



BEFORE WE GET STARTED

Register your attendance.

Complete this form for each session you attend.

Session numbers
are in the program.



Rosters

CAP
CON
2024

Session number: 752

LESSONS LEARNED: BUILDING A ROBUST JOURNALISM PROGRAM

Presented by: Luis Alaniz & Ivan Silva - La Joya ISD



OVERVIEW

Session number: 752

What

- Provide a comprehensive overview of lessons learned from creating a journalism program.

Why

- Empower participants with practical tools, tips, and resources to enhance their journalism programs.

Who

- Coaches, **new coaches**, administrators, UIL coordinators, and anyone interested in UIL journalism.

When

- The next 45-minutes, buckle up.

Where

- Room 108

How

- Real-world experiences, strategies, and best practices.
- A few Ted Lasso quotes

"I'VE HEARD FOLKS SAY THAT IF YOU LOVE WHAT YOU DO, YOU'LL NEVER WORK A DAY IN YOUR LIFE. WELL, I GOTTA DISAGREE. I LOVE WHAT I DO, AND I WORK INCREDIBLY HARD."

-TED LASSO

INITIAL PLANNING AND RESOURCE ALLOCATION

Yes, we need printers.

THE GAME PLAN

Fall

- Resource requests and follow-ups
- On-going recruitment
- Competition *Go-Bag* Refresh
- Schedule practices
- Schedule invitational meets
- On-board new students
- Everyone competes in every event

Spring

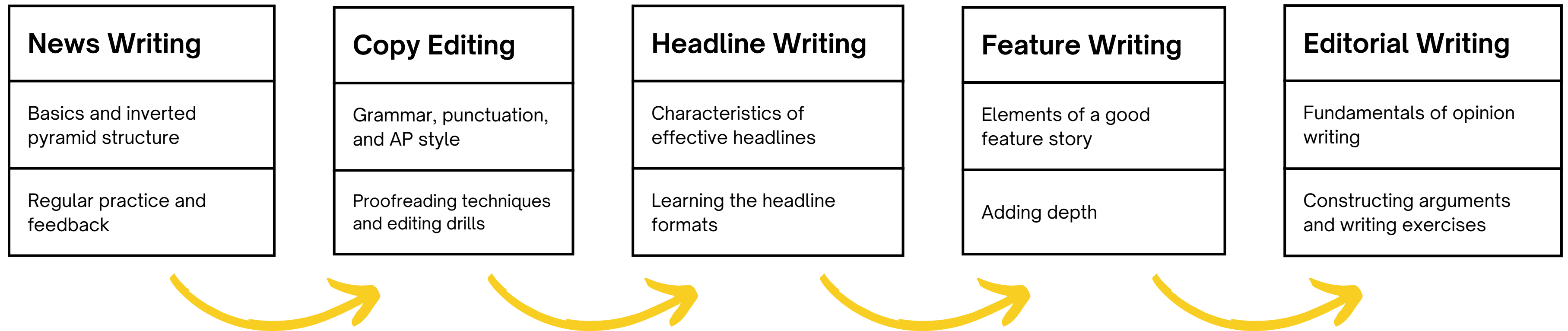
- Team is finalized
- Students specialize
- Practice is mostly small-group based
- Veteran students step up
- Feedback means re-writes
- District meet countdown
 - Who makes the cut
- Regional meet focus
 - What do we need now
- State meet focus

Summer

- Keep students engaged
- Incoming student recruitment
- Seek TSIA scores, STAAR ELAR, summer bridge, teacher recommendations, etc.

LESSONS FROM ONBOARDING

- Five events is overwhelming
- Build skills strategically
- This isn't for every student



RESOURCES: THE BASICS

- **Know what you need to compete**
 - Request AP Style books **early**
 - Request ink/toner **often**
 - Power strips
- **Know what you need to succeed**
 - Practice time/transportation
 - The right space
 - A supportive network

**"DON'T SELL YOURSELF SHORT. IF ANYTHING, SELL YOURSELF TALL AND GET IT ALTERED LATER."
- TED LASSO**

RESOURCES: THE GO-BAG

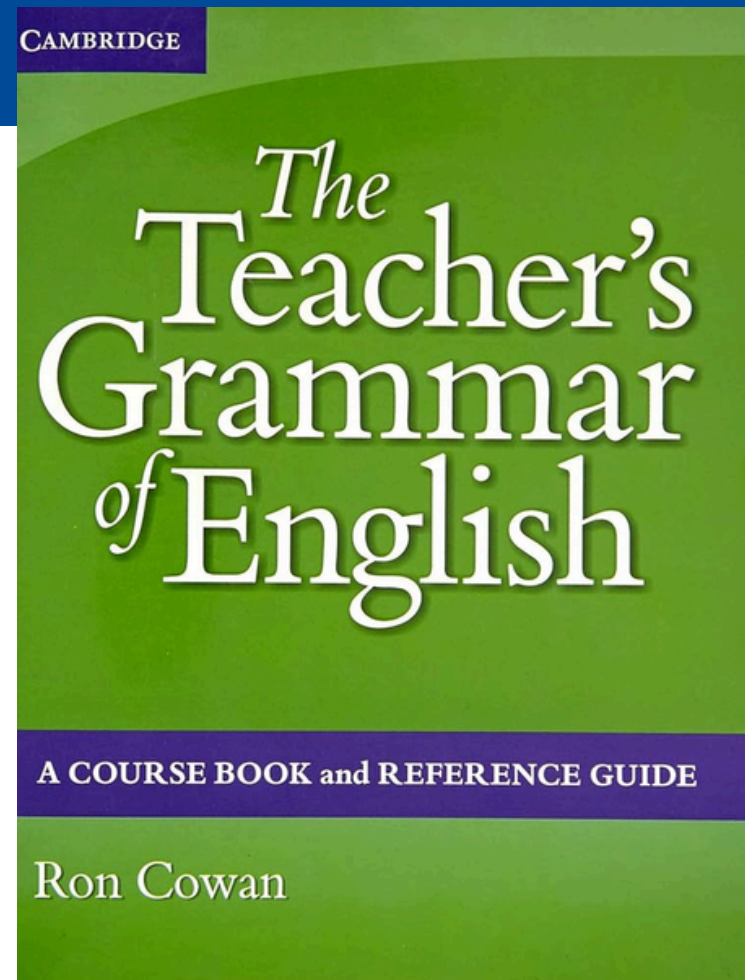
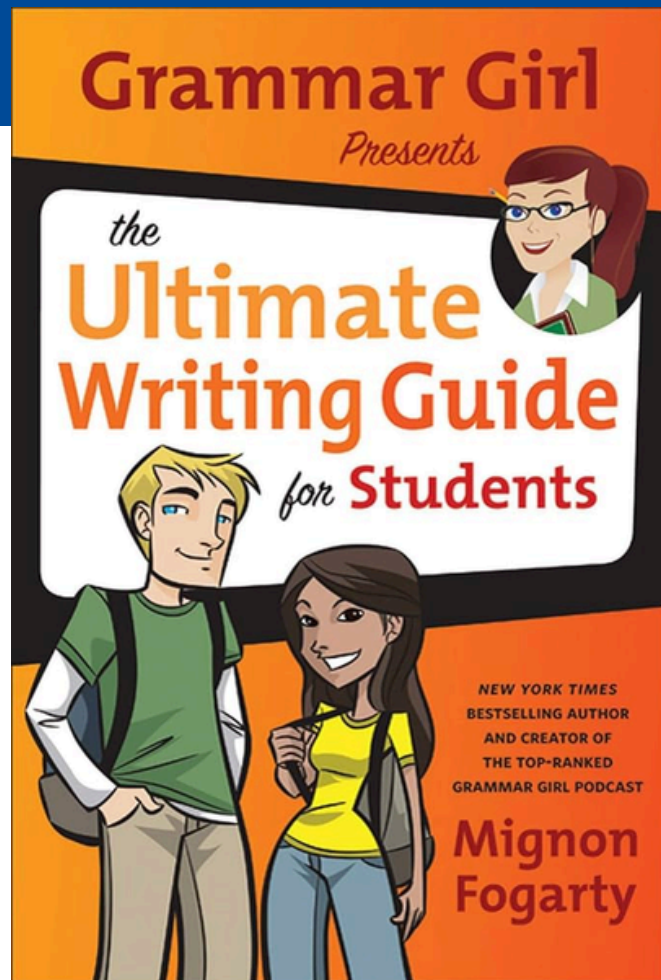
- You're going to need a set of wheels
- Every team member should know how to set up and test the technology
- Practice packing and unpacking
- Someone always needs paper
- Bring a dongle



Find big wheels

RESOURCES: CURRICULUM/MATERIAL

- The UIL Journalism page
- Invitational A & B, District, Regional, and State materials
- Attend summer ILPC workshops
- If it says Bobby Hawthorne, take it
- Know how to make the most of what you have



You are a staff reporter for the Leaguetown Press. From the following information, write a news story as you would for your high school newspaper. You have 4 minutes to Good luck.

A VISUAL REFERENCE FOR EVERYTHING YOU NEED TO KNOW

THE INFOGRAPHIC

GUIDE TO

GRAMMAR

SENTENCE STRUCTURE

Sentences must contain a **subject** and a **predicate** and be able to stand on their own.

- The → **article**
- young → **adjective**
- woman → **subject**
- sprinted → **predicate**
- across the finish line. → **prepositional phrase**

VERB TYPES

- ACTION VERBS**: The turtle **dived** into the water.
- VERBS OF BEING**: The boy **was** tired this morning.
- LINKING VERBS**: The coffee **tasted** too sweet.
- AUXILIARY VERBS**: Yes, you **can** join the club.

PUNCTUATION MARKS

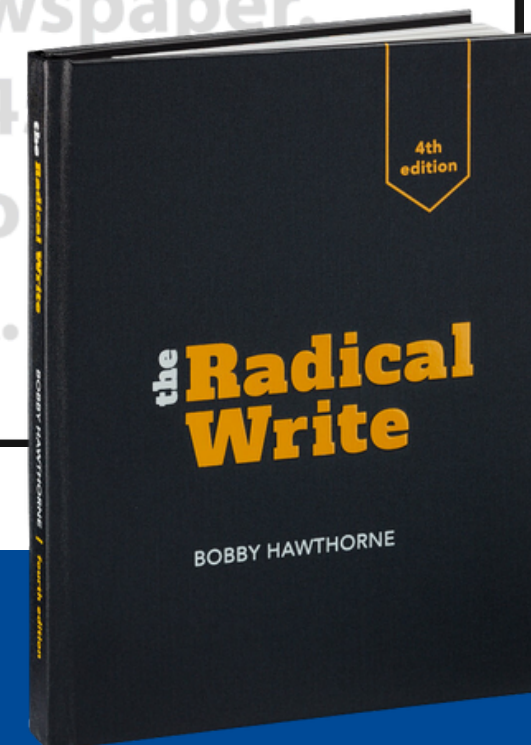
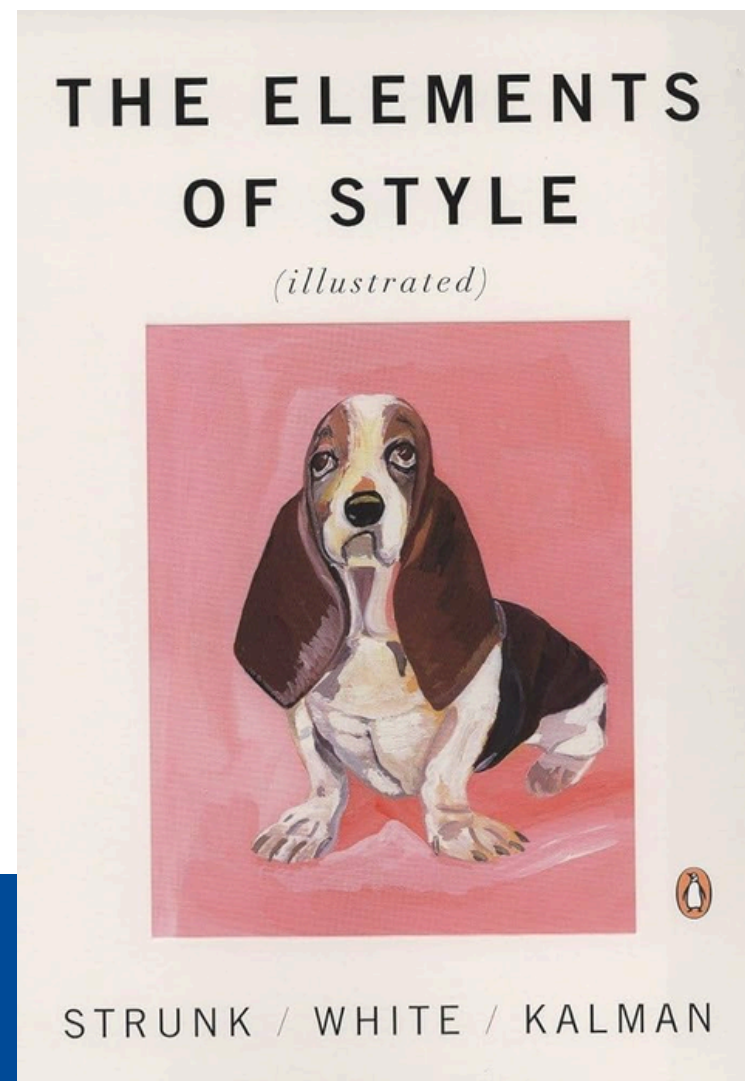
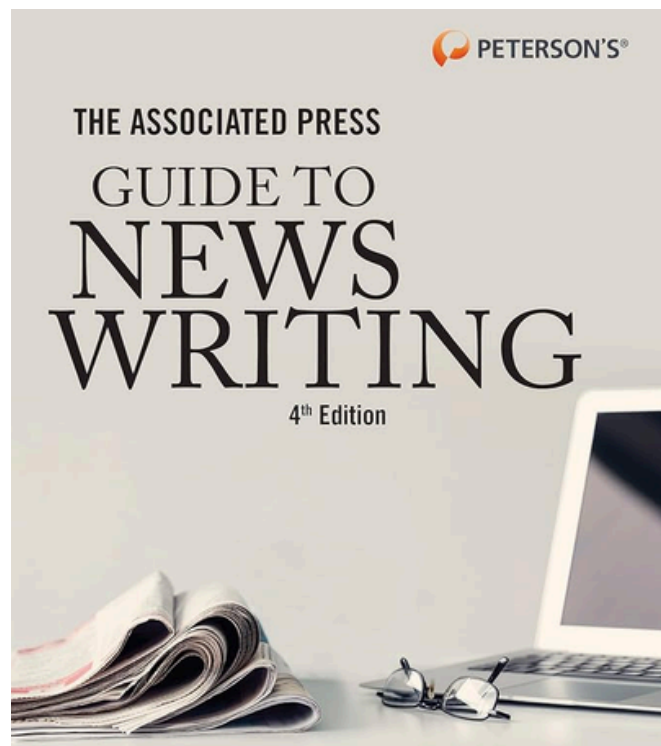
Commas

Her favorite kinds of ice cream were mint, chocolate, and strawberry.

"WHO" OR "WHOM"?

TRY IT OUT WITH A QUESTION:

- ORIGINAL: Who/whom is hungry?
- SUBSTITUTION: He is hungry.
- CONCLUSION: 'Who' is correct.



The Resource for Professional Journalism

- The essentials of top-quality news writing
- Real-life examples drawn straight from today's print and digital publications
- Sound professional techniques to give your stories clarity, precision, and polish

STRUNK / WHITE / KALMAN

RESOURCES: A SUPPORTIVE NETWORK

- It starts in the practice room
- Establish relationships with competing schools
- Cultivate connections
- Invite the principal to a meet
- Reach out to district PR
- Tell the family what the students don't
 - Parking lot talks



LESSONS FROM INVITATIONAL MEETS

- Thank the judges*
- Know when to ignore feedback*
- Say hello to the host(s)
- Be helpful when possible
- Filter results for those in your UIL district
- Network
- Celebrate the wins, learn from the losses

**"EVERY DAY IS A CHANCE
TO BE BETTER THAN WE
WERE THE DAY BEFORE."
- TED LASSO**

PLANNING YOUR PRACTICE

- Preparing by looking at students' needs
- Assess skill levels
- Identify what event(s) students are passionate about
- Set Individual Goals
 - Copy editing and headline points, revising time, one story per session, etc.
- Assign books, articles, and online tools
 - Bobby Hawthorne, magazine features, Quill
- Create a system for regular feedback and one-on-one coaching sessions

DISTRICT, REGIONAL, STATE

- More work with less students
 - Establish trial periods and cut-off dates
- Look at past state winners
 - Find trends, themes and style choices
- Solicit feedback from areas outside your expertise
- Lock-in dates with students
 - It's always TAFE, FBLA, or prom
- Keep a list of areas to target during the next academic year

**"THERE'S TWO BUTTONS I NEVER LIKE TO HIT: THAT'S PANIC AND SNOOZE."
- TED LASSO**

BUILDING SUSTAINABILITY

Because we're going to do it all again.

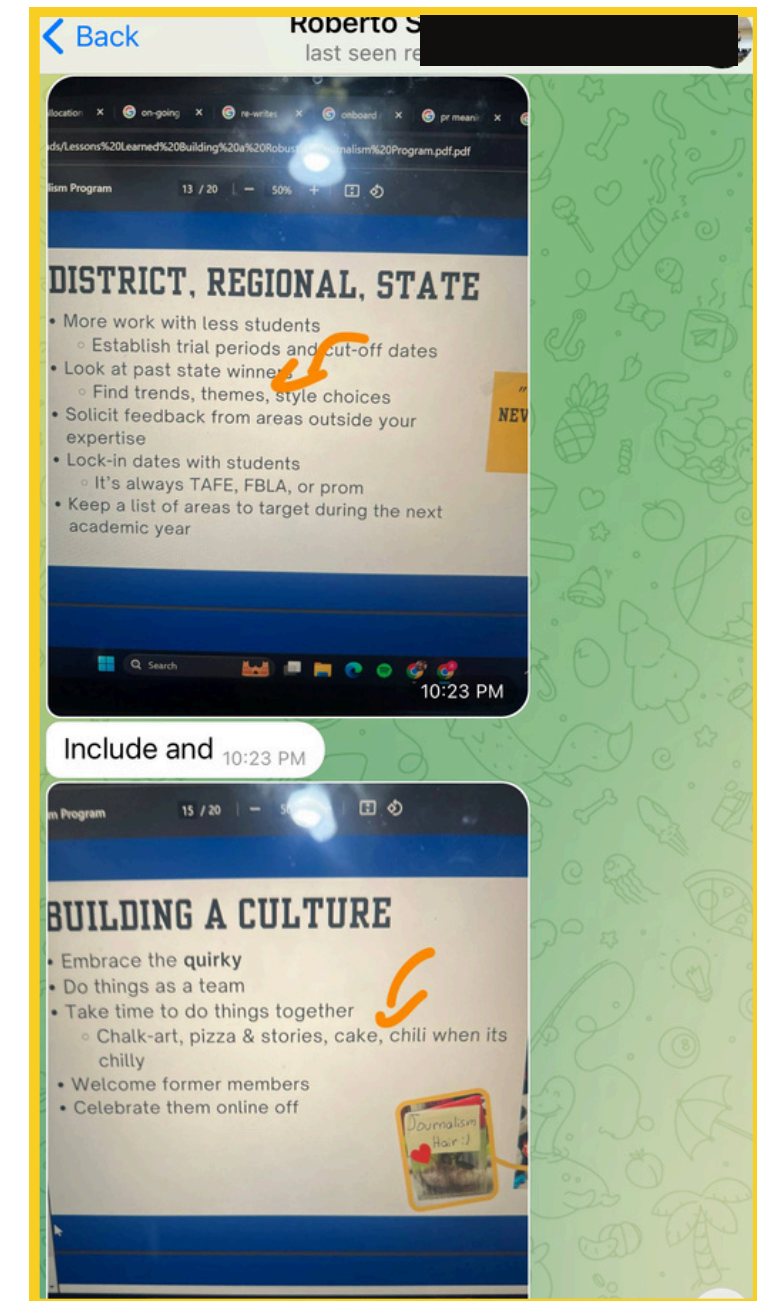
BUILDING A CULTURE

- Embrace the **quirky**
- Do things as a team
- Take time to do things together
 - Chalk-art, pizza & stories, cake and chili when it's chilly
- Welcome former members
- Celebrate them online and off

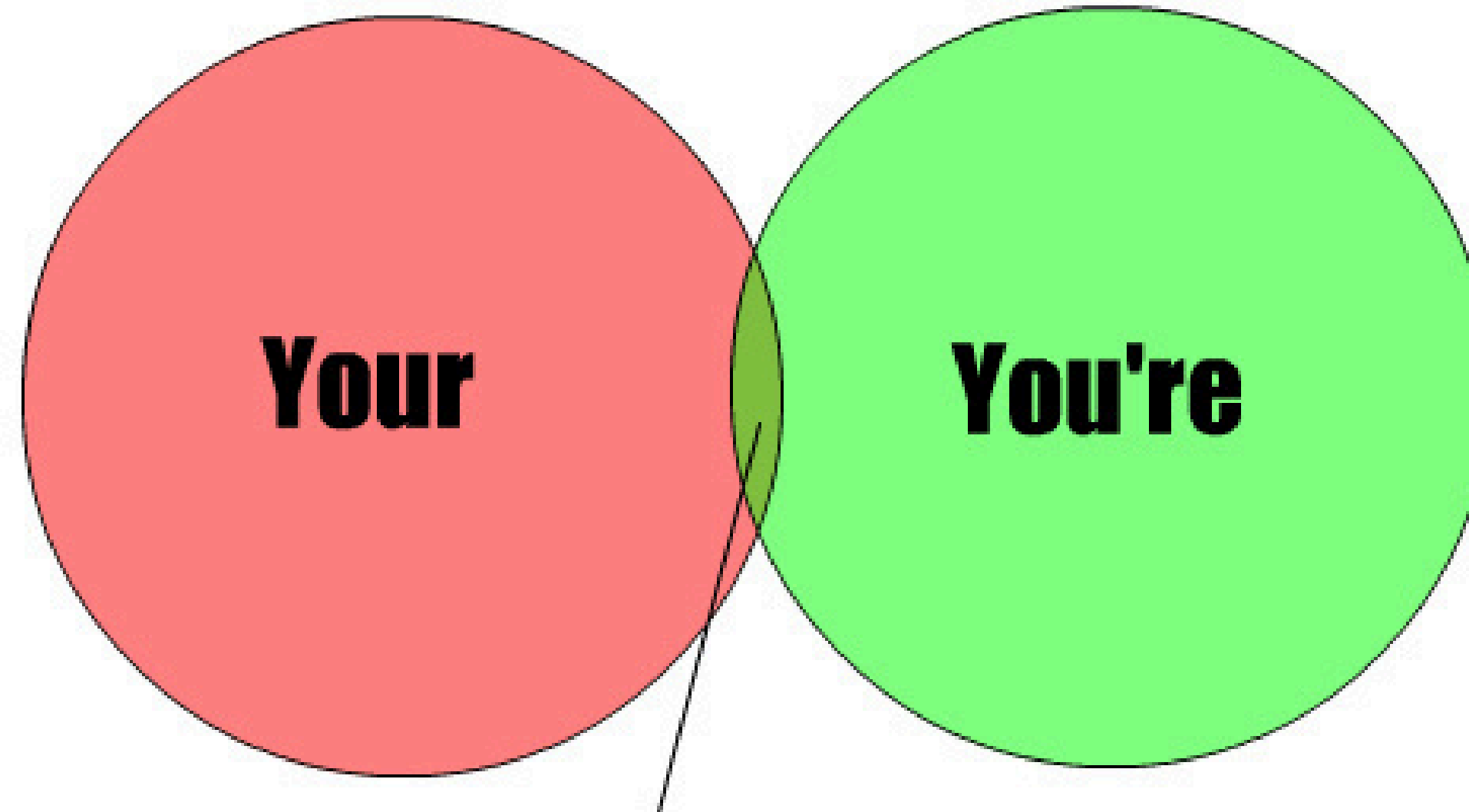


KEEPING STUDENTS ENGAGED OVER SUMMER

- Journalism workshops
- ILPC
- Summer meet-ups
- Work with partner schools
- Group chats
 - Wordle, NYT crossword
- Have them copy-edit your CapCon presentations

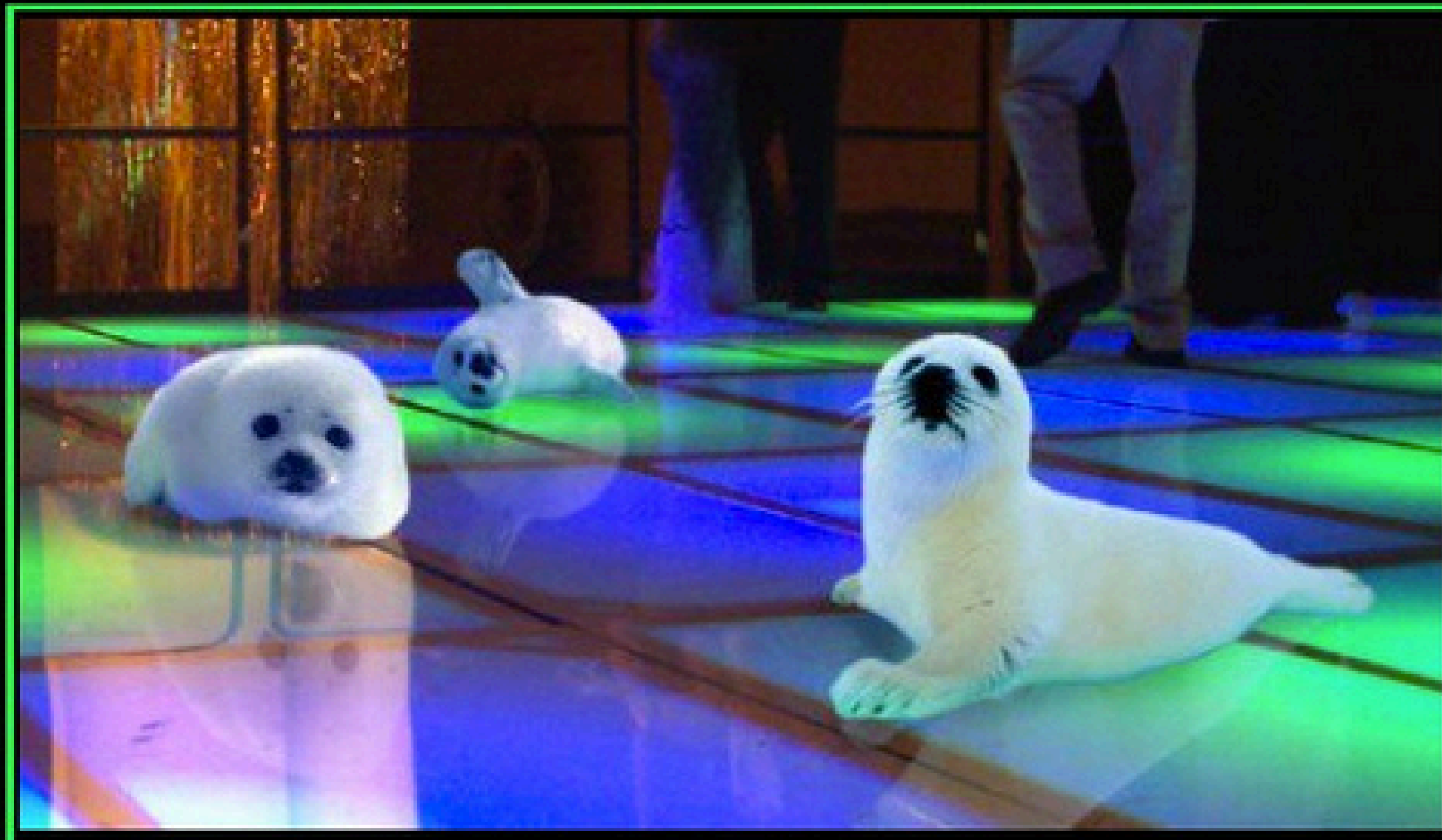


Your friends' grammar skills



Frequency of correct usage in Facebook posts.

(Note: "Your" is the possessive, as in "it's your computer." "You're" is the contraction for "you are," as in "you are an idiot if you don't know the difference.")



STOP CLUBBING, BABY SEALS

Once again, punctuation makes all the difference ...



WHERE WE ARE NOW

- Top scoring team at every invitational meet attended during the 2023-2024 school year
- District-winning Journalism Team for last four years
- Six state advances over six years
- All but 3 of our students meet the point criteria for All-State Journalism Staff this year

“TAKIN’ ON A CHALLENGE IS A LOT LIKE RIDIN’ A HORSE. IF YOU’RE COMFORTABLE WHILE YOU’RE DOING IT, YOU’RE PROBABLY DOING IT WRONG.”

- TED LASSO



Q&A

IDEA-SHARING

“...ONCE THE GAME GETS GOING, I CAN’T TELL MY FELLAS WHAT TO DO. SO I JUST GOTTA HOPE THAT EVERYTHING I’VE BEEN TRYING TO TEACH ‘EM MADE SOME SORT OF IMPACT ON ‘EM, AND THAT THEY’LL MAKE THE RIGHT DECISIONS WHEN THEY’RE OUT THERE ON THEIR OWN.”

- TED LASSO



THANK YOU FOR ATTENDING

Registration link,
presentations and handouts
are available on the website.

*Remember to register your
attendance for each session.*

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Handouts & More