

A scenic photograph of a beach. The sky is a vibrant blue with a few wispy white clouds. The ocean is a calm, light blue, meeting the shore. In the foreground, the sand is a light tan color. A single, bright yellow starfish is positioned on the right side of the sand, casting a small shadow. The text "Summer Training '22" is centered over the image in a large, black, sans-serif font.

Summer Training '22

Topic: Welcome

Check-In/Icebreakers

The Game:

- Send in a fun fact about yourself (don't tell anyone what it is)
- After the fun fact is read, people will have to guess who said it



Summer Training Agenda

- 5/18: Constitution Edits and Voting
- 5/25: JB Copyright Lecture
- 6/8: Online Training
- 6/15: Mock Interviews
- 6/22: Layout Training
- 6/29: Marketing and Socials
- 7/13: Editing Process on the Website
- 7/20: Article Assignment and How to Get Started
- 7/27: Leadership Training
- 8/3: JB Lecture of Choice
- 8/17: Welcome Back Issue

Summer Training Goals

- Learn how press works
- Get hands-on learning
- Work on the Welcome Back Issue
- Create a strong community



A background image of a beach scene. The sky is bright blue with a few white clouds. The ocean is a light blue color. The sand is a light tan color. A yellow starfish is lying on the sand in the lower right area.

1. What do you hope to get out of summer training?

1. What are your hopes for the coming school year?
(a.k.a. what would you like to see more of?)

Summer Training Competition

- Each session will include a Press challenge
- Winners of challenges will earn points
- Whoever accumulates the most points by the end of summer training will win a gift card



Penmen Press 101: Roles

- Staff Writers
 - Conduct interviews
 - Write articles
- Section Editors
 - Assign articles to writers and provides contacts
 - Content edit articles
- Photo Editors
 - Provides photos to use for articles
- Copy Editors
 - Copy edit articles after they have been content edited
 - Focus on grammar per Style Guide
- Layout Editors
 - Takes edited articles and photos to finish issues

Penmen Press 101: Roles

- Online Manager
 - Keeps the website up and running
 - Makes sure the back end is working smoothly
 - Troubleshoots when it doesn't
- Business Manager
 - Tracks Press budget and spending
 - Coordinates conference and travel arrangements with OSI
- Social Media Manager
 - In charge of social media posts (creates/manages)
- Event Manager
 - Creates monthly events
 - Collaborates with other campus organizations

Penmen Press 101: Roles

- **Staff Representative**
 - Represents staff members in E-Board
 - Hosts staff bonding events
- **Managerial Representative**
 - Oversees manager operations
 - Ensures weekly content is produced
- **Editorial Representative**
 - Oversees editor operations
 - Ensures weekly content is produced
 - Keeps track of article list



Penmen Press 101: Interviewing

- Reach out to interviewees via email or phone (can be faculty, staff, students)
- Write at least 10 starter questions in advance
- Bring a device to record & notebook/writing utensil
- Ask for pronouns and titles if applicable
- Ask permission to record
 - Ask twice: before recording and “on the record”
- Begin with the easy questions; then get into hard-hitting questions
 - Follow the conversation; not all the questions in your list are required to be asked
- Thank them for meeting with you twice: in-person and via email within 24-48 hours following interview (it’s just common courtesy)

Tip: before asking your questions, get to know the interview and let them get to know you; this helps them feel more comfortable with answering questions

Penmen Press 101: Articles

Lead: Who, what, where, when

The Why:

Most Important Info

Secondary Info

Good to know

Sections:

News

Sports

Lifestyle

Arts & Entertainment/Opinion

Must have at least 2 sources
(quotes required):

SNHU Admin

Faculty/Staff

Students (highly recommend)

Jeopardy



Available Positions

- Managerial Representative
- Staff Representative
- News Editor
- A&E/Opinion Editor
- Events Manager
- Business Manager
- Social Media Manager
- STAFF WRITERS

