

Special Summer School Edition



Experience USA TODAY



YOUR GUIDE TO THE PEOPLE, PLACES AND EVENTS THAT SHAPE OUR WORLD

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STANDARD: Language arts:
Communication skills, strategies

ACTIVITY: Divide the class into small groups, and ask each to choose what they deem to be the top four stories in today's News section. Next, direct groups to write a one-paragraph summary/script that includes the highlights from each article. Have each group deliver its report as a newscast. After, discuss the following questions: Which news items did all of the groups deem a "top" story? Why? What type of national, international, political, etc. news is likely to make headlines? Why is this?



STANDARD: Language arts:
Evaluating data

ACTIVITY: In small groups, peruse today's paper and select at least five advertisements. Discuss the ad campaigns that have had the greatest impact on people your age. Next, decide what three slogans and/or icons you think actually drive sales. Explain your choices in writing. Then, share them with peers. What features do successful ad campaigns have in common?



STANDARD: Language arts:
Evaluating data

ACTIVITY: Sports are as much of a mental challenge for players as they are a physical one. Create a plus/minus/interesting chart about competition. In the first column, list the benefits (physical and mental) of competition. In the second, jot down the drawbacks of it. Finally, in the third column, note any interesting observations you have made through experience (or as a spectator). Overall, has competition been a positive or negative force in your life? Explain.



STANDARD: Language arts: Evaluating data; participating in society

ACTIVITY: English author Geoffrey Chaucer once mused, "There's never a new fashion but it's old."* Explain what you think his statement meant. Then, find evidence in today's paper of its accuracy (in fashion, business, diets, politics or another facet of society). Why are trends fleeting? Will Chaucer's quote apply 100 years from now? Why or why not?

*Source: Quoteland



A **suffix** is a group of letters attached to the end of a word to form another word. For example, *ly* can be added to *clear* to make the word *clearly*; *able* can be

added to *agree* to make *agreeable*; *less* can be added to *help* to make *helpless*, etc. Find five suffixes in USA TODAY, and make three different words with each.

Experience USA Today, developed by USA TODAY Education, is written and edited by Mary Barnes and Maria Dubuc. To send your feedback, e-mail education@usatoday.com or call 1-800-757-TEACH.

ACTIVITY SHEET

Management and Organization

Name: _____

Date: _____

MAIN IDEA:

Businesses can be understood by the nature of their internal working relationships. Different forms of organizational structure are used depending on the size of the organization. Successful organizations are the result of people working together to achieve a common goal.

Directions:

1. Study all four sections of USA TODAY – News, Money, Sports and Life. Think about the kind of teamwork it takes to publish each section every day.
2. Using the space provided below, create an organizational chart that illustrates the structure of one editorial department within USA TODAY. Be sure your chart includes channels of communication, direct lines of authority, the types of employees and the responsibilities of each.
3. How do all four sections need to work together to meet deadlines? How do authority and communication flow between the sections?
4. Write a description of your organizational structure in the space below.

USA TODAY section

Managing Editor

Description of the organizational structure: _____
