**Newspaper Elements: Scavenger Hunt**

**Step 1:** Go to [**www.blackpress.ca**](http://www.blackpress.ca)

**Step 2:** Click on the **Publications** tab and select a local newspaper.

**Step 3:** Once at the local news website, go to the **News** tab at the top and select **e-editions** from the menu.

**Step 4:** Pick a date and open the newspaper. If the newspaper requests a subscription, please select a new city.

**Step 5:** Identify the different elements in the newspaper and where they are found.

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| **Name of Publication:** | **Date:** |
|  |  |
| **Definitions** | **Example** |
| **# Anchor:** A soft story used at the base of Page One. The headline of such a story is different to the headlines used for hard news stories. It will be more creative and eye-catching. |  |
| **# Banner:** Banner is a headline that runs across all eight columns on the top of the page. It is used for momentous events, and is set in big and bold letters. The banner is also called a streamer |  |
| **# Box:** A news report that is surrounded by a printed rule. The box is used to display those stories that are important or unusual. |  |
| **# Byline:** The name of the reporter or agency who wrote the story |  |
| **# Caption:** The text used to describe a photograph. |  |
| **# Classifieds:** The advertisements run in small type. These are ads placed by individuals or small traders, who pay according to the number of words used. |  |
| **# Column:** A weekly or fortnightly article written by a seasoned commentator, who is either a journalist or a specialist. |  |
| **# Dateline:** It comprises of two elements: the name of the city from where a story originated and the date on which it was written. |  |
| **# Editorial:** Editorial is the article that represents the newspaper’s opinion. It is also called the Leader. **Identify who wrote the editorial.** |  |
| **# Filler:** Filler is a short item that is used to fill up space on a newspaper page. |  |
| **# Folio:** Folio is the line of text placed on top of inside pages giving the page number, day and date of publication. |  |
| **# Headline:** Headline is the title of a news report run in display type to catch the attention of the readers. A headline summarises the most important point in a news report. |  |
| **# Infographic:** An infographic is an art form where words are used with charts, illustrations, graphs or photographs to tell a news story. |  |
| **# Jump line:** The jump line is used to inform the reader of the page and column number where he can find the rest of the story. |  |
| **# Kicker/Shoulder:** Kicker is the headline that is written on top of the main headline. It is set in a point size that is less than the point size used to set the main headline. In several newspapers the Kicker is called Shoulder. |  |
| **# Lead:** Lead is the first paragraph of a news report. **Provide the first sentence of the lead paragraph only.** |  |
| **# Masthead:** Masthead is the forehead of the newspaper where the title of the newspaper is published. It also gives the place of publication, publication date etc. |  |
| **# Sidebar:** Sidebar is a short story related to the main story and run adjacent to it. **Just provide the heading for the sidebar story.** |  |
| **# Subhead:** Subhead is one or two word headline inserted at the head of a paragraph to break the monotony of a solid column of type. Sub-heads are generally written in bold letters in the same point size as the body text. |  |
| **# Teaser:** Teaser is a front-page box placed over or below the newspaper masthead. It lists the important stories run on inside pages or boxes announcing a paper’s inside contents. |  |
| **# Section:** The different category of news included in the newspaper. For this item, please identify the different sections included. |  |

Now that you know more about what is included in the newspaper, what elements do you think would be important to include in a school newspaper for Chatelech Secondary?