

Reporters Guide



Congratulations!

It is an honor to be selected as the official reporter for your school's appreciation day activities.

Quotes

As a reporter, you have a very important job to choose the words, phrases, and quotes to tell each story in the most interesting way. You get to select the details to include and those to leave out so that your story doesn't include more than the reader wants to know. Partner with your school photographer and/or videographer to discuss what stories and photographs will attract readers.

The stories that you write about appreciation day celebrations may appear in your school newsletter, website, or even in your school yearbook. Some stories may even show up on the school system website or even in the local newspaper. The best stories will be published in Utrust's statewide newsletter and a few will appear on the Utrust website. Wherever it is published, it will include your byline so everyone will know who wrote it.

School News

You and your school's photographer and videographer could even win \$1,000 for your school. Utrust is going to award the top three schools for their extraordinary appreciation day celebrations and the reporting of those events. Second and third place will receive \$500 and \$250, respectively.

Awards

We hope that you help your school win a prize, but whether you do or not, you are helping to recognize and honor the people in your school who do what they can to make school a better place for you and your classmates.

WHAT DOES IT TAKE TO BE A GOOD REPORTER?

A good reporter covers the 5 W's when they are gathering information for their story:

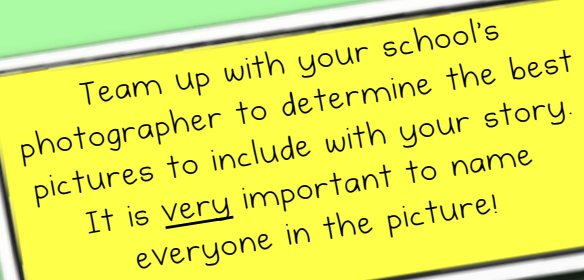
Who. The story should inform its readers about the individuals mentioned in the story- names and positions of employees being recognized.

What. Readers need to know the facts about the event. Explain your employee appreciation celebrations- We want to know everything about what your school did to celebrate. Get quotes from employees being honored, your principal and parents. This will add color to your story.

Where. Where did the celebrations take place? Of course mention your school, but also document where the actual celebrations took place; teacher's lounge, gymnasium, cafeteria, etc.

When. Documenting when something occurs is important because it lets the reader know when the event took place.

Why. Writers need to make sure they have explained why the story is important to the reader.



Team up with your school's photographer to determine the best pictures to include with your story. It is very important to name everyone in the picture!

TO GET YOUR STORY PUBLISHED

★ Please make sure you get your story and photos to your assigned Media Adviser for possible publication★