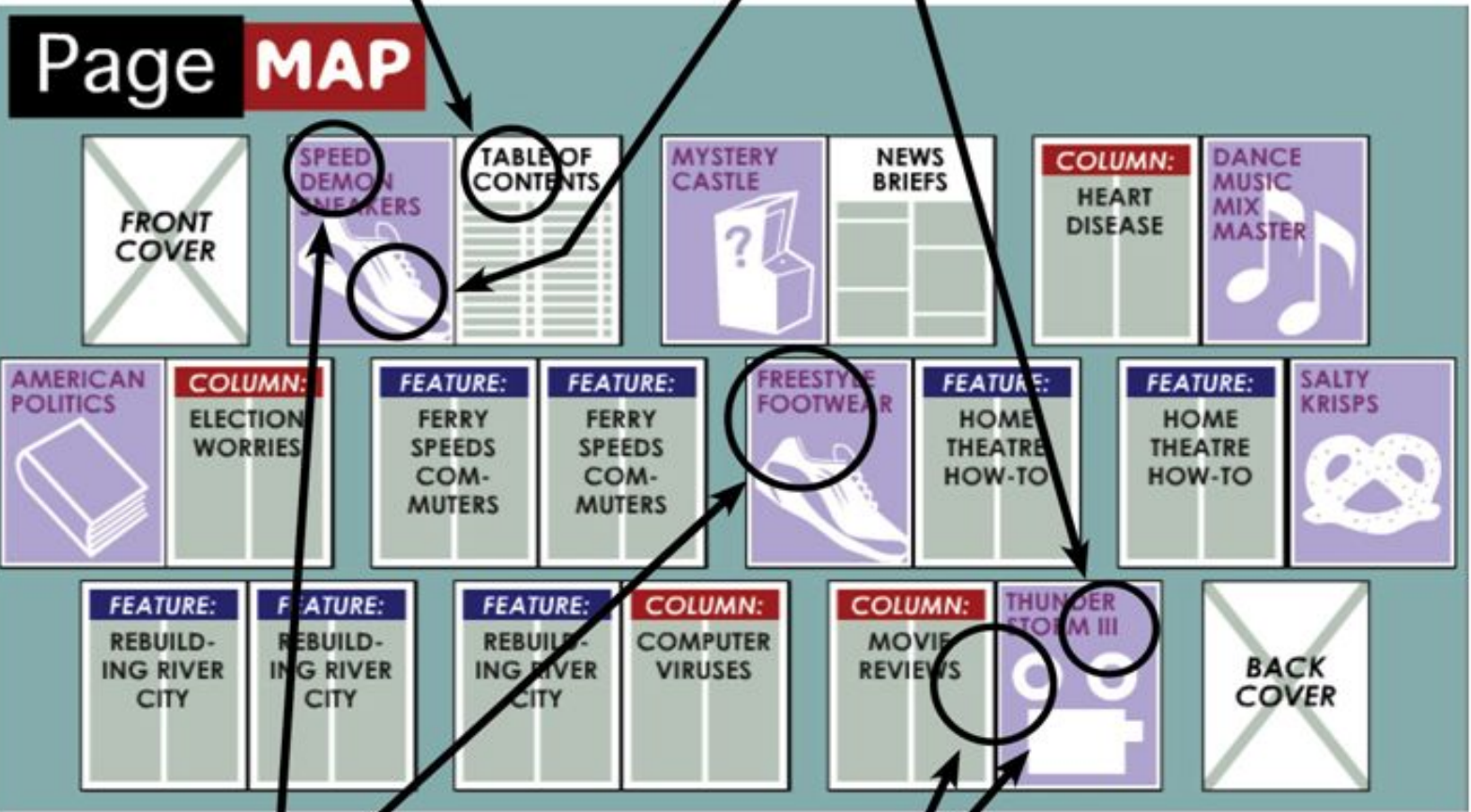
Today's Assignment: Use what you learn here to create a page map for your magazine.



Sample Page Map

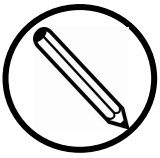
Review together as a class

1. Table of Contents must come before all other editorial material.
2. Inside Front and Back Covers should only include ads. No articles or other text go on the inside front cover or the inside back cover. This space is reserved for advertisements.



3. Competing advertisements should not go right next to each other. Coke and Pepsi would not be happy!
4. Place Advertisements in the most appropriate positions. For example, an ad for a movie should be placed near a movie review.





Page Map Maker

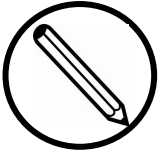
Place the Post-its around your page map, trying out different ways the articles and ads might be placed. Once done, every student should write out their page map in their own books.

Creating Your Table of Contents

Page Map for _____ Magazine

Cover	Inside Front Cover	1	2	3
4	5	6	7	8
9	10	Inside Back Cover	Back Over	





Sample Table of Contents

Review the sample table of contents from a local lifestyle magazine.

HAPPENIN'

News Briefs	5
Heart Disease	6
Election Worries	9
Ferry Speeds Commuters	10
Home Theatre How To	13
Rebuilding River City	16
Computer Viruses	17
Movie Reviews	18





Your Turn!

Use your completed page map to create the table of contents for your magazine.

TABLE OF CONTENTS

Title	Page No.



LESSON

16

**Publication
Review
Checklist**

Getting it Ready for Publication (Part III)

Today's Job:EDITOR

Today's Assignment: Review your cover and table of contents designs with your designs with your teacher and make final changes.



Checklist for Publication Review

Use this checklist to assess your work, then meet with your teacher.

I made sure I...	Self-Check	Teacher Check		
... gave our magazine a title.		3	2	1
... used a background image or photograph on the cover.		3	2	1
... included two storylines on the cover that express the magazine's main ideas.		3	2	1
... included the issue price and the issue date of the magazine.		3	2	1
... wrote a table of contents that references two magazine articles for each person in our group.		3	2	1
... designed a page map illustrating where everything in our magazine goes.		3	2	1

TEACHER CHECK: 3= Mastered 2= Progressing nicely 1=Needs a bit more work



LESSON
17
Circulation
Plan

We've Got it Covered!

Today's Job: CIRCULATION MANAGER

Today's Assignment: When marketing a new product, there are 4 P's to consider: Product, Price, Promotion, and Place/Distribution.



4 P's of Marketing

Review together as a class

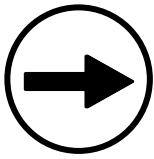
PRODUCT: This is what you are selling. In this case, your magazine!

PRICE: This is what you are going to charge for your product. You should have determined the price of your magazine when you designed your cover in Lesson #14

PROMOTION: These are the different elements that help increase sales of the product. Examples include advertising sales, and public relations.

PLACE/DISTRIBUTION: This is how a product moves from producer (you) to a customer. There are lots of ways this can happen, e.g., subscriptions and in-store purchases.





Strategies for Consideration

Your job today is to choose three initial strategies from the list below of from your own ideas and map out your plan of action on the chart provided.

POSSIBLE STRATEGIES FOR MARKETING YOUR MAGAZINE:

- Reach out to all local supermarkets, drugstores, and newsstands to see if they will carry your magazine.
- Buy a mailing list for your target audience and mail each person on it a free copy.
- Use Twitter and Facebook to offer special subscription deals to your followers. If readers pay up front, they can get a special deal for a year-long subscription.
- Create a 30-second radio or television advertisement featuring your magazine.
- Design magazine posters to be hung in bus and subway cars.
- Hire a celebrity to endorse and showcase your magazine stories can be previewed.
- Start a weekly email newsletter where upcoming magazine stories can be previewed
- Make your magazine available in other forms by offering an online version or a mobile app.



MEMO

TO: PUBLISHER
FROM: CIRCULATION MANAGERS

SUBJECT: OUR IDEAS FOR GETTING IT OUT THERE

In order to get our magazine into the hands of our target audience, here are the three strategies we are going to try:

A LIVE PROMOTION:

Our live promotion will be:

We feel this is the best strategy because:

Two things we will do to make this strategy work include:



ONLINE STRATEGY:

Our online strategy will be:

We feel this is the best strategy because:

Two things we will do to make strategy work include:

STORE:

Our store will be:

We feel this is the best strategy because:

Two things we will do to make this strategy work include:



LESSON
17
Circulation
Plan

We've Got it Covered!

Today's Job: CIRCULATION MANAGER

Today's Assignment: When marketing a new product, there are 4 P's to consider: Product, Price, Promotion, and Place/Distribution.



4 P's of Marketing

Review together as a class

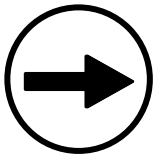
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- Create a 30-second radio or television advertisement featuring your magazine.
- Design magazine posters to be hung in bus and subway cars.
- Hire a celebrity to endorse and showcase your magazine stories can be previewed.
- Start a weekly email newsletter where upcoming magazine stories can be previewed
- Make your magazine available in other forms by offering an online version or a mobile app.



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Two things we will do to make this strategy work include:



ONLINE STRATEGY:

Our online strategy will be:

We feel this is the best strategy because:

Two things we will do to make strategy work include:

STORE:

Our store will be:

We feel this is the best strategy because:

Two things we will do to make this strategy work include:



LESSON
18
Presentation
Building

Winning the Goodwill of the Public

Today's Job: PUBLIC RELATIONS TEAM

Today's Assignment: Today you will create your presentation using the tools provided here.

ANNUAL MAGAZINE BUYERS CONFERENCE

Join leaders in the publishing community at the Annual Magazine Buyers Conference. Held each summer, this event is an opportunity for new publishers and their public relations teams to showcase their new magazines to potential buyers. It serves as a place to meet, network, and learn. This event annually draws store owners and other attendees who are prepared to make decisions about what to sell in the coming year!



TIPS FOR A GOOD PRESENTATION



Today:

- Decide who will speak about what.
- Make notes for each speaker, so they remember what to say.
- Decide what to show during your presentation—your cover? An article?
- Do a “dry run” and practice with your group, speaking slowly and carefully.



Tomorrow:

- Dress the part.
- Speak slowly and clearly, using your notes.
- Try to relax and smile! You know more about your magazine than anyone else.



Before you prepare for your presentation, review the checklist below. After you've completed your outline and practiced, do a self-check to see if you meet all the criteria. In the next lesson, your peers and teacher will use this same checklist to review your presentation.

PRESENTATION CHECKLIST



CONTENT AND IDEAS

Self-check

Showed a good understanding of the topic.

Included original ideas and information for the magazine.

Convinced the audience to buy the magazine.



ORGANIZATION

Self-check

Was well organized, with clear and interesting information.

The order of the presentation was clear and logical.



USE OF VISUALS

Self-check

Visuals (photos, graphics, etc.) added to the presentation.

Visuals were clear and interesting.



DELIVERY

Self-check

Spoke loudly and clearly and used eye contact.

Kept the class interested.



PRESENTATION TEMPLATE

Introduction

(Include team member names and the purpose of presentation)



PRESENTATION TEMPLATE

Introduction continued

**(Include name of magazine and
visuals)**



PRESENTATION TEMPLATE

Body

(Describe target audience magazine is geared to)



PRESENTATION TEMPLATE

Body continued

(Share two examples of stories in the magazine)



PRESENTATION TEMPLATE

Body continued

(Share one of the advertisements)



PRESENTATION ONLINE

Topic	Speaker	Minutes	Notes for What You Will Say
Introduce names of team members.			
Introduce name of magazine			
Describe target audience magazine is geared to			
Share two examples of stories in the magazine			
Share one of the advertisements			





Winning the Goodwill of the Public

Today's Job: PUBLIC RELATIONS

Today's Assignment: Today you and your team members will deliver your presentation. After you finish your presentation, and hear what your peers have to say, write the names of your group members, the name of your magazine, and what your peers thought was most interesting about your presentation, in the space below.

Then you should complete Peer Presentation Feedback Forms 2,3, and 4 for the other presentations

Names of Group Members:

Names of Magazine:

The most interesting part of the presentation according to our peers was:



Use this chart to check whether other groups' presentations met each of the following criteria, by writing "Yes" or "No" in the space provided. Then, add any comments you have at the bottom of the page.

For example, for Use of Visuals, you might say, "The way they used photos on their cover was very good."



CONTENT AND IDEAS	Self-check
Showed a good understanding of the topic.	
Included original ideas and information for the magazine.	
Convinced the audience to buy the magazine.	



ORGANIZATION	Self-check
Was well organized, with clear and interesting information.	
The order of the presentation was clear and logical.	



USE OF VISUALS	Self-check
Visuals (photos, graphics, etc.) added to the presentation.	
Visuals were clear and interesting.	



DELIVERY	Self-check
Spoke loudly and clearly and used eye contact.	
Kept the class interested.	

Additional Comments



**LESSON
19**
**Peer Presentation
Feedback
Form#2**

Today's Job: PUBLIC RELATIONS

Names of Group Members:

Names of Magazine:

The most interesting part of the presentation according to our peers was:



Use this chart to check whether other groups' presentations met each of the following criteria, by writing "Yes" or "No" in the space provided. Then, add any comments you have at the bottom of the page.

For example, for Use of Visuals, you might say, "The way they used photos on their cover was very good."



CONTENT AND IDEAS	Self-check
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ORGANIZATION	Self-check
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The order of the presentation was clear and logical.	



USE OF VISUALS	Self-check
Visuals (photos, graphics, etc.) added to the presentation.	
Visuals were clear and interesting.	



DELIVERY	Self-check
Spoke loudly and clearly and used eye contact.	
Kept the class interested.	

Additional Comments





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Was well organized, with clear and interesting information.	
The order of the presentation was clear and logical.	



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Visuals (photos, graphics, etc.) added to the presentation.	
Visuals were clear and interesting.	



DELIVERY	Self-check
Spoke loudly and clearly and used eye contact.	
Kept the class interested.	

Additional Comments





Today's Job: PUBLIC RELATIONS

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Names of Magazine:

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ORGANIZATION	Self-check
Was well organized, with clear and interesting information.	
The order of the presentation was clear and logical.	



USE OF VISUALS	Self-check
Visuals (photos, graphics, etc.) added to the presentation.	
Visuals were clear and interesting.	



DELIVERY	Self-check
Spoke loudly and clearly and used eye contact.	
Kept the class interested.	

Additional Comments



LESSON
20
Résumé Draft

Who Does What?

Today's Job: HUMAN RESOURCES TEAM

Today's Assignment: Today you will create a résumé.



Sample Résumé

Today you will create a résumé. Review this sample résumé as a class.

1. Heading: Your heading should include your formal name (not nickname), address and phone number, and an email if you use one.

ANDREW RODGERS

2016 Stevens Lane, River City, NY 00235 • (123) 456-7890

OBJECTIVE:
To find a job that will allow me to use my investigating and reporting skills.

RELATED EXPERIENCE:

Editor, Colburn Times *2013-14*
Responsible for selecting all articles for the weekly college paper, assigning writers to stories, and deciding on advertisement placement

Business Reporter, Colburn Times *2011-13*
Made connections with local business community, wrote three-to-five-page articles about the practices and staff of local businesses, wrote an award-winning article on a local cable television company's fees and practices

Art Editor, Jackson Jaguars Yearbook *2009-10*
Designed cover graphics and filler graphics for all sections of the high school yearbook

EDUCATION:
B.A., English and Communications, Colburn College, Colburn, ME, 2014
H.S., Jackson High School, Boston, MA, 2010

OTHER:
Volunteer firefighter in training, tutored elementary school students at Jackson High School after-school program, ran cross-country

2. Objective:

A one-sentence explanation of the type of job you are seeking.

3. Experience:

In this section, you should include previous employers, their locations, your dates of employment, and your job title. You should include at least two one-line descriptions of what your job duties and responsibilities were.

4. Education:

Here you should specify the dates of attendance or graduation (or expected graduation).

5. Other: Employers like to see people who have been involved in school or community activities, or who have other skills or talents (for example, fluent in Spanish, tutored students in reading after school as a volunteer).





ADDRESS:

NAME:

TELEPHONE:

OBJECTIVE: (Choose one of the objectives below, or write your own)

- To put my creative skills to work as a writer for a yearbook or school paper
- To put my artistic skills to work as a designer for print or online publications
- To put my business skills to work as a publisher of a print or online publication

EDUCATION:

RELATED EXPERIENCE:

From the list below, choose three jobs you did for the magazine and write a one-line summary of what the job included.

- | | |
|------------------------|-----------------------------------|
| ○ Advertising | ○ Editorial Assistant |
| ○ Copywriter | ○ Market Researcher |
| ○ Art Editor | ○ Marketing and Distribution team |
| ○ Circulation Manager | ○ Publisher |
| ○ Copyeditor | ○ Research Assistant |
| ○ Editor | ○ Writer |
| ○ Human Resources team | |

Example Job:

Copyeditor, Summer 2014

Responsible for correcting grammar for all articles in The Daily Byte magazine, as well as making sure there were no spelling or punctuation errors.



JOB 1:

JOB 2:

JOB 3:

OTHER:

