

The Bulldog Times

Welcome to the staff of Ayala High School's student-run news organization! Providing an outlet for student voices and informing the community about student life, we operate a news website and Instagram.

As a team of student journalists, you provide the vision and voice of *The Bulldog Times*.

As a publishing organization, we report on the news, campus activities, and student culture.

Develop Skills in...

- Writing
- Editing
- Interviewing
- Public Speaking
- Photography
- Research
- News/Media Literacy
- Web & Graphic Design
- Audiovisual Production
- Teamwork & Collaboration
- Project Management
- Professional Communication



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Glossary

ANGLE : the point of view, controlling idea, or theme of a story. You could write multiple stories on the same subject all from different angles.

ATTRIBUTE : cite your sources by including the name, title, grade level (for students), and established credibility

AP STYLE : Associated Press Style Guide defines our grammar, formatting, and conventions. Consult *Bulldog House Stylebook* for more detail.

FEATURE : long-form in-depth story that covers more than just hard news. Features are usually human interest narratives.

HEADLINES : titles of an article. Headlines are often rewritten by other people to fit layout space.

LEADS / LEDES : first sentences of an article need to immediately answer the 6 essential questions (Who, What, When, Where, Why, How) and provide a "wow" factor

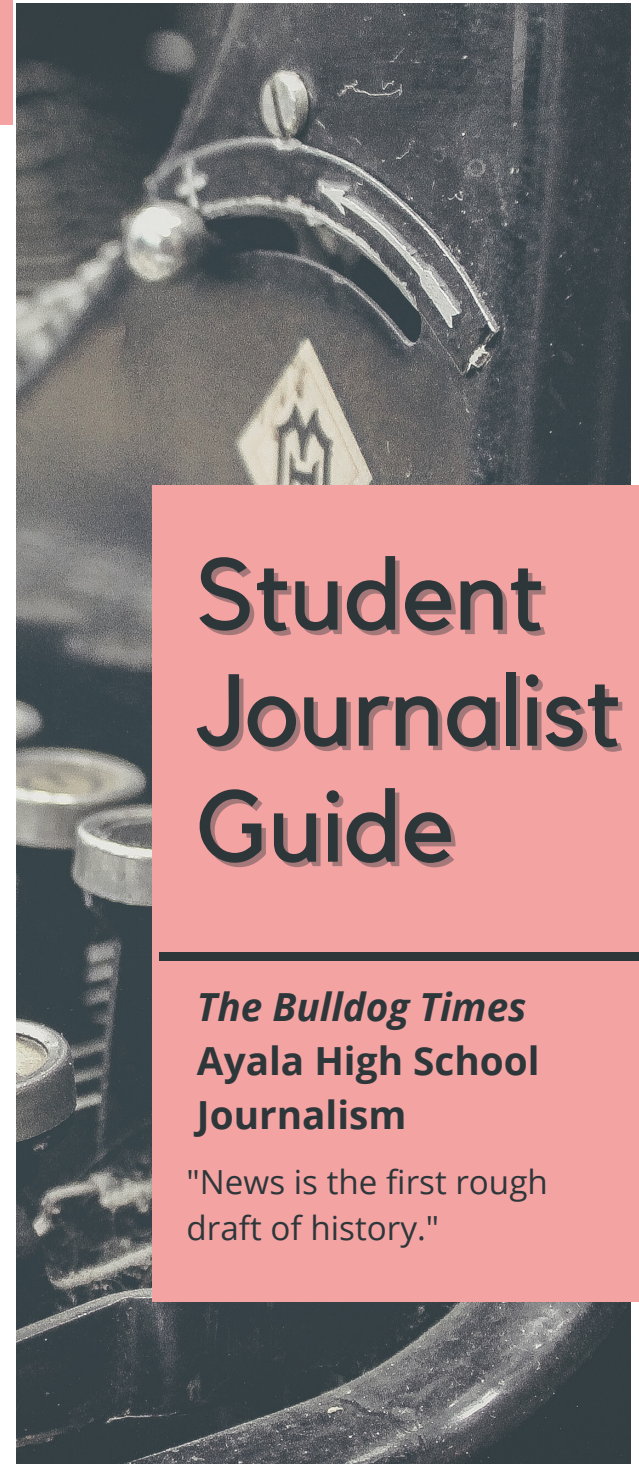
NEWS : HARD news is time-sensitive, straightforward, and objective reporting. SOFT news is less timely (human interest or entertainment) pieces.

PITCH : present and argue for a story idea.

Student Journalist Guide

The Bulldog Times Ayala High School Journalism

"News is the first rough draft of history."



Code of Conduct

Adapted from the Society of Professional Journalists

Seek Truth and Report It

Ethical journalism should be accurate and fair. Journalists should be honest and courageous in gathering, reporting, and interpreting information.

Minimize Harm

Ethical journalism treats sources, subjects, colleagues, and members of the human as human beings deserving of respect.

Act Independently

The highest and primary obligation of journalism is to serve the public. Journalists must be mindful of avoiding any possible conflicts of interest.

Be Accountable and Transparent

Ethical journalism means taking responsibility for one's work and explaining one's decisions to the public. Journalists must openly acknowledge mistakes and correct them.

PRODUCTION CYCLE



Determining News

How do you decide what is newsworthy? A story should hit 3 or more of these values.



Impact

How does it affect our readers' lives?



Timeliness

How recently did it happen?
What do readers need to know now?
What new information is available?



Proximity

How close to home is it?
Is it local, nation, or global news?
How does it affect our community?



Prominence

Who are the people involved?
Which names can readers recognize?



Conflict

What are the opposing forces?
Where is the drama or disagreement?
How are the problems resolved?



Human Interest

What emotions does it invoke?
How does it capture a reader's heart?
Is it inspiring, shocking, or funny?