

PAL/Newspaper in Education Presents:

Classroom Speakers

Want your class to get the inside scoop on the next Campus Star competition?

•The Reporter's Speakers Bureau provides this and much, much more. Other subjects and speakers available on request.

•To schedule a speaker, or a grand tour of the Reporter, contact Shauna Manina at 453-8177. Please call at least one week in advance, and be prepared to have a second selection if your preference can't be arranged.

Writing to win:

Tips on how to write news stories for Campus Star competition. Editor Diane Barney will discuss story ideas, development and organization that makes a winner.

Designing that ad:

Creative Services Artist Matt Meredith will share inside tips and information on how to design an award-winning ad that's sure to please your sponsor.

Fun with features:

Features Editor Mary Lou Wilson talks about how to let your creative juices flow when writing the feature story.

Interviewing know-how:

Learn how to effectively interview sources for your stories. City Editor Robin Miller offers role-playing exercises and handouts with useful tips.

Who's got an opinion?:

Publisher Steve Huddleston talks about opinion writing, commentary, letters to the editor, and critical reviews.

Sales and Slogans:

Retail Advertising Manager Debi Tavey shares how to develop an advertising theme, campaign and sell the concept to a business.

Photojournalism:

Reporter photographer Rick Roach and his staff in the award winning Photo Department are available for classroom discussion of the techniques of photojournalism and what makes a picture interesting.

Help with PAL/NIE:

Shauna Manina offers a design-ad workshops and give contest information to classrooms specifically for Campus Star.

Internet magic:

Reporter Online Project Director Jim Moehrke offers an explanation of The Reporter's Internet World Wide Web site and discusses practical applications.

Sports Mania:

What is it like to interview Barry Bonds? Or Chris Webber? Or any number of celebrities whose paths have crossed into the Bay Area? Sports Editor Tim Roe can share lively stories about covering sports – from the club house to the race tracks.



NEWSPAPERS IN EDUCATION

