

# WAYLAND PUBLIC SCHOOLS FOUNDATION PROJECT PROPOSAL FORM

1. Applicant Name and E-Mail address:

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2. Title of Project:

Wayland Student Press Initiative

3. Location of Project:

Wayland High School

4. Brief description of Project:

The Wayland Student Press Network is the official online news medium of Wayland High School. (See [www.wspnlive.com](http://www.wspnlive.com).) It is on the cutting edge of high school technology and has already received positive attention from famous media bloggers. Our mission is to help unite the school community by raising awareness of various student activities. We strive to serve the Wayland community as a student-run news medium that people want to visit on a regular basis. We go beyond written articles, adding broadcasting, video clips, photo galleries, blogs, cartoons – whatever this community demands. Members can choose to participate a great deal or only once in a while. No experience in online publishing is necessary.

Last school year, a member of the class of 2010, Robin Kim, founded and built the site, which was quickly viewed as groundbreaking. Soon after, he was offered an internship at the parent publishing company of *The Wayland Town Crier*. His work was recognized by Charlie Ruopp at last year's underclassmen awards ceremony. More Wayland community members became aware of the project, and since then, the site's daily visitors have increased dramatically.

This year, WSPN was able to attract more than 30 students to be official members of the team. While the site and the members' future works would target and affect the Wayland community as a whole, students who are directly involved with WSPN will gain valuable experiences and skills for potential internships and careers.

A media specialist, Howard Owens from Gatehouse Media, has praised WSPN on his website, as have many others. Another media specialist, Mathew Ingram, has pointed to us as "a small-town high school — Wayland High in Wayland, Massachusetts — that is doing things with their school newspaper's website that more big-city papers should do, including smart use of video, blog-style format and great design. A bunch of 16-year-olds, and they are out-producing many larger newspapers put out by a giant staff. Pretty powerful stuff."

*The Last Word* arm of the initiative has been the WHS newspaper for many years. Many students write articles, conduct interviews, take pictures, and participate in editing and layout, as well as all other aspects of print journalism. One aim of the initiative is to include a scan of *The Last Word* on WSPN. We feel it is important to maintain and improve both the print and online media.

Both publications would like to obtain the necessary technological updates that would allow them to add more students and increase visibility. We see these updates as crucial to bringing these publications into the 21<sup>st</sup> century.

5. Project specifics:

a. Define need, scope of need, how need was determined:

Last year WSPN was a bare bones pilot program that took off. However, the necessary technology was all student-owned and unusable for more than one student at a time. This year we hope to add the

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technology needed to both maintain and improve the site, as well as to include many students in the process. We are looking for two Macintosh computers. One will be for the web development, and the other will be used as the editing tool for videos and photos. One will be portable so that it can also be easily used for presentations. We are also asking for a portable projector, and a cart to house the presenting station. This projector would be used at assemblies and student events. Adobe Creative Suite 3 software will be used for design and print production. In addition, although there are two digital cameras that we allow students to use at the school, the vision is to increase the frequency of catching student activities by increasing the number of cameras that can be put in reporters' hands. **Please see Addendum for a complete list of requested material.**

*The Last Word*: The existing computer for the newspaper is on an old operating system, OS 9, which will not support the QuarkExpress software that we want to use to improve *The Last Word*. This software (which is the same as that used for *The Orange and Black* at the middle school) requires OS X.4 and fairly sizable amount of memory – much more than our old system has. **The computer requested will meet the minimum specs outlined by Quark.** It is also desirable to have a printer that prints 11 x 17 for proofreading and checking layout. This printer will allow the editors to see the paper in close to actual size.

b. Relevance to curriculum:

At present, WHS does not have a journalism course. The only high school activities that exist for students to learn about and practice journalism are WSPN and *The Last Word*. Students coming from Wayland Middle School who have already been using QuarkExpress and more modern hardware will be used to such programs and should be able to have access to at least as sophisticated programs as they used at WMS. The high school would like to stretch these students, as well as include many other students, to examine the issues related to both print and online journalism. The equipment we are asking for will bring both WSPN and *The Last Word* in line with modern publishing procedures. The writing and editing skills learned will be invaluable for the students, and the technological expertise gained will serve the students well.

c. Major activities and targeted population:

Students will write articles that are related to all aspects of students' lives at the high school and beyond. With more students on the team, we plan to update news articles on WSPN on a daily basis, and to keep current with *The Last Word*, keeping the site and the newspaper fresh with students' perspectives. Students hope to comment, broadcast, communicate, and conduct interviews in front of video cameras, and upload video clips onto the website as well. In addition, we plan to maintain a well-organized photo gallery, student interaction column, and an online space for all student clubs and academic departments. We plan to integrate as many aspects of the community as we can. Wayland Student Press Network targets the Wayland community as a whole, since it can be accessed from any computers with Internet. Currently, an average of 355 unique community members are visiting the website daily. If we have the equipment to allow more updated material and incorporate the contributions of more students, we have the potential of reaching more students, teachers, and parents as users of the website.

*The Last Word* would like to publish a product that looks more like a real newspaper in terms of both format and subject matter. An increased sophistication would draw attention and should attract more students to write articles, to edit, and to engage in discussion of all manner of journalistic issues.

d. Desired outcome:

To bring the Wayland High School community together; to encourage more students to become part of the school media; to promote extracurricular activities or clubs that are normally not publicized among students. (eg. visual/performing arts, after-school activities); to encourage every student in the school to become aware of ongoing school activities or projects (eg. uploading photos of various sports matches that parents or students may have missed); to provide students with a simple way to access school publications anytime, anyplace (eg. online integration of *The Last Word* & *WayCam*) that are usually otherwise difficult to access.

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e. Method for evaluating success:

Reaction of the population, number or frequency of the updates, number of newspaper issues produced, quality of the material using the equipment we hope to acquire, number of students who get involved in both the journalism and the technology.

f. Unique elements; replicability; other comments:

We are setting the infrastructure that we hope can go on for years. As more students get involved, there will be more training using the equipment, so that we can have students carry on the tradition of what we hope will be excellence in journalism.

6. Timetable of project (starting and completion dates; major activities and/or events; final report); As soon as the grant is acquired we hope to buy the equipment and get it up and running.

7. Personnel and responsibilities of each (include faculty, parents, outside professionals, organizations):

These are names of students who recently volunteered to be in leadership positions for WSPN this academic year: President & Founder: Robin Kim (robin@robinkim.net)

Co-Editors-in-Chief: Peggy Wang, (More to be determined)

Director of Broadcasting: Marie Stotz

Director of Photography: Mike Gentilucci

Director of Marketing: Or Efrat

Director of Academic Content: Elizabeth Xu

Director of Athletic Content: (To be determined)

Director of Performing Arts Content: Laura Wu

Director of Graphic Arts Content: Asa Foster

Director of Advisory Content: Brendan Stack

Director of Editorial Content: Elizabeth Doyon

Many other students are on board for writing articles, conducting interviews, taking video and still photos, etc. The advisors for WSPN are Mary Barber (technology) and Janet Karman (editing).

*The Last Word* this year has co-editors Zoe Leavitt and Hillary Sager. Numerous other students are engaged in writing articles and editing pieces for publication. The advisors are English teachers Nancy Florez and Janet Karman.

8. Budget (include total budget and breakdown of how much will be spent on materials and equipment, speaker feeds, and other expenses, please be as specific as possible; include matching funds)

**Please see Addendum.**

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9. If the project could be implemented with partial funding how much would be needed:

If we were only offered a partial funding, WSPN could possibly manage without the projector and cart, one bulletin board, and two digital cameras, although the loss of the cameras would be felt in limiting our ability to provide photo and video coverage for some events. The loss of the projector and cart would mean that we would have to move projectors from another part of campus (assuming it is available at the time we would need it, each time we would need it). Not funding these portions would save \$1893. *The Last Word* could possibly do without the printer for layout review, which would save approximately \$800.

9a. Please identify the specific parts of the project that could be partially funded:

n/a

10. Budget timetable (indicate the amount and the months) funding would most likely be needed:  
The funds could be used as soon as you have them available.

11. If the project is funded by the Foundation, the expectation is that:

- A contact person from the WPSF Board will be assigned to the project
- You will provide the contact person with a timetable for the project (when the spaker will present; when the equipment will be in the classroom, etc.)
- The contact person will have the opportunity to see the project in progress and arrange for photos to be taken, if appropriate:
- Upon completion of the project, you will be asked to write a short synopsis of its strengths/weaknesses, how the project will impact future students, and any other input you think is pertinent.

**Signatures:**

Applicant/Title	Date:
Department Head	Date:
Principal	Date:
Superintendent	Date:

Addendum  
Wayland Student Press Initiative

WSPN:

Projector and cart for portable presentations:

Projector \$1000

Cart: \$400 \$1400

(1)Macbook Pro: 2.16 GHz Intel Core \$1382

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120GB storage, 1 GB Ram  
AppleCare Protection Plan  
For Photo & Video development

(1) iMac, 250GB, 2GB Ram Applecare Protection Plan For Web-site Development	\$1403
(5) Digital Camera w/ Video capability (Sony Cybershot) @ 200 each (Media Center has (1), and Technology has (2), one of which is used often for classes)	\$1000
(1) Broadcast Microphone for interviews	\$150
(1) Video Camcorder – Sony digital (Media Center has (4) that can be loaned out To students if available)	\$400
(2) Large Bulletin boards @ 93 each	\$186
(1) HP Officejet all in one printer, color and fax	\$149
(2) Adobe Photoshop & Dreamweaver License (Adobe CS3 Design Premium @ \$489 each	\$978
(2) MS Office License @ \$41 each	\$82
(1) Web Hosting at Aplus.net & domain for 3 years	\$300
Subtotal for WSPN:	\$7430

The Last Word Student Newspaper:

(1) iMac, 250GB, 2GB Ram Applecare Protection Plan	\$1403
(1) QuarkXpress 7	\$194
(1) Printer that prints in large format, 11x17 Ricoh laser printer	\$800
Printing services for standard newspaper format (Grant funds for printing would be supplemented By school club funds of approximately \$100 per Issue) \$150 x 8 issues	\$1200
Subtotal for The Last Word	\$4878