Unit 6: Beat It: Day- To- Day Coverage

Content Area: **Language Arts Literacy**
Course(s): **Print Journalism 1, Print Journalism 2, Print Journalism 3, Print Journalism 4**
Time Period: **January**
Length: **10 blocks**
Status: **Published**

Enduring Understandings

A beat is an area of coverage and responsibility.

A beat can be subjective (i.e., Sports) or geographical (a specific town, the White House) or both (Cops & Courts).

A journalist must stay on top of any and all news that comes out of his beat, not just what he covers, and be an expert on it.

A beat is covered through presence and sourcing.

Beat coverage is constantly evolving.

Essential Questions

What beat do I want to cover?

What is my audience looking for out of my beat?

How can I get an audience/other journalists to notice my coverage?

What sets my coverage apart?

How will I adapt coverage to meet the needs of my audience?

Content

"Beat," social media, PR

Skills

Report and covering a beat

Define and utilize a blog

Use of industry-preferred social media to report and promote

Develop and cultivate sources

Edit and revise work

Develop story ideas

Check facts for accuracy

Edit and revise the work of others

Layout and design newspaper

Determine stories/items worth coverage

Assign coverage

Delegate editorial responsibilities

Resources

Student Writing

Chromebooks

Google Classroom

Google Docs

http://crimsoncourier.weebly.com

Standards

LA.11-12.W.11-12.2 - [*Progress Indicator*] - Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

LA.11-12.W.11-12.2.A - Introduce a topic; organize complex ideas, concepts, and information so that each new element builds on that which precedes it to create a unified whole; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension.

LA.11-12.W.11-12.2.B - Develop the topic thoroughly by selecting the most significant and relevant facts, extended definitions, concrete details, quotations, or other information and examples appropriate to the audience's knowledge of the topic.

LA.11-12.W.11-12.2.C - Use appropriate and varied transitions and syntax to link the major sections of the text, create cohesion, and clarify the relationships among complex ideas and concepts.

LA.11-12.W.11-12.2.D - Use precise language, domain-specific vocabulary, and techniques such as metaphor, simile, and analogy to manage the complexity of the topic.

LA.11-12.W.11-12.2.E - Establish and maintain a style and tone appropriate to the audience and purpose (e.g. formal and objective for academic writing) while attending to the norms and conventions of the discipline in

which they are writing.

LA.11-12.W.11-12.2.F - Provide a concluding paragraph or section that supports the argument presented (e.g., articulating implications or the significance of the topic).

LA.11-12.W.11-12.6 - [*Progress Indicator*] - Use technology, including the Internet, to produce, share, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

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