

The image features a decorative border of autumn-themed elements. It includes various types of leaves in shades of yellow, orange, and red, some with green still visible. There are also clusters of small red berries, several acorns, and a small pinecone. These elements are arranged around the perimeter of a central rectangular area with a dark red to brown gradient background.

# What is Journalism?

The background of the slide is a warm, orange-to-brown gradient. It is decorated with various autumn-themed elements: several maple leaves in shades of yellow, orange, and red; a cluster of red berries; a single acorn; and a small pinecone. These elements are scattered around the edges of the slide, creating a seasonal border.

“

“The occupation of reporting, writing,  
editing, photographing, or  
broadcasting news or of conducting any  
news organization as a business.”





# How do we do Journalism?

- ★ We create a learning environment for people to practice journalism
- ★ We aim to produce content that pertains to the SNHU community
- ★ We reach out to members of the SNHU community for input for articles and feedback on how we can better serve them
- ★ We give all of the resources and support to people to try each and every aspect of the journalistic process

The background of the slide is a dark reddish-brown color, decorated with various autumn-themed elements. There are several colorful leaves in shades of yellow, orange, and red scattered around the edges. Small clusters of red berries and a few acorns are also visible, adding to the seasonal theme.

# Process of Writing an Article

**Step 1: Research**

**Step 2: Email Writing**

**Step 3: Interviewing/Attending**

**Step 4: Pulling quotes**

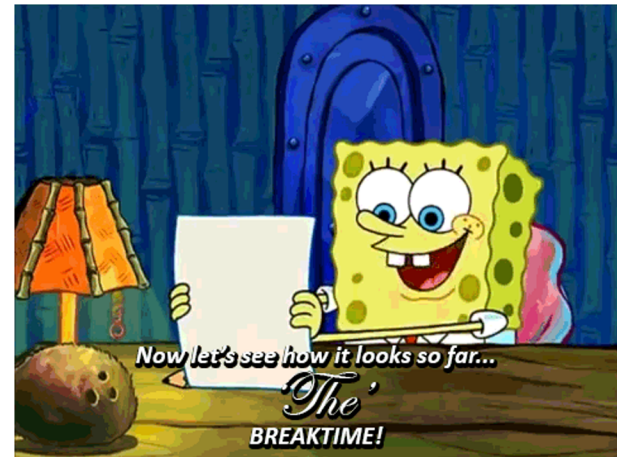
**Step 5: Writing**



# Research

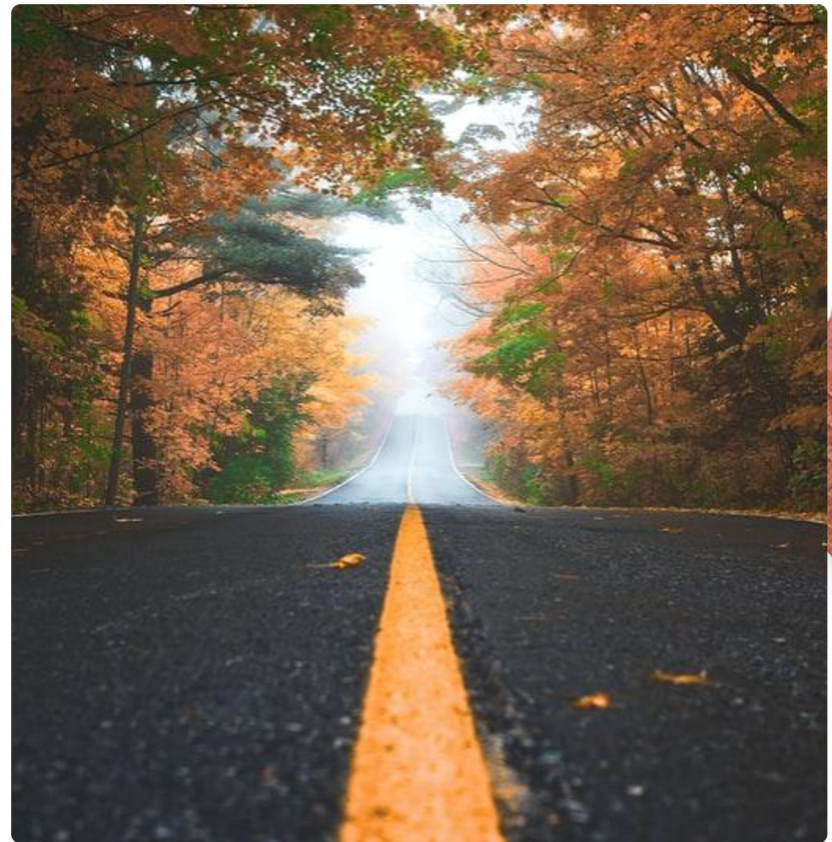
## Things to ask yourself:

- What background information do you need to write this article?
- What people would you need to talk to and why?
- What is your angle?



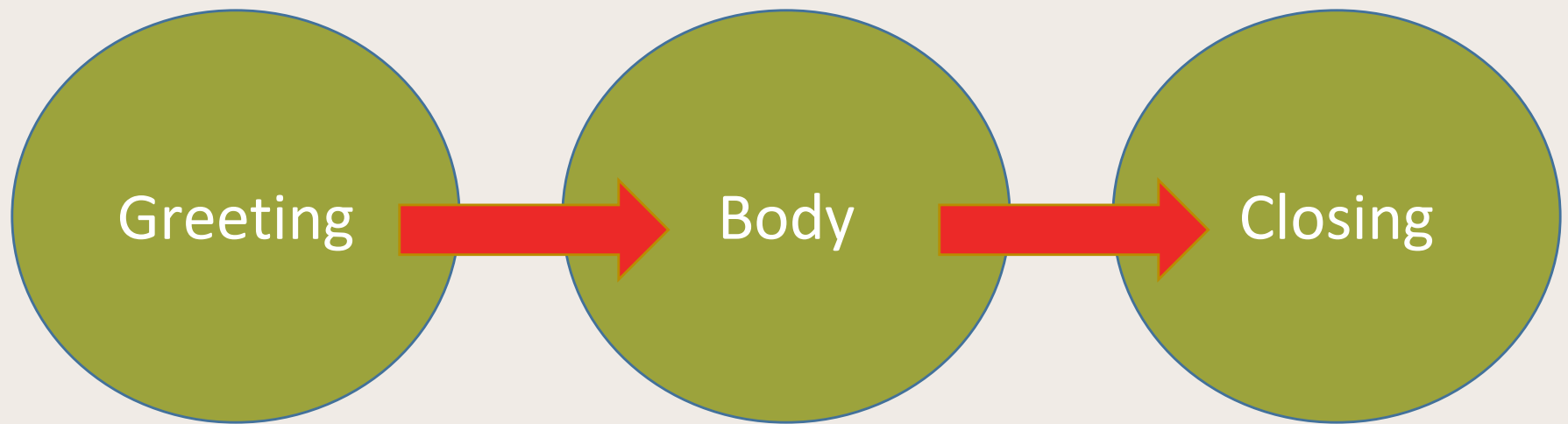
## Step 2: Email Writing

- Be professional
- Explain yourself
- Ask politely





# Step 2: Email Writing





# Step 3: Interviewing / Attending

DO NOT freak out



# Step 3: Interviewing / Attending

- Brainstorm Sample Questions
- Open-Ended Vs. Closed-Ended Questions
- Who is the article about?
- What is the article about?
- When did this happen?
- Where did it happen?
- How did it happen?



# Step 3: Interviewing / Attending

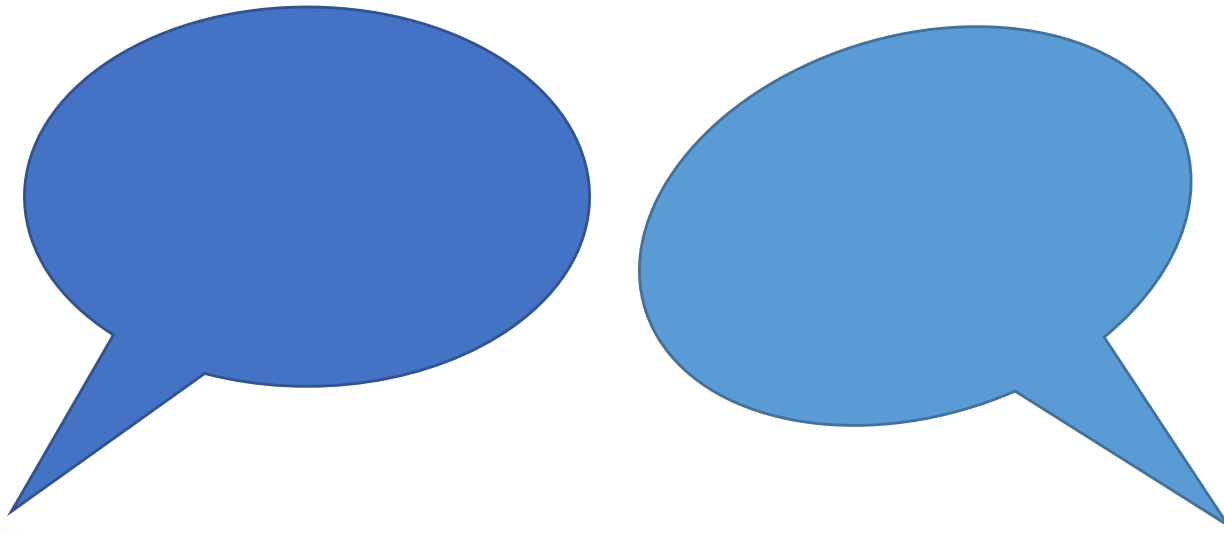






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## Step 4: Pulling Quotes



A child with light brown hair, wearing a blue and white patterned sweater, stands in a forest. The child is holding a single brown leaf up to their face. The background is a blurred forest floor covered in fallen leaves. Overlaid on the image are various autumn-themed elements: several large, colorful leaves in shades of yellow, orange, and red; clusters of small red berries; a single acorn; and a pinecone. The text "Want big impact? Important Quotes." is written in a stylized, orange-brown font across the center of the image.

Want big impact?  
Important Quotes.

Pull

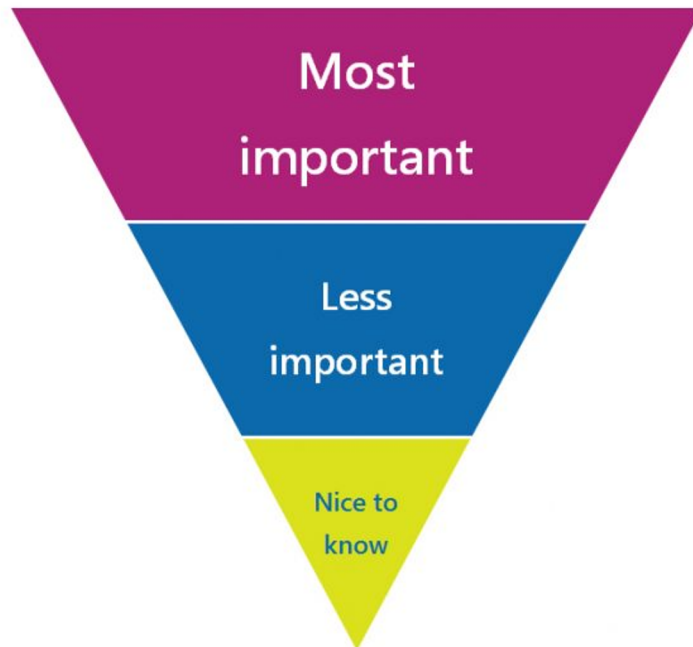


The slide features a decorative border with various autumn elements. At the top, there are several leaves in shades of yellow, orange, and red, along with a small cluster of red berries. On the left side, there is an acorn and another cluster of red berries. The bottom of the slide is decorated with more leaves in yellow, orange, and red, and a pinecone is visible on the right side. The background of the slide is a solid dark red color.

## Step 5: Writing

The most important part...

# Inverted Pyramid



Crucial information that the reader must know

Supporting details that the reader should know to understand the main idea

Background information that is nice to know





## Step 6: Style and Grammar

- Write a hook -- This sentence should capture the reader and make them want to finish the piece
- Dates: full month + number
  - September 18
- Times: number + a.m. / p.m. (excludes “noon” and “midnight”)
  - 4 p.m.
- Names and titles: full name first + position / year
  - President Paul LeBlanc OR Paul LeBlanc, the president of SNHU
  - Shannon Conway ('18)

The slide features a decorative border of autumn-themed elements including various colored leaves (yellow, orange, red, green), acorns, and clusters of red berries, set against a dark red background.

# Style and Grammar cont.

How to Include / Write Quotes:  
Always use “said” when attributing.

Example:

“My family definitely had apprehension, especially my mom,”  
said Ericka Broderick.

The comma / punctuation is inside quotation marks ALWAYS



A decorative border of autumn-themed elements surrounds the central text. It includes various types of leaves in shades of yellow, orange, red, and brown, some with green edges. There are also clusters of small red berries, two acorns, and a small pinecone. The background is a light, neutral color.

**ANY QUESTIONS?**



## Interview Activity



### Brainstorm Questions

Break into groups and brainstorm questions for five minutes. Pretend that you are writing a profile on your subject; get to know who they are, what they're up to, and why your audience should care

### Conduct the Interview

Be sure to take notes or record your interview. Don't limit yourself to just your planned out questions, let the conversation flow.

### Identify Important Info

Once your interview is complete, pick out a few pieces of information you think should be in your article and prepare to tell the group.



A decorative border of autumn-themed elements surrounds the central text. It includes various types of leaves in shades of yellow, orange, red, and green, as well as clusters of small red berries, two acorns, and a single pinecone.

Time to Share!



Thanks!