

CAREER DAY HIGHLIGHTS

Text & Photos by Benjamin Shah

Newspapers with rows and rows of body text can look uninviting to readers. Give their eyes a visual break by using pull quotes. Usually set in bigger font than the body text, it can be used to highlight a key point of the article, or serve as a graphic element. Captions also allow readers to scan through the page. A good caption is short but informative.



Artwork can bring life to your newsletter, too. For this, you can enlist the help of artistic students. Include a cartoon in your editorial piece or caricatures of well-known personalities in school. Have the artist create a sketch of your school mascot, or even make one for your own school paper.

Listening to your readers ensures they keep coming back for more. In your staff box, include an email inbox where your readers can send in their feedback, comments, or suggestions. To keep audiences engaged, you can also allot a column for letters to the editor. Other contributions like poems or photos are welcome, too. Have some space for helpful information like important academic calendar dates and upcoming events. Last but not the least, strive to abide by the highest journalistic standards of accuracy and fairness. These will serve as your protection against legal trouble.

Students interacted with over 20 companies spanning 15 industries in the school's biggest Career Day to date.