For more than 60 years, Scholastic Journalism has served as an invaluable and comprehensive textbook and guide to the study and practice of journalism for high school students, teachers and advisers. With ongoing technological advances continuing to reshape and redefine the roles of journalism, the 12th edition of Scholastic Journalism is fully updated to encompass the full range of cross-platform multimedia writing and design at this crucial juncture in media development.

The new edition covers all aspects of online journalism, blogging and social media, and provides a wealth of new user-friendly features. Supporting online resources are available at www.wiley.com/go/scholasticjournalism.

Thoroughly revised to reflect dynamic changes in traditional media formats brought about by new technologies, the 12th edition of Scholastic Journalism propels a celebrated classic into the digital age.

C. Dow Tate is a journalism teacher at Shawnee Mission East High School in Prairie Village, Kansas, and Director of the Gloria Shields All-American Publication Workshop sponsored by Dallas County Schools. In 2011, he was named a Kansas Teacher of the Year finalist. He was inducted into the Scholastic Journalism Hall of Fame at the University of Oklahoma and was named a Texas Legend, as one of the most influential people in the state’s 75-year scholastic journalism history. His students’ publications – the newspaper, yearbook and news website – have earned the nation’s highest honors, including the National Scholastic Press Association’s National Pacemaker and the Columbia Scholastic Press Association’s Gold Crown. Tate has been named the Dow Jones Newspaper Fund’s National High School Journalism Teacher of the Year as well as the Texas Mac R. Hadlick Teacher of the Year.

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These additional resources for students and instructors are available at www.wiley.com/go/scholasticjournalism.

STUDENT MATERIALS

- Glossary of all key terms
- Library of useful links from the text
- Contact information for professional and student organizations
- List of additional resources

INSTRUCTOR’S MANUAL

- Introduction
- Learning objectives for each chapter
- Narratives for the end-of-chapter exercises
- Answers to test your knowledge and quick exercises by chapter
- Key terms defined by chapter
- Additional exercises for each chapter
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ABOUT THE AUTHORS

C. Dow Tate is a journalism teacher at Shawnee Mission East High School in Prairie Village, Kansas, and the director of the Gloria Shields All-American Publication Workshop sponsored by Dallas County Schools. In 2011, he was named a Kansas Teacher of the Year finalist. He was inducted into the Scholastic Journalism Hall of Fame at the University of Oklahoma and was named a Texas Legend, as one of the most influential people in the state’s 75-year scholastic journalism history. His students’ publications – the newspaper, yearbook and news website – have earned the nation’s highest honors, including the National Scholastic Press Association’s National Pacemaker and the Columbia Scholastic Press Association’s Gold Crown. Tate has been named the Dow Jones Newspaper Fund's National High School Journalism Teacher of the Year as well as the Texas Max R. Haddick Teacher of the Year.

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GROUP OF FRIENDS CHATTER OUTSIDE the band hall. The phone buzzes heralding a new text. Sirens scream outside the chemistry lab windows. So what are they talking about? What does the text say? Where are the police going? These are the questions any student would have.

Students may not realize it, but their inborn curiosity is a huge asset. If they like to ask questions and get answers, they have a journalist’s instincts. Their hands may not shoot up as often as they did in second grade, but we know that those questions still bounce around in their heads. Scholastic journalism provides an outlet, a forum that encourages students to explore and apply their natural curiosity.

This textbook builds on our desire to know what is going on in the world around us. Students will learn how to collect information through interviewing and research. They’ll learn to communicate through text, design and photos. They’ll learn to create stories that are relevant, accurate and important for their school, their classmates, their audience.

While we’ve seen numerous newspapers shut down in the last decade, we understand that journalism isn’t dying, it’s merely evolving. The range of media at our fingertips is constantly growing. In this tumultuous era of 24-hour news, enhanced by the opportunities of social and new media, the need for scholastic journalism training is also growing. The skills that young journalists learn – writing, designing, questioning, problem-solving, computing – are as valuable now as ever. Giving young people the skills to think for themselves will serve the generation and the public well.

Good journalism is alive in student journalism programs across the country. In the following pages you’ll find a wide array of examples showcasing articulate, insightful and creative student writing, photojournalism and design in school websites, newsmagazines, newspapers and yearbooks. High school reporters across the country are tackling relevant stories that impact their classmates and communities. The school reporter can tell the story of the softball player with the stamina to battle through cancer, highlight a teacher’s musical success on YouTube or enlighten an audience to the dangers of prescription drug abuse.

This textbook, the latest edition in the book’s 60+ year history, embraces the changes that the Internet has brought to journalism. Students will learn the basics of journalism to be used in blogs or webcasts, online galleries and online posts.

This book is written for the 21st-century classroom. It’s for the classroom filled with students who are constantly bombarded with texts, tweets and fast-moving information. And it’s for the teachers who have to prepare those students to be competitive in an ever-changing marketplace. This edition has been revised to include more user-friendly features. The Test Your Knowledge questions and Quick Exercises break up the text into manageable chunks and offer readers the chance to check their comprehension and apply their new skills throughout each chapter. The weblinks provide quick references and resources for interactive and extended learning possibilities. An instructor’s manual and wealth of supporting online resources to accompany the book can also be found at www.wiley.com/go/scholasticjournalism.

Whether the information comes through a mimeographed paper or a podcast, we will always have an interest in the life around us and there will always be a need for curious minds to inform, educate and entertain us. And beyond scholastic journalism, we believe the skills students learn from this textbook will benefit them – in journalism or in whatever career they pursue.

In the fast-changing world of technology and mass media, vibrant fresh ideas often come from the next generation. We encourage students to have the confidence to be creative visionaries. We believe this book will provide the foundation for strong scholastic journalists who can become active, thoughtful and responsible members of the media and society.
WE’D LIKE TO THANK A long list of teachers, colleagues, friends and corporations who helped us in the preparation of the 10th, 11th and 12th editions. Their support, insight and help in providing permission to use material from their newspapers and yearbooks have been invaluable in producing this textbook.

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