



Ready. Set.
BOOK IT!

Summer Workshop Lesson Plans

Copy Writing

General Session

This lesson plan could be used in a general session or as a breakout session.

Amount of Time

75 minutes

Materials Needed

- PowerPoint Presentation on how to Build a Story
- Copy Writing handout
- Books as show and tell (find good books with great writing samples)

Objectives

- To show that structure is needed when writing stories
- To demonstrate that lead-quote-transition-conclusion is a popular format
- To give experience in writing tight and lively copy

Process

Step 1: Warm-up (10 minutes)

Find good copy in a yearbook. Read it and ask for comments.

- Is this good copy?
- Do you like the copy?
- Do students read copy in their yearbooks? Why/why not?
- What can we do to get students to read copy?

How

Most students will not like copy. Be comfortable expressing that copy is still important because it helps people understand this year 20 or 30 years from now. Remind students that most students will forget a lot of what happens in high school, so the yearbook is an important time capsule of information.

Step 2: Background Knowledge (10 minutes)

Briefly review the copy writing handout.



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How

Emphasize the points on the copy writing handout. Stress to the audience:

- The lead-body-conclusion approach.
- The lead-quote-transition approach.
- Where to find sources of information.

Step 3: Copy Writing PowerPoint Presentation (20 minutes)

Present and discuss the PowerPoint Presentation called Build a Story.

How

Ask some of these questions as you discuss the PowerPoint Presentation.

1. What makes a good lead?
2. What makes a good quote?
3. Do you like traditional stories in your book?
4. Do you like quotes and anecdotes in your book?
5. Do you like narratives?
6. Do you like listings and checklists?
7. Do you like info graphics?
8. Do you like questions and answers?

Discuss how a variety of story formats make a yearbook more interesting.

Step 4: Conclusion (5 minutes)

Summarize your presentation. Review some of the points discussed.

Step 5: (10 minutes)

Do Part 1 on the activity worksheet called “Tell me a story....”

Step 6: (10 minutes)

Discuss Part 2 (Leads). You may want to go back to the first part of the worksheet and review:

- Examples of leads
- Creating transition

Step 7: Assignment (10 minutes)

Have students write a lead-quote-transition story (Part 3). If you have time, have some students share their stories.