



Earn Your Press Pass



What is Earn Your Press Pass?

Earn Your Press Pass is a simple course, covering the basics of community journalism. It is designed to train those with limited or no news experience to work for their local newspaper, helping to create valuable coverage.

It is taught by Lindsey Young, a community journalist and publisher with 10 years of high school teaching experience.



Praise for Earn Your Press Pass

“I was extremely impressed. Lindsey even taught this old dog some new tricks. The content is solid, it’s easy to use, and you can sign into and out of the program as your time allows. Lindsey’s engaging nature makes the lessons enjoyable, which makes you look forward to the next segment.” -Donnis Baggett, *Texas Press Association executive vice president and a 50-year veteran of small and large Texas newsrooms*

Pricing and Features

- ~~\$250~~ for 12 months of access for your newsroom.

Only \$100 for MFCP members!

- Sections are feature videos and printable cheatsheets to aid new journalists.
- There are no quizzes or homework to help get learning reporters in the field quickly.
- Lessons will continue to be added/updated.

What does the course include?

- I. Introduction
- II. Newspaper Jargon
 - A. Parts of a newspaper
 - B. Other terms to know
- III. Interviewing
 - A. Who should I interview?
 - B. Preparing for an interview
 - C. Conducting an interview
 - D. Interview follow-up
 - E. Source problems and issues
 - F. Let’s practice.
- IV. Types of Stories
 - A. Newsworthiness
 - B. News-writing basics
 - C. Breaking and hard news stories
 - D. Covering a meeting
 - E. Working a press release
 - F. Writing a feature story
 - G. Covering sports
 - H. Opinion writing
- V. Writing Techniques
 - A. Writing on deadline
 - B. Fun with leads
 - C. Using quotes
 - D. Headline writing
 - E. Outline writing
 - F. Thinking outside the pyramid
- VI. Associated Press Style
- VII. Editing
 - A. Tips for effective editing
 - B. Revising and rewriting
 - C. Let’s practice.
- VIII. Journalist Rights and Ethics
 - A. Your right to know
 - B. Avoiding libel
 - C. Journalism ethics
 - D. Contradictions of community journalism
- IX. Photography
 - A. Taking good photos
 - B. Editing photos
 - C. Dealing with submitted photos
- X. Final Bits of Advice
 - A. Keeping yourself organized
 - B. Preparing files for layout
 - C. I have nothing to write about. Help!

