

# WHAT'S THE BIG IDEA?

INFUSING YOUR PROGRAM WITH ENERGY  
AND PASSION TO HELP ESTABLISH A  
CULTURE OF PUSHING OTHERS FORWARD

MITCH EDEN  
KIRKWOOD HIGH SCHOOL  
@CMEDEN



# MANAGE PEOPLE'S ENERGY

- To run a successful media staff you have to learn to manage people's energy including your own.
- When was there more energy in the room?
- What did I do to change the energy?

# MANAGE PEOPLE'S ENERGY

- Changed the focus from a negative to a positive.
- Create a Culture of Positive!

**IT ALL BEGINS DAY 1**

**GOAL: MAKE YOUR  
CLASS LIKE NO  
OTHER ON CAMPUS**



























2-minute dating...

Guilty pleasure?

Fave movie of all-time?

Passionate about?

TSwift or Miley Cyrus?

On your iPod?

Fave TV Show?

What did you do this summer?

Last concert?

What you'd like to be when you grow up?

Fave sport?

Fave STL landmark to visit?

Best vacation ever?

Pet peeve?

Perfect day...

Who you admire?

Most embarrassing moment?

Best restaurant?

I wish I could spend the day with...

I love (P/C) because...

Kirkwood is better than Webster because...

I wish my parents would...

Teachers do not understand...



PhotoBooth Pics!



# MOTIVATIONAL MONDAYS







- Perfection is not attainable, but if we chase perfection we can catch excellence.”  
- Vince Lombardi



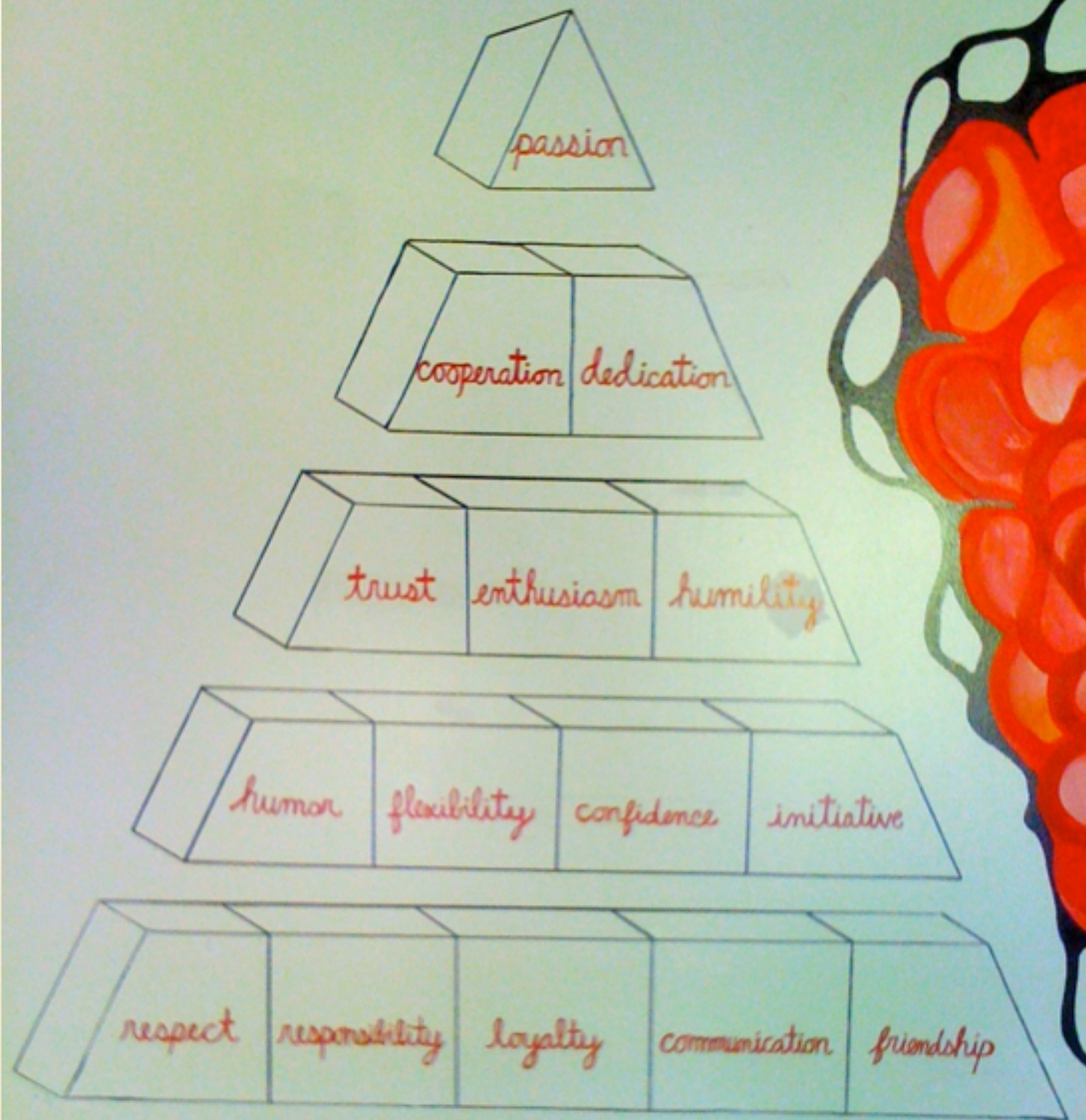


“When you find yourself in a position of strength, a position of power or authority, you can go one way or the other. You can be a person built for others, which is all about effort and empathy. Or you can just walk around like you’re better than everyone else, which is basically arrogance and indifference about the world around you.”

- Jeffrey Marx, Seasons of Life



# KHS Journalism



## Pyramid of Success





# WOODEN ON LEADERSHIP™

THE ART OF  
800CCE88

## PYRAMID OF SUCCESS

*"Success is peace of mind which  
is a direct result of self-satisfaction  
in knowing you made the effort  
to become the best of which  
you are capable."*

John Wooden, Head Coach

SUCCESS

*Success is not a destination,  
it is a journey.*

*"Failure to prepare is preparing to fail."  
"Don't mistake activity for achievement."*

ACHIEVEMENT

True success comes only to an  
individual by self-satisfaction  
in knowing that you gave everything  
to become the very best that you  
are capable of.



## 12 LESSONS IN LEADERSHIP

1. Good Values Attract Good People
2. Love Is The Most Powerful Four-Letter Word
3. Call Yourself A Teacher
4. Emotion Is Your Enemy

5. It Takes 10 Hands To Make A Basket
6. Little Things Make Big Things Happen
7. Make Each Day Your Masterpiece
8. The Carrot Is Mightier Than A Stick

9. Make Greatness Attainable By All
10. Seek Significant Change
11. Don't Look At The Scoreboard
12. Adversity Is Your Asset

[www.CoachJohnWooden.com](http://www.CoachJohnWooden.com)



# TRADITION NEVER GRADUATES

THIS IS NOT ABOUT INDIVIDUALS.  
IT'S BIGGER THAN ANY ONE PERSON.  
EVERY DECISION WILL BE MADE IN THE BEST  
INTEREST OF THE PUBLICATION.  
WE WILL ALL WORK TOWARD A COMMON GOAL.



**NEVER SETTLE**

**WE ARE GREAT, BUT WE  
WILL CONTINUE TO LOOK  
TO IMPROVE.**



# **In-Class Activities**

Theme late nights

Secret Santa/Boo Buddies

Bake off/Dip off

Birthday song

VDay exchange

White Elephant

“Warm Fuzzies” day

Baby photo contest

Fantasy football league

**FOOD**

Class/meeting time itself (Me, We and Work)

Who Am I's

Funeral



**Deadline Awards** - Please vote for your best of the deadline....

Story: \_\_\_\_\_

Headline: \_\_\_\_\_

Photo: \_\_\_\_\_

Design: \_\_\_\_\_

Video Sequence: \_\_\_\_\_

Issue ABPD: Who went **A**bove and **B**eyond the **Pioneer** of **D**uty and why?

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# Out-of-Class Activities

Haunted Houses

Dinner

Bowling

Float trip

Ice skating

Tailgating



# PROGRAM STAPLES

- Successor letters
- Best of Folders/Final Portfolios
- Bio books
- Contests (editor in charge)
- Professional critiques
- **Press releases**
- Boot camp
- AP Style lessons
- Sunday editor lessons
- Alumni Day

# IT'S ALL ABOUT PR

- Announcements, Fliers
- Cafeteria
- Quill & Scroll
- Middle School Partnerships
- English Class Presentations
- Parent Teacher Conferences
- Football/Basketball games
- Recruit!
- **Make your program a daily conversation**

**BE VISIBLE!**



# Social Media

Must have a presence on Facebook, Twitter, Instagram, Pinterest, Tumblr, MySpace

Promote & Share...

- ...teasers (ledes of pieces, etc.)
- ...when spreads are done (tagging, selling)
- ...photos

Interact...

- ...ask for photos, sound bites (crowd sourcing)
- ...have a personality. Have fun. Be a teenager.

# Social Media

- Branding yourself as professionals begins with the professional use of social media.
- You are the face of your program. Face of the school. You have a responsibility.
- P-E-R-M-A-N-E-N-T Digital Footprint.



"THE BEST HIGH SCHOOL NEWSPAPER IN THE COUNTRY!"

- DR. HOLLEY

# kirkwoodcall

ENTERTAINMENT

2010-2011

ENTERTAINMENT

ENTERTAINMENT



ENTERTAINMENT

ENTERTAINMENT







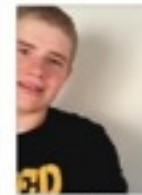
# The Kirkwood Call 2012-2013 #Selfies



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Features Writer



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Bridget Randazzo  
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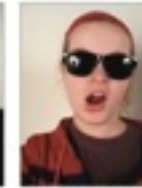
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Opinions Writer



Katie Puryear  
Opinions Writer



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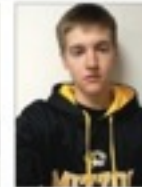
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Suzanne Pocost  
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Dylan Slaughter  
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Ed Hoganson  
Sports Writer



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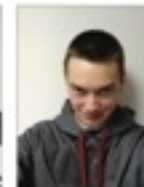
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Web Managing Editor



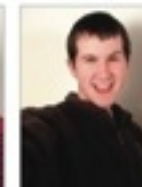
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# Pioneer Yearbook 2012-2013

GET YOUR BOOK  
May 10th

Have you ever had an awkward yearbook photo taken?

|                                                                                                                        |                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                      |                                                                                                                           |                                                                                                                           |                                                                                                                            |
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## **More ideas**

Field trip to the mall, bookstore

National conventions

Summer Camps

Boot camps

BBQ's adviser/editor home or park

**Find what fits your program and run with it**



# End of the Year Banquet

EVERYONE is recognized

*Awards:* New Staffer

Best All-Around

Adviser Award

Leadership Award

Alumni Scholarship

POPS - helps put it on (cafe)

**CELEBRATE!**

**GIVE BACK**

Our Little Haven  
Extreme Makeover

**FIND A PERSON, AN  
ORGANIZATION TO HELP**



**The point is to remember  
to have fun along the way.**

**It's about the journey, not the destination.**

**Start now, set the tone no matter where your  
program currently stands.**

Motivation is a TEAM effort.  
Work together and enjoy your year together.

Real motivation is driven by a passion and purpose to do  
great work, grow and make a difference.



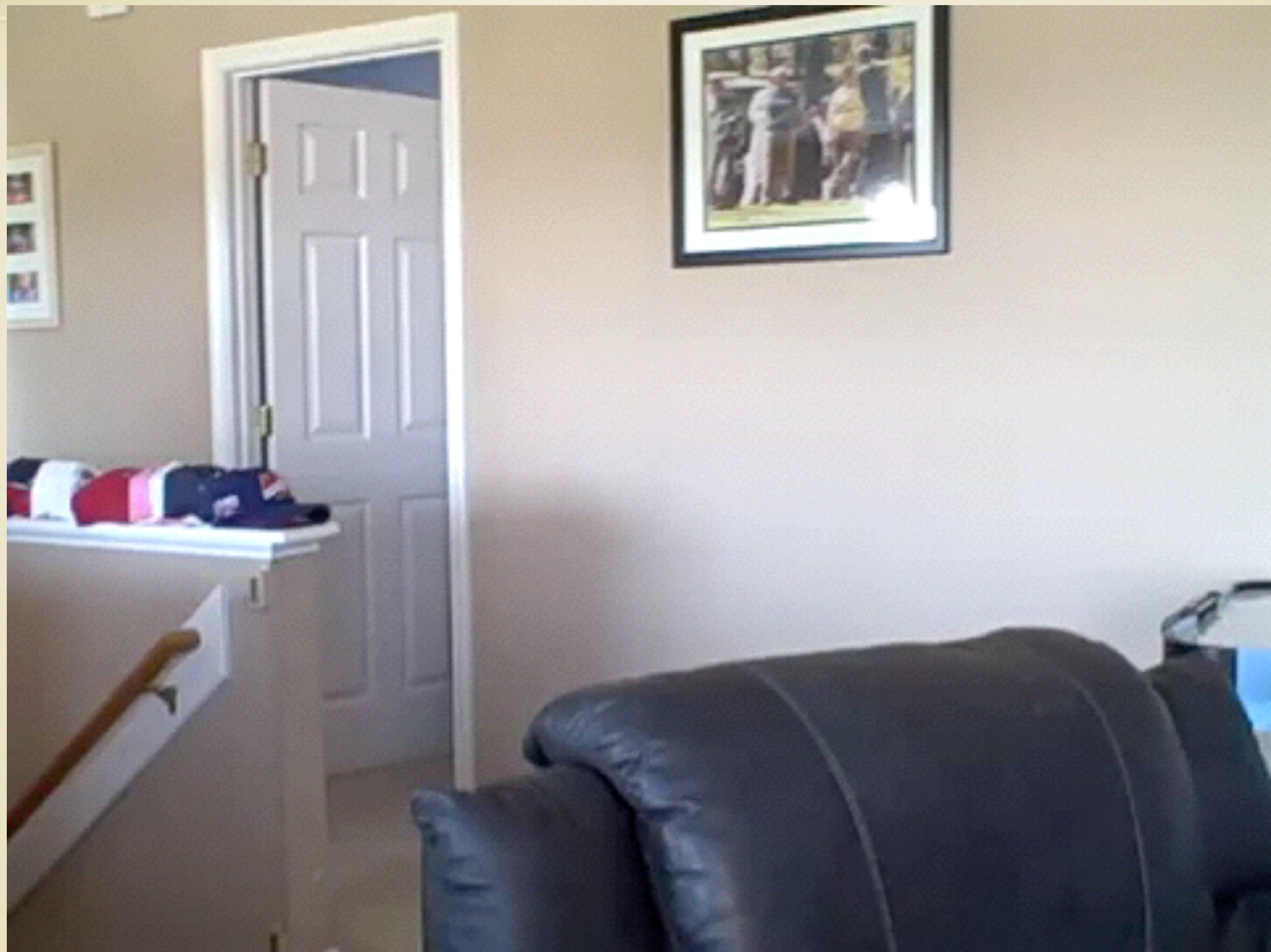
# CULTURE OF GREATNESS

It doesn't happen by accident. It is built when a leader expects greatness and each person on the staff strives for it!

**NOW GO OUT THERE  
AND TAKE IT!**

**THIS IS YOUR TIME!**





**HERE'S TO A  
GREAT 2013-14**

**@cmeden  
mitch.eden@kirkwoodschoools.org**