



Communications

PROJECT PLANNING GUIDE

OBJECTIVES OF THE COMMUNICATIONS PROJECT

1. To develop an appreciation for newspapers, radio, and television as mass media forms of communication.
2. To learn how news is gathered, organized, and presented through newspapers, radio, and television.
3. To develop communication skills.
4. To explore newswriting and broadcast journalism as possible careers.

EXTENSION RESOURCE MATERIALS

1. 4-H Communications: Newswriting
2. 4-H Communications: Radio and Television

NOTE

This project planning guide is based in part on information included in the two project manuals which are available from your county Extension office. This project is not considered appropriate for most youths ages 9-11.

LEVEL 1
(9- to 11-year-olds)

Things to Learn	Things to Do
<p style="text-align: center;"><u>Radio and Television</u></p>	
1. What is "news?" (<u>Radio and Television</u> p. 3)	1. Listen to local and national news programs on your radio or television. What are the differences between the news covered by your local station and the news covered by the network program?
2. Three types of radio broadcasts. (<u>Radio and Television</u> p. 3-4)	2. Listen to your radio station and try to find a program with each of the three types of broadcasts. What are the differences between the three?
3. What is a "throw-away?" (<u>Radio and Television</u> p. 3)	3. Listen to your local news program on a radio station. Note the throw-aways that they use.
4. How to use a tape recorder. (<u>Radio and Television</u> p. 5)	4. Get a tape recorder and practice using it.
5. Talking into a microphone. (<u>Radio and Television</u> p. 4)	5. Experiment with talking into a microphone plugged into a tape recorder. Talk with the microphone in different positions in relationship to you.
6. Developing your speaking ability. (<u>Radio and Television</u> p. 3)	6. Read the 4-H Member Manual <u>Public Speaking and You</u> .
7. Developing your ability to show and explain things. (<u>Radio and Television</u> p. 5-8)	Participate in the 4-H Public Speaking Program.
8. What are "public service announcements?"	7. Give a 4-H demonstration to your club or at County Activity Day.
	8. Listen to your local radio or television station. Note how many public service announcements are made during one hour.

Level 2
(12- to 14-years-old)

Things to Learn	Things to Do
<u>Newswriting</u>	
1. What is "news?" (<u>Newswriting</u> p. 3)	1. Read your local newspaper to see what it considers newsworthy.
2. What is a "lead?" (<u>Newswriting</u> p. 3)	2. Cut out at least 10 leads from an old newspaper.
3. The five "W's" and the "H." (<u>Newswriting</u> p. 3-4)	3. Circle these parts in the 10 leads that you cut out of an old newspaper.
4. The "ABC's" of newswriting. (<u>Newswriting</u> p. 3-6)	Write a lead containing the five "W's" and the "H."
5. The differences between news stories (advance and follow-up stories) and feature stories. (<u>Newswriting</u> p. 3-6)	4. Find stories in your newspaper that lack one or more of the "ABC's." Look for retractions in your newspaper. They will point out inaccuracies.
6. The inverted pyramid style of writing - important facts first. (<u>Newswriting</u> p. 5)	Read your stories after you have written them. Check to see that names are spelled correctly and the facts in your story are easily understood.
7. The importance of timeliness to a story. (<u>Newswriting</u> p. 5-6)	5. Find an advance story, a follow-up story and a feature story in your local newspaper. Compare the stories. How are they different? How are they alike?
	6. Look at stories in your local paper. Notice how they develop a story starting with the most important thing that happened and then working their way down to lesser important things.
	7. Notice the dates included in stories in your local newspaper.

Things to Learn	Things to Do
8. The importance of short paragraphs.	8. Look at the stories in your local paper. Notice the length of the paragraphs in the stories.
9. The use of action verbs.	9. Notice the types of verbs that are used in the stories that appear in your local newspapers.
10. The use of quotes. (<u>Newswriting</u> p. 4-6)	10. Notice how quotes are used in stories that appear in your local newspaper.
11. The use of photographs. (<u>Newswriting</u> p. 6)	11. Look for stories that include photographs. What do the photographs do for the stories?
12. Story appeal. (<u>Newswriting</u> p. 4-5)	12. Look for stories in your local paper that appeal to you. Why do they appeal to you? Look for stories that do not interest you. Why don't they appeal to you?
13. Writing a good news story. (<u>Newswriting</u> p. 3-6)	13. Write news stories about club events and school events using the things that you have learned in the Newswriting Project.
14. What is "copy?" (<u>Newswriting</u> p. 7)	
15. How to prepare your copy. (<u>Newswriting</u> p. 7)	15. Prepare your news stories in the manner described in the Member Manual. Submit your stories to your local newspaper in this manner.
16. Meeting deadlines.	16. Check with the editor of your local paper to find out what the deadlines are for getting a story into an issue of your paper.
17. The role of an editor. (<u>Newswriting</u> p. 5-7)	17. After you have sent stories into a newspaper and had them printed, check to see if your story has been changed. Look at any changes that have been made. How have they affected your story? If your stories have been changed in many places, talk with the editor of your paper to find out how you can better write your story.

Level 3
(15- to 19-years-old)

Things to Learn	Things to Do
<p data-bbox="252 287 371 308"><u>Newswriting</u></p> <ol data-bbox="157 334 498 1129" style="list-style-type: none"><li data-bbox="157 334 359 355">1. What is "news?"<li data-bbox="157 594 453 639">2. How to interview people. (<u>Newswriting</u> p. 6)<li data-bbox="157 686 431 732">3. Feature story writing. (<u>Newswriting</u> p. 5-6)<li data-bbox="157 779 482 872">4. The proportion of a newspaper devoted to news, pictures, editorials, comics, and advertisements.<li data-bbox="157 896 493 918">5. How newspapers are financed.<li data-bbox="157 1086 498 1129">6. How copy is typeset and laid out.	<ol data-bbox="580 334 997 1179" style="list-style-type: none"><li data-bbox="580 334 997 565">1. Compare two or more newspapers that serve the same area, such as <u>The News and Observer</u> and <u>The Wilson Daily Times</u> or <u>The Winston-Salem Journal</u> and <u>The Kernersville News</u> for at least two weeks. Are the same things considered news by both papers? Do different stories make the front page of the two papers on the same day?<li data-bbox="580 594 975 658">2. Interview members of your family or 4-H Club as if you were going to write a story about them.<li data-bbox="580 686 997 751">3. Interview someone interesting that you know. Write a feature story based on that interview.<li data-bbox="580 779 983 872">4. Figure out the amount of space in your local paper that is devoted to each of the five sections mentioned in the things to learn.<li data-bbox="580 896 997 1058">5. Talk to the publisher of your local newspaper. Find out how much of the newspaper is financed through advertisements, and how much of the newspaper is financed through subscriptions and sales at news stands.<li data-bbox="580 1086 997 1179">6. Visit your local newspaper. Visit the typesetting and composition sections and see how they perform their jobs.

Things to Learn	Things to Do
<p>7. Careers with a newspaper.</p> <p>8. The importance of your local newspaper to your community.</p>	<p>7. Meet with employees of your local newspaper. Find out what jobs there are with the newspaper and what training is needed to get those jobs. If one job interests you, spend some time with an employee who does that job.</p> <p>8. Take a survey of the people in your community to find out how many read the paper and how important the paper is to them.</p>
<p><u>Radio and Television</u></p>	
<p>1. How to conduct a radio interview. (<u>Radio and Television</u> p. 4)</p> <p>2. How to write a radio script. (<u>Radio and Television</u> p. 3-4)</p> <p>3. Write a television script. (<u>Radio and Television</u> p. 7)</p> <p>4. Meeting deadlines. (<u>Radio and Television</u> p. 4)</p> <p>5. The difference between a television station and a cable television station.</p> <p>6. How to use videotape equipment.</p>	<p>1. Listen to an interview show on your local radio station. After listening to the interview program try to interview a friend using the same style as the interviewer did on the radio program.</p> <p>2. Write a script based on an activity that your club has done or will be doing in the future.</p> <p>3. Write a television script dealing with something that interests you.</p> <p>4. Contact the station managers at your local radio and television stations and find out what their deadlines are for PSA's and news.</p> <p>5. Visit a local television station and a cable television station. What are the differences?</p> <p>6. Visit someone who will let you learn how to use videotape equipment.</p>

Things to Learn	Things to Do
7. How to make call-in reports. (<u>Radio and Television</u> p. 5)	7. Make a call-in report on some event that you are covering.
8. The use of visuals in television. (<u>Radio and Television</u> p. 6-8)	8. Collect or prepare some visuals that you could use on a television program.
9. Planning and preparing a radio program. (<u>Radio and Television</u> p. 3-4)	9. With the help of your 4-H agent or local radio station manager prepare a program for use on your local radio station.
10. Planning and preparing a television program. (<u>Radio and Television</u> p. 5-6)	10. With the cooperation of your 4-H agent and local television station manager plan and prepare a television program.
11. The importance of rehearsal. (<u>Radio and Television</u> p. 4-7)	11. Before you present the program that you have planned, rehearse it. Use a mirror, tape recorder, or friends as an audience when you rehearse.
12. Dressing properly for television. (<u>Radio and Television</u> p. 8)	12. Dress properly when you are appearing on television.
13. Camera presence. (<u>Radio and Television</u> p. 8)	13. Practice giving your talk so that you are prepared to look into the camera and look professional.
14. Careers in radio, television, and cable television.	14. Visit with employees of your local radio, television, or cable television station. Find out what their jobs are and what training is required to have those jobs. If one job interests you, spend some extra time with someone who is in that job. Find out what job openings would be available in your area and what the pay scale is for those jobs.

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