

## **School Buzz 2023-2024**

Welcome to the School Buzz program! As a School Buzz correspondent, you'll be the community's "eyes and ears" at your school. You'll have the opportunity to report on your school's events, program, culture, students, and teachers. You'll have the opportunity to share with a large audience what makes your school special. Plus, you'll have the opportunity to get published on our website.

As a correspondent, we ask you to commit to writing **one blog post every other month** over the course of the school year.

Below you will find important information before getting started. **Before you send a story, please go through the School Buzz Checklist** (found on our site).

### **What to Write**

\*Please note that School Buzz articles need to be related to your school/students in some way. If you have a topic idea in mind that you think might be controversial in nature, please contact me *before writing it* to discuss. The best way to learn what we publish is to read past articles!

<http://thebuzzmagazines.com/school-buzz>

### **Topic Ideas:**

- School events, trips, news (***\*\*\*please avoid writing about a new building or improvement to campus***)
- School clubs, organizations
- School/student achievements
- Highlighting a beloved teacher, administrator, new/exchange student
- Trends at the school
- Anything that makes your school stand out (traditions, etc.)
- Anything you and/or other students are passionate about

Questions about topic ideas? Just email me.

## Instructions

Please send your article as **an attachment in Microsoft Word\***, emailed to [caroline@thebuzzmagazines.com](mailto:caroline@thebuzzmagazines.com). The following should be included:

- A brief, compelling **title**
- The text of the article, about **350-500 words**
- At least **one or two quality photo attachments**, preferably including students
- **A one-line photo caption** for each photo, **with all names** double-checked, describing what's happening in the photo and identifying everyone from left to right

*\*Note: For Google Docs, click File → download → Microsoft Word (.docx)*

## Photos

All photos need to be **at least 100 KB** to be used on our website. Please **attach photos to the email in JPG, PNG, or HEIC** format. When sending photos via email, you should always click “send actual size,” rather than “send small” or “send large.” **DO NOT** paste your photos into a Word document, unless they are also attached to the email.

- If you have multiple photos, please clarify which photos pair with which captions.
- Types of Photos: Try to include photos of people whenever possible. *The Buzz* is all about people, so try to include at least one photo of students.
- Photo Credit: If you took the photo yourself, you don't need to provide credit. But if someone else took the photo, it's very important to give them credit – and to make sure we have permission to publish it.

## Timing and Deadlines

Each reporter will submit an article **every other month**, on the 1<sup>st</sup>. Each reporter will be put into “Group A” or “Group B.” Email me if you do not remember your group.

*Deadlines for Reporters in Group A:*

- **October 1, December 1, February 1, April 1**

*Deadlines for Reporters in Group B:*

- **September 1, November 1, January 1, March 1, May 1**

*Note: If you feel that a topic is “newsy” and would like to publish it sooner, please email me – for example, if you've interviewed the cast of a musical happening this weekend, recent sports event, etc.*

## **About The Buzz Magazines**

The Buzz Magazines covers five neighborhoods in Houston – Bellaire, Memorial, River Oaks, Tanglewood and West University. You may receive our print magazine at home; either way, take a look at our website (<http://thebuzzmagazines.com/>), which includes all print articles. Follow us on social media: Facebook, Twitter, Instagram, Pinterest and LinkedIn, and subscribe to receive our daily e-newsletter: <https://thebuzzmagazines.com/morning-buzz>

If you want to be notified whenever your posts are published, just find your name on our site and click Buzz Me. Take a little time to explore our website and, in particular, School Buzz, here: <http://thebuzzmagazines.com/school-buzz>

## **Contact Info**

If you have any questions, feel free to reach out to me directly.

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