

# Partnership With Business

*Chatterbox*

&

*Ruston Daily Leader:*

**Partners in Publishing**



Ruston High School  
Chapter 617  
Louisiana  
2018 - 2019

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***Submitted by:***

*Joanna Ham*

*Davis Glen Ellis*

*and*

*Cayla Richard*

## ***Chatterbox & The Ruston Daily Leader*** **Partners in Publishing**

### **Purpose of the Project**

With the introduction of the journalism event in Future Business Leaders of America, many aspiring writers have joined Ruston High School's chapter of FBLA. As we looked for practical ways to improve our journalism skills, we quickly realized our school lacked an activity many young journalists may take for granted: a school newspaper. Historically, the *Chatterbox* served as Ruston High School's student newspaper, but it was phased out in recent years due to small staff and a sense that students were no longer interested. As our group realized there was indeed interest in a school newspaper and plenty of FBLA members willing to serve as editors, we got to work deciding how to bring back the *Chatterbox*.

The last time the *Chatterbox* was printed, the staff used the printing press at the local newspaper, the *Ruston Daily Leader (RDL)*, to print the paper. When approached about using their printing press to again print a stand alone school paper, the *RDL* offered to instead partner with us by printing the newspapers at no cost if we allowed them to publish the *Chatterbox* as an insert of the *Ruston Daily Leader*. Thus, a partnership was born!

### **Partnership Goals**

1. To re-establish the publication of the school newspaper, the *Chatterbox* on a bi-weekly basis.
  - a. Allow FBLA members interested in journalism to develop their skills by writing, editing, and designing a newspaper.
  - b. Assign staff positions to FBLA members that mimic newspaper operation positions
  - c. Create a school newspaper in the same format as a commercially printed newspaper.
2. Allow *Chatterbox* staff to learn specifics about running a newspaper
  - a. Tour the *Ruston Daily Leader* one or more times to learn more about how the newspaper operates.
  - b. Provide feedback to students whose articles are published in the *Chatterbox*.
  - c. Provide students with interaction with journalism professionals to educate them on how all aspects of a paper are run.
3. Improve *Ruston Daily Leader* customer satisfaction, circulation, and profits.
  - a. Increase the *Ruston Daily Leader*'s circulation by 1300 when the *Chatterbox* is included as an insert.
  - b. Provide feedback from at least 20 readers through an online survey.
  - c. Assist the *Ruston Daily Leader* in finding new advertisers by identifying a list of at least 10 businesses that teenagers frequent.

## Future Goals

As the project continues, we hope to also implement the following steps to further our implementation of these goals.

1. Allow FBLA members interested in journalism to develop their skills by writing, editing, and designing a newspaper to be published bi-weekly.
  - a. Create one student internship position at the *Ruston Daily Leader*
  - b. Assign two staff positions for the sole purpose of contacting local businesses for advertisements to allow members to improve their marketing skills and to help generate new advertisers for the *Ruston Daily Leader*.
2. Improve *Ruston Daily Leader* customer satisfaction, circulation, and profits.
  - a. Secure additional advertisers in *Chatterbox* to fully offset *Ruston Daily Leader* production costs.
  - b. Provide feedback from at least 50 readers through an online survey.

## Roles of Business Leaders and Chapter Members in Developing the Partnership

Developing a partnership is rarely easy: it requires connections, business smarts, and the collective help of many different people. For this partnership between *Chatterbox* and the *Ruston Daily Leader* to be successful, both parties were required to contribute to the collaboration of local business leaders and dedicated FBLA members. The partnership had a number of key personnel whose contributions were essential to the collaboration.

### Roles of Chapter Members in the Partnership

Three leadership roles were assigned in the overall development of the project: editor-in-chief, business liaison, and school liaison.

#### Editor-in-Chief: Joanna Ham



- Communicated with business liaison and school liaison in coordinating the *Chatterbox*
- Worked with adviser and editors to coordinate articles for each edition
- Encouraged all editors and reporters to create and turn in their articles by deadline
- Made any final edits to articles submitted
- Designed and formatted *Chatterbox* to be inserted into *Ruston Daily Leader*

#### Business liaison: Cayla Richard

- Communicated with *Ruston Daily Leader* about various expectations in the partnership
- Arranged tours of the *Ruston Daily Leader* offices and printing press
- Gathered statistics related to the circulation of the *Chatterbox*



**School liaison: Davis Glen Ellis**



- Communicated with Ruston High School administrators in the distribution of the *Ruston Daily Leader* to every student and teacher
- Created survey to get feedback from students, teachers, and community members on what they would like to see in the *Chatterbox*
- Contributed articles to the *Chatterbox* as the RHS Student Council President

To facilitate the smooth operation of the paper, the Editor-in-chief, Joanna Ham, also created the following staff positions to assist in the creation of the *Chatterbox*:



**2018-2019 Chatterbox Staff**

<b>Chatterbox Editors and Staff</b>	
Assistant Editor-in-Chief	Samantha Smith
Assistant Graphics Designer	Samantha Stephens
Business Manager	Jalia Payne
News Editor	Amanda Meng
Assistant News Editor	Hana Le
Clubs Reporter	Taryn Sternitzky
Clubs Reporter	Chloe Lawrence
Education Reporter	Abena Ayisi
Social Reporter	Reece DeMattos
Sports Editor	James Strebeck
Sports Reporter	Andrew Ellis
Sports Reporter	Jacob Haarala

**Roles of Business Leaders in the Partnership**

**Ruston Daily Leader:** *The Ruston Daily Leader*, as the local newspaper, has served the community for several generations through keeping the community informed and aware of what is happening in the Ruston and greater Lincoln Parish areas. The newspaper’s reputation has been long established, and the following members of the *Ruston Daily Leader*’s staff exemplify the quality that the newspaper is known for. In addition to being professional, hardworking individuals, their cooperation has been crucial in establishing and maintaining the partnership.



**Cody Richard** (General Manager): As our primary contact at the *Ruston Daily Leader*, Mr. Richard helped coordinate the terms of the partnership with the adviser of the *Chatterbox* through meetings during the summer of 2018. Mr. Richard arranged for the *Ruston Daily Leader* to cover the costs of the *Chatterbox*, as well as provide information pertaining to the paper itself.

**Scott Boatright** (Editor): As the editor of the *Ruston Daily Leader*, Mr. Boatright provides us with valuable information as our main contact for any issues with writing or formatting. Additionally, Mr. Boatright remains in close contact with the *Chatterbox* adviser to ensure the *Chatterbox* is completed in time to make it to the press to be printed. In addition, he has shared his expertise in writing and editing with members of the *Chatterbox* staff.



**Crystal Richard** (Advertising Department): Mrs. Richard allowed members to visit the *Ruston Daily Leader* office and experience firsthand how the newspaper is run. While at the paper, Mrs. Richard took members on a tour through the facility and shared with them the entire process of the paper, ranging from the selling of ads to the actual printing of the paper.

**Marc Richard** (Consultant): While visiting the *Ruston Daily Leader* office, *Chatterbox* staff visited with Mr. Richard who taught them about the business side of the paper and how the process works from a business standpoint.



**Katrina Fuller** (Circulation Manager): As circulation manager of the *Ruston Daily Leader*, Mrs. Fuller is in charge of counting and bundling the papers for distribution at Ruston High School. She is also in charge of ensuring that those papers and all others are delivered. Mrs. Fuller provided members with the reassurance that inclusion of the *Chatterbox* does increase rack sales, and therefore benefits the paper.

**Entire RDL Staff:** The staff at the *Ruston Daily Leader* allowed students to visit the office and experience firsthand how newspapers are run, from the computerized process to the actual printing of the paper. Through these visits, we were able to view the business side of the process as well as the editorial side of the newspaper. The staff has been very helpful in maintaining the partnership and making sure the students at *Chatterbox* have everything they need to produce a quality paper.

### Other Community Partners

Project ACHIEVE (“Accelerating Children Higher In Educational Values Everywhere”) and the Ruston Parent Teacher Association are two notable organizations in Ruston that exist to improve all aspects of education. This is accomplished through activities designed to motivate children to become better students, and through personal contact with parents and business leaders. These organizations have aided the partnership of the *Chatterbox* and the *Ruston Daily Leader* through becoming sponsors and providing the *Chatterbox* with money to enable the purchase of new equipment. This year, a \$1000.00 mini-grant from these two organizations allowed *Chatterbox* to purchase a much-needed, high quality camera for capturing photos for the paper. Additional partners who financially support *Chatterbox* through yearly sponsorships are JHam Enterprises, Inc. and RHS FBLA Chapter 617. Each of these partners has contributed to the Platinum Level sponsorship to help purchase supplies for the paper.



The *Chatterbox* was one of the recipients of a \$1000.00 mini-grant from the RHS PTA and Project Achieve.

**Ruston High School Staff:** In addition, three very important staff members at Ruston High deserve special thanks and recognition for the time they each spend on the paper.



**Mr. Daniel Gressett:** As the principal of Ruston High School, Mr. Gressett reads each issue of the *Chatterbox* in its entirety before it is sent to the *RDL* to be printed and distributed. Mr. Gressett does this to assist us in ensuring that everything in the paper is school-appropriate. In the event that he finds something he questions as possibly offensive or objectionable, he advises the *Chatterbox* adviser and discusses the material.

**Mrs. Jamie Gressett:** Mrs. Gressett, an English teacher at Ruston High School, also reads every paper before it is sent to the *Ruston Daily Leader* for print. Mrs. Gressett checks over all the writing for any errors that may have occurred. In addition to this, Mrs. Gressett has written multiple editorials for the *Chatterbox* which covered a variety of topics.





**Mr. Lloyd Bruner:** Serving as both the FBLA Primary Adviser and the *Chatterbox* adviser, Mr. Bruner is also a member of the Professional level of FBLA. He suggests articles to be written, provides the staff with updated layouts, mediates when necessary, proofreads editing and formatting after the Editor-in-Chief turns in a complete paper, and makes sure the staff is taking care of business.

## Development of the Partnership

In the fall of 2016, *Chatterbox* publication shifted from a monthly printed paper to an online version. There were several factors in this decision: the costs of publishing had grown, there was an assumption that students would prefer an online version, and there was a change in the paper's school adviser. As a result, a print media class was no longer offered, making a paper difficult to create, and after only one online edition, publication of the paper ceased.

In the spring of 2018, a tenacious student was interested in seeing the school newspaper return. After approaching many teachers about sponsoring it, she persuaded Mr. Lloyd Bruner to resume his past role as *Chatterbox* sponsor. As Mr. Bruner is also the FBLA sponsor, he made one stipulation: *Chatterbox* would be staffed and run solely by RHS FBLA and its members. Because *Chatterbox* is run like a business, this decision made sense as members would be gaining valuable business skills. The only downside was that, because there was no longer a *Chatterbox* class period, all writing and preparing of the paper would have to be done on the staff's own time. This was a challenge FBLA was willing to take.

In the summer of 2018, Mr. Bruner reached out to General Manager Cody Richard to begin negotiations on using the *Ruston Daily Leader* press to print *Chatterbox*. During the course of the discussions, a new plan emerged. Instead of publishing a stand-alone school newspaper, the *Ruston Daily Leader* offered to include *Chatterbox* as a full-size, four page insert in the regular edition every two weeks. It would also provide newspapers on the day of publication to every student and staff member at Ruston High School. Additionally, *Ruston Daily Leader* staff would work with students to provide guidance on setting up the paper, writing articles, the importance of advertisers, and other aspects of running a newspaper. In return, the *Ruston Daily Leader* would gain additional content, potential subscribers, and potential advertisers. Because the proposal seemed to be a win-win for all involved, Mr. Bruner and the chapter officer team sat down to discuss whether publishing the *Chatterbox* every two weeks under these terms was a project the chapter could commit to and sustain. After discussion, the officers decided to accept the *Ruston Daily Leader's* proposal.

## Implementation

The first step RHS FBLA took was to recruit a staff for the paper, beginning with the editors. Five chapter officers stepped up to fill the roles of Editor-in-Chief, Business Manager, News Editor, Assistant News Editor, and Sports Editor. Eight more students from the student body were recruited as staff writers. In addition, team member Davis Ellis agreed to submit a regular column for each edition as the Student Council President, and Cayla Richard was added as the liaison to the *Ruston Daily Leader*. All staff members met to determine who would cover each area of school news we wanted to cover for the paper. Once the assignments were in place, the writing began.

Because there is no formal class for *Chatterbox*, the FBLA members had to be creative in when to meet. Each day there is a twenty-five minute advisory period for club meetings and other purposes. Mr. Bruner received permission for the *Chatterbox* staff to come to his classroom each day so they could meet as a staff and work on articles. Because Mr. Bruner is a business teacher and has a computer lab, this arrangement has worked well. It is, however, still a challenge because the staff often has obligations to other clubs and organizations. That means much of their writing and research is done on their own time.

After a few sessions with Mr. Bruner, the staff learned how to research their stories by interviewing those involved in the clubs, sports, or other activities to which they were assigned. They also had to learn appropriate formatting for their articles to make it easier for the graphics designers to insert the articles into the newspaper template they had created. After staff prepared articles, the content, grammar, and formatting of each article was reviewed by an editor who either corrected the errors, or sent it back to the original author for adjustments. Once all of the articles were submitted, the graphics design team had to decide how to lay out the paper using Microsoft Publisher. Many times, this also included editing still further to allow the articles to be sized correctly for the space available. Finally, the editor-in-chief proofread the final product and submitted to Mr. Bruner, Mr. Gressett, and Mrs. Gressett for final approval. At that point, the paper was saved in a PDF format and sent to the *Leader* for publication. Files were also sent for the e-version of the paper.

Simply learning how to write articles and put them into a newspaper format was not enough, however. The FBLA members wanted to learn more about the process of publishing a newspaper. Therefore, members of the *Chatterbox* staff visited the *Ruston Daily Leader* on two different occasions. On the first visit, they were given a tour of the entire facility including each department.



*Staff members talk with pressman Jason Ferguson about how the press works.*



*The PWB team was able to see the paper actually being printed.*

The *Ruston Daily Leader* staff was extremely helpful in explaining the process and allowed the team to ask many questions. The team was able to see the process of printing the paper from start to finish. They were able to visit with the pressman who not only demonstrated how to make a press plate but also demonstrated the press by running copies of the paper for them. The team also observed the paper being prepared for delivery and learned the reasoning behind the change in delivery method and how that impacted when the paper is printed.

During the visits the team also visited with the composing, advertising, and circulation departments, learning how each of those areas interact to create the final product. During their visit with the business department to discuss expenses of printing, the team determined that one way they could give back to the *Ruston Daily Leader* was to prepare a list of businesses high school students like to visit. By preparing that list, the advertising department could have leads for new advertisers to help offset the costs of publishing the *Chatterbox* so that our partnership could continue.

A final element of our implementation was evaluation. After several editions of the paper had been published, the *Chatterbox* staff knew their product was being well received based on verbal feedback. However, they began to wonder what readers did and did not like. Therefore, they created two Google docs surveys: one for Ruston High students and one for the community readers. In order to make the survey accessible, the team created QR codes that linked to each survey and placed those codes into the newspaper on several occasions. They also offered incentives, such as gift cards and plastic cups, for those who participated. The survey identified areas of satisfaction and allowed comments for improvement for both the *Chatterbox* and the *Ruston Daily Leader*. These results are being used to improve the *Chatterbox*, and a report of the results has been prepared to send to the *Leader* for their use.

## **Publicity Received**

The partnership between FBLA's *Chatterbox* and the *Ruston Daily Leader* has been publicized in several ways.

- *Chatterbox* writers have published articles about the partnership in several editions of the paper (Appendix A). In addition, notices about the surveys posted by the Partnership with Business team plus announcements of the winners of the survey drawings were published in several

editions and explained the partnership concept. These articles and announcements reached more than 7000 households, when including the editions distributed at the high school.

- A public service announcement thanking the *Ruston Daily Leader* for its participation was aired on Bearcat Radio, KBNF (Appendix B). The PSA also encouraged listeners to support the *Ruston Daily Leader's* advertisers. This radio station not only serves the school, but is played in many businesses around town as well.
- An article was submitted to Louisiana's FBLA publication, the *Louisiana Leader*, for the spring publication.
- School announcements were also made concerning the inclusion of *Chatterbox* in the *Ruston Daily Leader*.

## **Benefits, Concepts Learned, and Impact of the Project**

### **Benefits**

This partnership has dynamically impacted both Ruston High FBLA and the *Ruston Daily Leader*, and the benefits of the partnership are clear. First, the alliance is an innovative means of familiarizing FBLA members with the business world, specifically in the field of journalism. RHS reestablished its school newspaper with a wider readership at no cost to them. Members also have been able to learn from professionals actually involved with publishing a newspaper what it takes to produce a product that is appealing to a broad range of readers. In addition, they have learned about all aspects of publishing a paper by talking to those from the business, advertising, composing, printing, and circulation departments at the paper.

Not only has Ruston High School and its FBLA members benefited from this partnership, the *Ruston Daily Leader* has received tangible benefits as well. The paper gained more readers, supplemented its article source without having to expand staff, gained knowledge of readers' views on the paper, and received a list of potential advertisers of businesses that teenagers frequent. Specifically, the *Ruston Daily Leader* has significantly increased circulation on Thursdays that the *Chatterbox* is printed in comparison to Thursdays it is not printed, a portion of that due to increased newsstand purchases. When comparing newsstand sales on Thursdays when the *Chatterbox* is printed to when it is not, there is an obvious and consistent difference. The average number of papers sold from newsstands since October on Thursdays when the *Chatterbox* was included has increased, to 318 as compared to 290 on Thursdays when the *Chatterbox* is not included. Ruston residents obviously care about news from the local high school and are more likely to buy the newspaper with the supplement of the *Chatterbox*. This does not even take into account the 1300 additional copies of the paper

distributed at Ruston High School every two weeks. This additional distribution increases exposure, ad revenue, and potential customers for the *Ruston Daily Leader*.

Second, as proven by our online survey, inclusion of the *Chatterbox* has increased customer satisfaction with the *Leader*. Some survey responses from the community include the following:

- “*Chatterbox* is an excellent addition to the *Leader*. The students do a great job of sharing their views through editorials and of promoting school activities.”
- “I love the *Chatterbox* and love having it in *RDL* so I can see it even after graduating.”
- “Tremendous effort, great job! Please keep going.”

These happy customers obviously enjoy having the *Chatterbox* included in the *Ruston Daily Leader*, and there are many others who have verbally shared how much they enjoy the addition to the paper. In addition, we found that 71% of respondents are interested in subscribing to either the paper version or online version of the *Leader*, a statistic that should encourage the *Leader* to reach out to those readers on days when the *Chatterbox* is included in the paper.

### Concepts Learned

Throughout this year of publishing a newspaper, the *Chatterbox* staff and contributors have come to realize just how much time, dedication, and cooperation it takes to produce a quality product. Staff writers must research and write stories and submit on time. Editors must then review, edit, or request rewrites of those articles for final submission. They must also keep track of the articles being written to ensure that there are no duplicates. The graphics design team works hard to make each page look as professional as possible, often moving pictures and text multiple times to make all elements fit properly. In addition, our staff has learned that it is important to be organized. For example, pictures and articles should be placed in and remain in their proper folders on the computer to make the process of putting the paper together less of a challenge. Also, deadlines are to be constantly kept in mind, especially important since the *Ruston Daily Leader* relies on the *Chatterbox* being ready by a certain time to meet the printing deadline. This has been a special challenge publishing every two weeks, because as soon as one paper goes to press, staff is already having to work on the next. During this process, FBLA members have developed extensive real world skills that will follow them into the workplace.



*Chatterbox* staff shows off one of their published papers.

Members also learned valuable communication skills, both written and verbal, when composing the *Chatterbox*. Communication must take place between the reporters and editors who all must then

communicate with the editor-in-chief to ensure operations run smoothly. Communication must also regularly take place between *Chatterbox* staff and the school for both approval of each edition as well as for distribution purposes. *Chatterbox* representatives also work regularly with the *Ruston Daily Leader* allowing them to practice communication with those in the real business world.

In addition, the editor-in-chief and her editorial staff have learned valuable managerial skills. If a staff member submits a poor article, does not include pictures, or does not submit an article at all, it is up to the editor assigned to that staff writer to reach out to that member to correct the issue. The editor-in-chief has to continually monitor all submissions and revisions and periodically must address areas, such as formatting or lack of timely submissions, that affect the production of a quality paper. Additionally, these communications must be done in a straight-forward, business-like manner so that the members being corrected see the seriousness of the issue being addressed without taking it personally. Learning this skill is definitely an advantage for those who want to be in leadership in the business world.

Tours of *Ruston Daily Leader* offices have also allowed *Chatterbox* staffers to get a better understanding of the American Enterprise system. The insight gained from touring the offices cannot be overstated. Discussions on main revenue streams and ways to organize staff have given valuable insight to members, not only on how to run a newspaper company but also on how any business can run. Additionally, members were able to observe all aspects of the production process from article creation to distribution.

### **Impact on the Community**

The partnership has also significantly impacted the community. Every two weeks, 1300 Ruston High School students received the newspaper, and Ruston High now has a school newspaper where there was not one before. Additionally, because Ruston High School is the only public high school in Ruston, many long-time residents are graduates and now have access to the school newspaper. Many people around town have shared that they really enjoy reading about what goes on at Ruston High and look forward to seeing the *Chatterbox*. Having this partnership allows the community a deeper connection with the local education system. Finally, FBLA members have the opportunity to gain real world journalism and business experience, which will positively affect their futures.

### **Evaluation**

More than fifty people have participated in the survey to date, and their responses are overwhelmingly positive for both newspapers. They did have recommendations, however.

### **Recommendations for Change in Chatterbox**

After reviewing the survey information, the *Chatterbox* staff has identified the following areas that students most want to see in the paper. These items are being evaluated for inclusion in future editions.

- Include more sports items
- Include more interviews
- Create a Senior Spotlight section
- Include a calendar of school events / fundraiser reminders

### **Recommendations for Change in Ruston Daily Leader**

Additionally, through the survey, the staff was able to identify areas of possible changes for the *Ruston Daily Leader*.

- Include school calendars in the *Ruston Daily Leader*
- Include youth sports articles
- Include more school news

### **Recommendation to Improve Partnership**

While we found our partnership with the *Ruston Daily Leader* to be very successful, we would make the following changes to the partnership.

- FBLA members / *Chatterbox* staff would visit the *Ruston Daily Leader* facility at the beginning of the school year to have a greater understanding of the workings of a newspaper
- The *Ruston Daily Leader* would provide a staff member once a month starting in September who could train the *Chatterbox* staff during their advisory period.
- FBLA / *Chatterbox* would provide two members whose sole responsibility would be to help locate advertisers and secure sponsors to help offset costs of printing the *Chatterbox*.
- FBLA / *Chatterbox* would help establish a plan for a subscription drive to the *Ruston Daily Leader*.

### **Conclusion**

Overall, RHS FBLA's partnership with the *Ruston Daily Leader* has been overwhelmingly positive. FBLA members are publishing a quality newspaper, learning about journalism from professionals, and learning skills for their futures. Additionally, the *Ruston Daily Leader* is increasing its circulation and its exposure in the community, which can lead to increased revenue, important in any business. Because of these benefits and many more for both organizations, we hope that this partnership will be able to continue for many years to come.

## APPENDIX A

### Sample of *Chatterbox* Articles

January 10, 2019






900 Bearcat Drive, Ruston, Louisiana 71270
<http://rustonhigh.lincolnschools.org/pages/chatterbox.php>

Chatterbox: The Voice of Ruston High School

You may contact *Chatterbox* at [chatterbox@lincolnschools.org](mailto:chatterbox@lincolnschools.org) if you have suggestions or comments.

## ***Chatterbox and the Ruston Daily Leader: Partners in Publication***

by Joanna Ham | Editor-in-Chief/ Graphics Designer

As the Future Business Leaders of America (FBLA) chapters are gearing back up for the competition season, members are actively working to make their projects the best that they can be. One of these projects focuses on our very own *Chatterbox*. Partnership with Business (PWB) is an FBLA competitive event that encourages FBLA chapters to team up with a business in their community in order to create a project that will be mutually beneficial to both the students of the chapter as well as the business they are teaming with. This year, the PWB team secured a partnership with the *Ruston Daily Leader*, being given the opportunity to bring back *Chatterbox* in a bigger way than ever before.

In the past, the *Chatterbox* was published once a month as a stand-alone paper that was distributed only at Ruston High School, which was very expensive for the school. However, after an unsuccessful attempt at creating an online version, the *Chatterbox* went on a hiatus for nearly two years. Then this past summer, Mr. Cody Richard, General Manager of the *Leader*, proposed publishing a four-page insert every two weeks inside the *Leader* at no cost to the high school. It was a win-win for everyone. Not only do the students of RHS once again have a school newspaper, but the circulation of the *Ruston Daily Leader* is increased by the inclusion of *Chatterbox*. Thanks to the generosity of the *Leader*, every student and faculty member receives a copy of the *Daily Leader* bi-weekly, encouraging a relationship between school and community.

In addition to publishing bi-weekly within the *Leader*, the students of the *Chatterbox* staff are actively learning about journalism, as well as the process required in publishing a newspaper. Over the Christmas break, the PWB team, consisting of myself, Davis Glen Ellis, and Cayla Richard, was given a tour of the *Ruston Daily Leader* facilities. While there, we not only learned about the business aspect of publishing a newspaper but also about what it takes to be a newspaper writer, editor, and designer. Additionally, we were allowed to see the whole process in action, being taken to where the newspapers are developed and printed.

Guided on our tour by Mrs. Crystal Richard, the team was amazed at the sheer size of the printing press. Pressman Jason Ferguson explained how the press works and described how the colors are layered upon each other to create the final color palette. He also demonstrated how the plates from which the paper is printed are made. The favorite moment for the team was when Mr. Ferguson fired up the press and let us see it in operation. It was a fascinating and eye-opening experience. We also were able to meet and ask questions of members of the writing, advertising, and business staff.

The *Chatterbox* staff and the Partnership with Business team are grateful for the opportunity afforded us by the *Ruston Daily Leader* and look forward to a long partnership. If you enjoy the *Chatterbox*, help us let the *Leader* know by participating in our survey on page four of this edition. In this way, we can find out what you like and learn how we can make the *Chatterbox* better.



Editor-in-Chief Joanna Ham displays an edition of the *Chatterbox*, along with contributor Davis Glen Ellis and team member Cayla Richard.



*Ruston Leader* representative Crystal Richard points out the different colors between the finished paper and the ones still on the press.



PWB team listens as pressman Jason Ferguson explains the printing press process.



Paper running on the press in the background.



Watching the papers come off the press.



## ***The Importance of Chatterbox***

by Davis Glen Ellis | Student Council President

Every two weeks, a stack of newspapers arrives at the Ruston High campus. Students from every classroom come by to pick up piles of these papers. Eventually, every student at Ruston High receives a copy of the *Ruston Daily Leader*. Many students do not read the newspaper on a regular basis. However, when they first receive the paper in class, students will inevitably flip through to find a story to read. Whether it is the front page news or the sports section, students are being exposed to local news stories. Exposure to local news is the first step for students to get involved in their community, which is undoubtedly a good thing.

Just as the students benefit from reading about news in the local area, *Ruston Daily Leader* readers benefit from reading the school newspaper. Whether it is an alumna reminiscing on her days at Ruston High, a parent smiling over his daughter's soccer victory, or a community member reflecting over an editorial on procrastination, the *Chatterbox* can be enjoyed by any community member.

Finally, those of us who write for *Chatterbox* love that our columns are published in the local paper. Although my grandfather lives in North Carolina, he still reads the *Ruston Daily Leader*, and he will often tell me what he likes about my articles. If the circulation of the *Chatterbox* were limited to the school, I would not have this opportunity. Also, a few of the *Chatterbox* staff recently toured the Ruston Daily Leader facilities. My jaw dropped when I saw the size of the printing press. The tour was beneficial for those of us interested in careers in journalism, or more generally, those who wanted to see how a real business operates.

I hope you share my excitement about including the *Chatterbox* in the paper every other Thursday. If you do, I urge you to fill out the survey in this edition of the *Chatterbox* to help us know what we might improve. I also ask that you share exactly why you enjoy the *Chatterbox*. Although it may just be a school paper, we work hard to make the *Chatterbox* enjoyable for everyone, and we welcome all feedback.

APPENDIX B  
Public Service Announcement  
for February / March 2019

To: KBNF Radio  
Attn: Andrew Ellis

**PUBLIC SERVICE ANNOUNCEMENT**

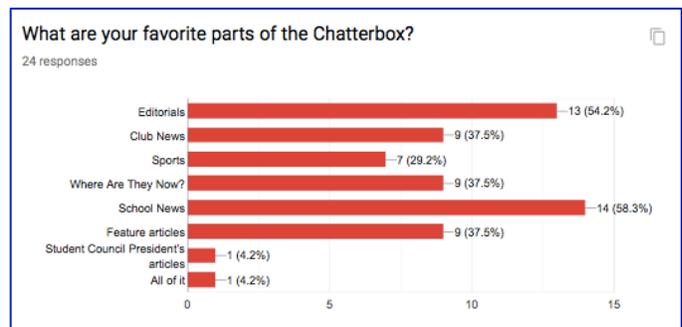
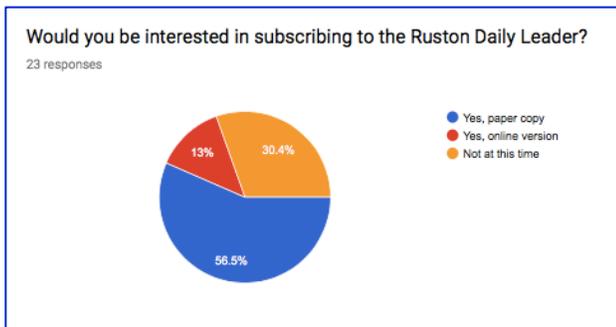
Contact: Joanna Ham, *Chatterbox* Editor-in-Chief  
318-278-5905

For Immediate Release

“The *Chatterbox* staff would like to recognize and thank the *Ruston Daily Leader* for its partnership in publishing or school newspaper. Every two weeks, *Chatterbox* is delivered not only to the students and faculty at Ruston High School, but is included in the *Leader* for the community to enjoy. This is done at no cost to RHS. *Chatterbox* appreciates this opportunity and the commitment the *Ruston Daily Leader* has shown through this partnership. We encourage everyone to support the *Leader* by supporting its advertisers and to consider a subscription to our local paper. Thank you!”

Andrew,  
Please produce the above PSA as quickly as possible. It can begin running anytime.  
Thanks,  
Joanna

*Chatterbox / Ruston Daily Leader Survey*  
*Sample questions*



*Surveys were created to learn more about those reading the Chatterbox and the Ruston Daily Leader and to measure satisfaction with the final products.*