

# MAKING THE NEWS



Faced with the commercial costs of producing newspapers, schools are increasingly opting for the production of more cost-effective internally-printed A4 newsletters. Making the News aims to ensure pupils continue to benefit from the 'newspaper experience' by recognising the parameters schools are having to work within and coming up with creative solutions to the challenges they face.

Production of school newsletters serves to instil pride, self belief and self worth in hundreds of children each year who are involved in producing such publications - as well as raising the positive profile of schools within their individual communities. All of this increases motivation levels within pupils. Making the News seeks to support this valuable facet of school life.

Making the News can be delivered in a variety of ways including Reporters Clubs, Summer Schools, Holiday Clubs and on a weekly workshop basis. The method is decided through negotiations with schools taking into considerations issues such as timetables, 'activity weeks', etc.

A key part of Making the News programme sees pupils coming together to work in a team to produce a real product - their own A4 newsletter. During the process pupils experience all the highs and lows encountered in a real newsroom.

Schools can take responsibility for collecting all raw editorial copy, photographs, images, etc, before the programme begins and see Making the News activities focus purely upon pupils developing the new ICT skills required to begin the design and layout process. EBC staff then provide practical support for pupils as they produce their own newsletters (most probably A4) which are then printed in house using Microsoft Publisher or Apple's QuarkXpress - whichever is available in schools.

Alternatively EBC can take the lead on content gathering by running a series of workshops on news gathering, interviewing, story writing,

using illustrations, etc, before moving onto the design and layout part of the programme. If required EBC can also assist in the commission of an external printer for produced newsletters and in the production of supporting display materials to promote the work of pupils within the school - adding to the skills portfolio of pupils.

Making the News can be adapted to meet the ages and abilities of all pupils - from Key Stage 1 to Key Stage 4 and has been designed to give pupils a flavour of media-related activity which develops key skills such as communication and team work as well as improving literacy, numeracy and ICT.

For older pupils it is designed to be of both stand alone value and also to interlink with additional activities delivered under other EBC programmes (Making the News, Newspapers in Education main programme and Stop the Presses).

The programme offers clear links to key skills such as literacy and numeracy and ICT, with the added emphasis on vital employability skills including communication, teamwork, task management and working to deadlines however they are given added relevance to 'the real world' to encourage pupil learning and motivation.

Pupils are given the opportunity to explore and develop their creative skills in the compilation of the editorial mix for their newsletters, selection of news stories to be included, planning and production of illustrations and the layout and design of their newsletters.

Education Business Connections provides:

- An exciting new way to learn with the emphasis on 'hands on' learning and development of key and employability skills.
- Media professionals offering expert advice and guidance.
- Flexible delivery to meet schools' needs and pupils' learning requirements.
- Full programme organisation.
- Full post-event evaluation service.

**'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'**