

# Newspaper Service Points

Each semester in Newspaper you will need to complete a total of **100** Newspaper service points. These points can be accumulated through the semester at your own pace. However, failure to complete these points by the end of the semester may result in a drastic grade drop at the last minute. **IT IS YOUR RESPONSIBILITY TO TRACK YOUR SERVICE POINTS AND GET THEM SIGNED OFF!!!**

Track your service points in your log. Your log will need to be initialed by me *for each entry, on the date you complete the task/service*. If you accumulate **200** service points or more by the end of semester, you will receive an award certificate, a gift card and your choice of candy bar.

## How do I earn Service Points?

### 25 points

- Cover extra events outside of your required assignment as a photographer.
- Cover extra events outside of your required assignment as a journalist.
- Volunteer and work a sales event at Rocky: Homecoming, Senior Athletic Nights, Ticket Sales, Band Concert, Choir Concert, Etc.
- Plan and implement a fundraiser event for the Rocky Roar, with approval from administration and Ms. Blumhardt.
- Manage the business ad section for an issue (includes billing advertisers, receiving and uploading the ad to SharePoint, submitting checks to Mrs. Holmes for deposit and balancing our budget).
- Editors can earn up to 25 points per semester based on editor evaluations from staff.

### 20 points

- Staff members can earn up to 20 points per semester based on staff evaluations from peers.
- Everyone earns 20 points each if a submission from the Rocky Roar is selected as a winner for a contest or award.
- Participate in a fundraiser for the Rocky Roar outside of class time.

### 15 points

- Plan a marketing campaign/business outreach plan for ad sales.
- Plan and implement marketing around Rocky for a new issue (Bearcast, daily announcements and posters around school).
- Learn a journalism-based skill and teach it to the whole class.
- Design/create Rocky Roar "swag" to give out to students to bring attention to our newspaper (pencils, buttons, bracelets, etc).
- Design a spread beyond a project requirement.
- Meet all requirements and permissions and submit the Rocky Roar into local, state, and national approved contests.

### 10 points

- NOT use an Excuse Contract for the entire semester.
- Caption photos on spreads.
- Write photo and editor credits for each page.
- Double-check spelling of all names, clubs, organizations and events for the issue.
- Select photos for a spread.
- Win the monthly "Best Article."
- Win the monthly "Best Photo."
- Lead a brainstorming/story assignment day.
- Put together the sports stats page for the issue (in addition to your article assignment).
- Collaborate with another reporter to create a two-page spread of articles/photos.

### 5 points

- Scan in any requested items and upload to the correct folder in SharePoint.
- Have 3 or more sources in your monthly article assignment.
- Physically and digitally inventory old newspapers for our records.
- Check calendar for upcoming events and bring attention to important events to cover on brainstorming days.
- Submit your article assignment *one class period* before the indicated deadline.
- Come up with fun, interactive opportunities for Newspaper and begin a plan as to how you can make that happen (teambuilding, volunteer opportunities, staff contests, etc).
- Write thank you notes for program supporters.
- Write letters to award-winning Newspaper advisors and ask for copies of their newspapers for our staff to look at for inspiration.
- Clean cameras/computers/voice recorders and other technology equipment.
- Write thank you notes to our advertisers.
- Conduct a poll of the student body for coverage and create a graphic for it (can accompany your monthly article assignment).
- Distribute issues of the Rocky Roar to 10 classrooms/areas on distribution day.
- Earn 5 points PER training module that you complete at: <https://www.schooljournalism.org/journalism-training/>.



