Penmen Press 101

Positions

- Editor(s)-in-Chief
- Senior Managing Editor
- Lead Copy Editor
- Layout Editor
- Section Editors
    - News
    - Sports
    - Lifestyle
    - A&E/Opinion
- Advisor
    - A.K.A. JB

- Online Manager
- Business Manager
- Marketing Manager
- Events Manager
- Staff Representative
- Staff
    - Writers
    - Copy Team
    - Layout Team
    - Online Team
    - Marketing Team
    - Events Team

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Step-By-Step Procedure

- Article/Deadline is Assigned
- Contact Interviewees/Prep Questions
- Interview
- Write Article
- Send to Editor
- Article Content Edited/Photos Added
- Article Copy Edited
- Article Sent to Layout/Photo Added
- Article Published (In Issue and on Website)
- Repeat

How To: Sending an Email

Basic Formula:

Hello (name of person),

I'm writing an article about (article topic). I would like to interview you for this article. (Basic explanation of what you want to cover.)

Let me know when your availability (and provide your availability).

Thank you,

(Insert email signature)

How To: Email Signature

Basic Formula (can be ordered/personalized according to preference)

Your Name

The Penmen Press | Position on Press

Southern New Hampshire University

Degree/Major | Year of Graduation

Your Email (*use school email)

Your Phone Number (optional)

Interviewing

- Bring a list of questions, pen, paper, and recording device
- Before beginning, make sure to introduce yourself
- Ask the person's name (& spelling of name); pronouns; applicable titles
- Ask to record TWICE: one off the record as well as one on the record
- Start with the easy questions, then gradually move into the hard-hitting questions
    - Ask follow-up questions
    - Note: it is not required to ask all your written questions

Interviewing Tips

- Strike up a casual conversation with your interviewee before getting into the subject of the interview: this helps them get to know you, putting the interviewee at ease and being more willing to answer questions
- Let the interview run 15-30 minutes
    - More Time = More Info
- Let the interview flow like a conversation
    - If the conversation goes way off track, try to steer it back to the main subject
- Don't forget to thank your interviewee in a follow-up email
    - This isn't required but it's nice to acknowledge your interviewee's time spent with you

Article Writing: Structure
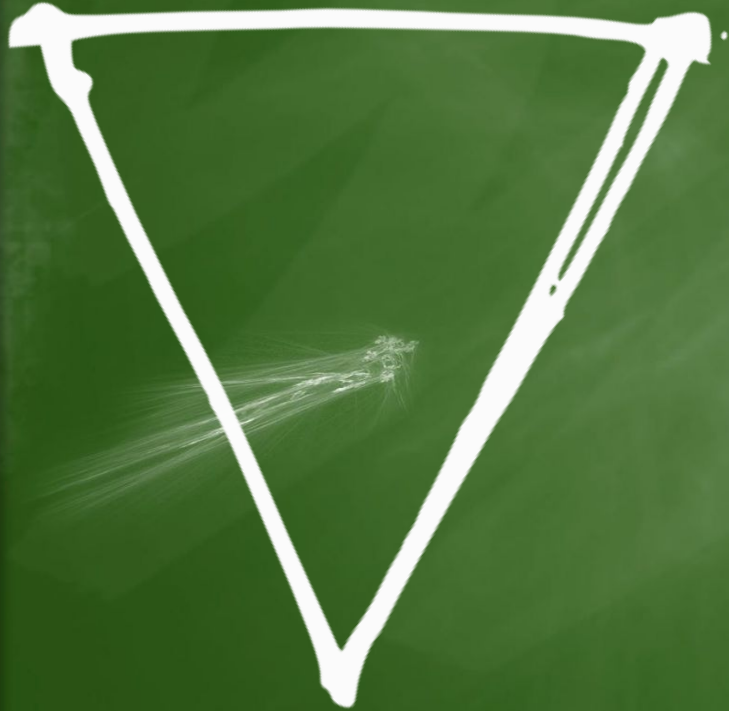
- Begin with your lead: this is the hook of your article
  - They are written in this order: Who, What, Where, When
- Your "Why": Begin with the most important information
- Follow with secondary information, going down the list of importance/relevance
- End with something good to know

Article Writing: Content

- Articles must be at least 300 words long, typically not exceeding 500 word count (there are exceptions; every article is different)
- Every article must have at least 2 sources (exceptions include highlights of individuals, breaking news if other contacts are unreachable)
- News, Sports, & Lifestyle are unbiased sections
- Arts & Entertainment and (obviously) Opinion can be biased
    - Note: must include sources to back up angle
- Tip: the angle of your article may change based on new information. If this happens, run with it and see what you get

Sections

News

Sports

Lifestyle

Arts & Entertainment

Opinion

News

- Unbiased reporting → no personal thoughts
- Uses interviews and outside data to report facts
  - 2+ sources, preferably directly related to SNHU
- Relates back to life on campus
  - Can be about new course offerings, updates to buildings/facilities, major events on campus, or new campus rules/policies

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News

- Breaking News
  - One source will do in a time crunch
  - Sets up your audience to be prepared for updates and follow ups
- Long Form
  - More narrative and details
  - A deeper dive with a defined timeline → usually focuses on person/group or an event
- Investigative
  - A type of long form article
  - Heavy on sources and research → this stage can take weeks on its own
  - Likely explores the impact of a single topic from many angle

Sports

- Similar to news -- unbiased reporting revolving around SNHU Athletics

- Sources can be interviews with players, coaches, and staff, as well as game statistics and NE-10 announcements

  - Great chance to get used to interviewing subjects - much less stressful to interview students

- Can be team previews, athlete highlights, or game/season wrap ups

  - Teams winning championships and players winning awards make great article

Lifestyle

- Reflects trends and norms of campus lifestyles
  - Can cover tips on financials, staying healthy, getting involved, etc.
  - Subjects can be as broad as needed, as long as it reflects back to the SNHU community
- Can cover features of individuals on campus
- Must be unbiased

Arts & Entertainment

- The most ambiguous of the sections

    o Isn't always a clear-cut connection to the SNHU community

- Can be about books, movies, albums, video games, podcasts, etc whose target audience is college students

    o This is still very broad as many people have differing tastes, but if you want to write it, odds are someone will want to read it

- Can also feature events, restaurants, attractions etc that take place off campus in the greater Hooksett/Manchester area

Opinion

● Biased pieces about SNHU-centric topics

    ○ Can be about Sodexo, housing, class registration, SGA, and really anything on SNHU campus

    ○ Feel angry? Write an opinions piece. Feel happy? Write an opinions piece

● Still needs research → state your opinion with facts that send the message; don't just say what you think without anything to back it up

Content vs. Copy Editing

Content Editing

- Checks relevance of article to SNHU community
- Timely, fits section it is written for
- Contains the correct information
- Follows inverted pyramid
- Follows Style Guide*

Copy Editing

- Formatting
  - Arial, 11pt
  - Double-Spaced
  - Skip lines in between paragraphs (no indents used)
- Grammar/Spelling
  - Written in third-person
  - Uses active voice
  - Avoid redundant words/sentences

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The Oxford Comma

- We use the Oxford comma
  - Oxford. Comma: While on The Penmen Press, you can write, copy edit, or take photos.
  - No Oxford Comma: While on The Penmen Press, you can write, copy edit or take photos.
- Using the Oxford Comma assists with clarity
- Long story short: do NOT forget to use the Oxford Comma :)

Layout

- Use InDesign (if you don't want to download it, you can use the computers in the Press Office and create a free account)
- Download the template and proper fonts
- Open the IDML file to start working and save all your work in IDML format
- When working in layout, turn on hidden characters; it will resolve 50% of any trouble you may have
    - You can turn them on and off to view the finished product if you want, but have them turned on when editing

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Marketing: Basics

Responsibilities:

- Taking photos
- Creating social posts
- Create flyers/posts using:
  - Canva
  - Photoshop

- Only the Marketing Manager has access to passwords for social media accounts for safety purposes.
- Formulas below are not exact, but a basic idea on how social media posts are created. They will differ between article types, post types, and more.
- Our social media handle for all socials is @penmenpress

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Marketing: Photos

- You can use your phone, make sure the photo is clear enough to see.
- There will be a sign out Google Forum if you would like you use one of the Press's pieces of equipment, which includes
  - Cameras
  - Tripods
  - Mics
- You will be able to edit your photo in whatever software is most comfortable for you.
- Photos will be put into The Penmen Press website when you see *Pending Marketing*.
- Image courtesies should be written as follows: description. (image courtesy: name)

Marketing: Social Media

Articles: Post Formula

- Writer of the article, their position, and year of graduation
- Article subject
- Important piece of information
- Where to find the article (usually "link in bio")
- Image courtesy
- Hashtags relating to the article

Updates:

- Updates include: promos, partnerships, awards, etc.
- Captions are simple explanations of what the update is about and are usually followed by an infographic of the update (made in Canva,) or an image of the update.
- Hashtags are always added onto the post.
- Remember to add our location.

Marketing: Social Media

Events: Post Formula:
- When/where the event is
- Description of the event
- Hook
- Hashtags

Twitter and Tweeting:
- Simplified version of instagram captions
- Provide the link of the article/issue in the tweet
- Image credit required

Instagram Stories:
- Often used to promote articles, posts, etc.
- Provide links
- Highlights = Meet the Press
- Events
- Fun Stuff!

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Online
(Brought to you by Ryan Barrett)

Resources

- Constitution
  - Specifies organization procedures and role obligations
  - Located in Back Office
- Style Guide
  - Grammar/Spelling, formatting, used in issues
  - Located in Back Office
- WordPress
  - Where all articles are written
- Microsoft Teams
  - How we communicate
- Tech Issues?
  - Submit a help ticket on Team Web Help Desk located in Back Office page
- Contact Managers, Editors/Managers, JB, EICs with any questions/issues
  - Anything you need, we're here to help

What can you do on Press?

Anything!
(You are <u>not</u> limited by your position)