


In the immortal words of Austin Powers

ALLOW MYSELF...TO INTRODUCE...MYSELF...



Hi! I'm Jim. I'm the Journalism Education Association's new journalism curriculum specialist. I'm a 28-year teacher and veteran adviser. Like you, I work hard to use the language of journalism to teach my students lifelong, transferable skills. And like you, even with decades of experience, I can still use all the help I can get to assist me in the classroom. To that end, as a lifetime JEA member I've loved the support I've received from the JEA over the years, and I strongly believe it's the curriculum support that anchors all of the other JEA initiatives. After all, we're teachers first and foremost, and we're in the business of helping kids learn.

There's just one problem with that curriculum. It's a bit...overwhelming...

That's the word I used when asked to describe the extensive materials available at JEA.org. Don't get me wrong, there are amazing and extensive and all-around awesome resources there, but sometimes it just seems like...so... much...stuff. Who's got time to delve into all of that? Where do I even start?

That's where I come in.

The way I see my job as curriculum specialist is as a liaison between the content that's on the JEA curriculum site and what's actually happening in your classroom. It's my goal to make that content accessible and relevant and timely. And if I can make your job just a little bit easier along the way, that's even better.

How will that happen? Well, digital newsletters like this one are a big part of that plan. It's my goal to break down that great JEA material into easy-to-digest chunks that you can take and use right away. These newsletters will have timely lesson plans and hyperlinks and all kinds of other bells and whistles. On the following page, you'll see a diagram of what these newsletters will look like. Expect to see one pretty much each week throughout the school year.

But making the newsletter isn't the only goal I have. As the months progress, you'll hear more from me regarding cool opportunities for advisers at national conventions and the annual summer JEA Advisers Institute. I also plan to tap in to our extensive network of advisers—both veterans and rookies—to pick your brains about what you do and how you do it.

I'm excited to serve in this capacity. I know being a journalism teacher isn't easy. JEA is here to help.

Jim Streisel, MJE

A Little Bit About Me: Jim Streisel, MJE

SCHOOL:

Carmel (Ind.) H.S.

TITLE:

HiLite adviser & communications teacher

PUBLICATIONS:

HiLite, HiLite Online, Acumen

YEARS OF EXPERIENCE:

28

CLASSES TAUGHT:

Newspaper staff, Intro Newspaper, Visual Journalism, Intro Radio, Photojournalism, Intro Yearbook

CREDENTIALS & AWARDS:

B.S. Journalism & English Education, Ball State University ('95)
2013 DJNF High School Journalism Teacher of the Year
2011 Indiana Journalism Adviser of the Year
NSPA Pioneer

THE JEA CURRICULUM NEWSLETTER

Expect to see this weekly gem in your email inbox throughout the school year. Here's what you'll find.



JEA CURRICULUM CHATTER

Weekly ideas, lessons, activities and more for the journalism classroom

Issue 1 • Week of Aug. 7 to 13

WEEKLY FOCUS

Each week I'll try to find a current event that ties directly into a specific journalistic skill. My goal is to connect these news stories with journalistic concepts you may be teaching at that time. Is it early in the school year? Then expect to see lessons about the elements of news and information gathering techniques. Later in the year? The lessons might be about design techniques or advanced writing skills.

POTPOURRI

The TV gameshow "Jeopardy" uses this category to describe questions that can be on any subject. This space is no different. It could have bell ringer activities, info about upcoming JEA events, games and more.

This week's focus: Localization

THE STORY:

Wildfires in Canada cause air quality problems in U.S.

This past week, a haze covered much of the East Coast and parts of the Midwest and South because of several wildfires which continued to burn in parts of Canada. Many state officials warned residents of air quality concerns.

The full story from NPR is [HERE](#).

THE LESSON: PROXIMITY

PROXIMITY is one of the fundamental elements of news. The closer events happen to your readers, the more newsworthy those events are. But using today's story about wildfires, what if your school isn't directly affected by the path of the smoke but you still want to cover it for your readers? That's where LOCALIZATION comes in. Reporters can find people who are or could be affected by these remote events in order to make a story more proximal for their readers. For example, some students at your school may have underlying conditions which make it difficult to breathe. What might bad air quality feel like for those students?

In small groups, take 10 minutes to have students brainstorm ways to localize this story to their readership.

FIND IT AT JEA.ORG

News values: What makes it news?

Description

In this 50-minute lesson on the values of news using the "Rule of Eight" and a few other news considerations, students will define and provide an example for eight elements of news (timeliness, proximity, impact, conflict, prominence, oddity, human interest, currency) and four other considerations (audience, policy, competition, presentation) based on a slideshow presentation and a vocabulary self-awareness chart.

Objectives

- Students will learn the key elements to decide what is interesting or important to readers/viewers.
- Students will become familiar with the terms that news editors use to make news judgments.
- Students will begin to consider who the audience is (where they live, how old they are, what matters to them), their own news organization's policy, its competition and the presentation constraints.

The link

The link to the full lesson is [HERE](#). NOTE: This lesson is available free to EVERYONE during the dates listed at the top of this page. Want to have access all the time? If you're not a member yet, consider joining JEA today for access to all of the resources.

Bell Ringer Activity

Daily Oral Language (DOL)

Jim Streisel, MJE, likes to reinforce style and grammar rules by doing good old fashioned Daily Oral Language (DOL). While not without its flaws, Streisel said DOL is especially useful to teach passive voice and agreement.

How to do it

Write a sentence on the board that contains multiple errors (whatever skills you're reinforcing). Students write the sentence exactly the way they see it and then rewrite the sentence correcting it for any style and grammar errors they find. Once complete, the teacher calls on random students to allow them one correction. Students should use their style manuals and any previous DOL exercises to help make corrections.



Expert Advice

John Smith, *The Daily Planet, Smallville (Kan.) H.S.*

A cool thing I like to do for team building is to have students sit back-to-back. I give the students on one side a blank piece of paper and a writing utensil. Then, the students on the other side have to verbally describe a picture I show them. They can only use their words. It's fun to see and discuss some of the communications hurdles they experience when they've seen the final products.

Style Time

TITLES

Writers should include a person's title on their first reference in a story. Here are some guidelines to follow:

Titles of three or fewer words go in front of the person's first and last name with no commas:

air traffic controller Jon Smith

A title with four or more words comes after the person's name and is separated by commas:

Jon Smith, video game designer and sophomore,

THE CURRICULUM

This is the star of the show: A link to a relevant lesson on the [JEA Curriculum Initiative website](#). I'll work to connect that current event on the left to thoroughly planned and vetted material that you can use immediately. NOTE: This lesson will be free to use for *everyone* for the duration of the newsletter's current week (located in the nameplate). After that, the links will only work for JEA members.

STYLE TIME

It's never a bad time for a refresher on AP style. I'll use this space to help reinforce those important style rules that lead to consistency and credibility in your publications.

ADVISER SPOTLIGHT

In this spot, I hope to introduce you to the many faces of JEA members. From rookies to veterans, we've all got stories and advice to share, and it's this community of teachers that makes JEA so special.

THERE'S NO BETTER TIME TO JOIN JEA

Membership in JEA is more than just curriculum resources. It's also a connection to hundreds of journalism teachers and advisers just like you. Many journalism teachers tend to be "silos" in their schools (i.e. the only person who does what they do), so having that link to other like-minded teachers can be invaluable.

It's never a bad time to join. Do it today!

JOIN NOW