

Elaine C. Broussard

elaine@elainebroussard.com

Address: 15935 Paint Ave. Greenwell Springs, LA 70739

Mobile: (225) 241-6676

Home: (225) 261-2078

WORK EXPERIENCE

Teacher (January 2014 – present).

Central Middle School, Baton Rouge, La.

- Responsible for student assessment, instruction and classroom management for three sections of seventh grade English Language Arts.
- Replaced teacher who vacated position at midterm.

Teacher (September 2014 – present).

L. W. Higgins High School, Marrero, La.

- Responsible for student assessment, instruction and classroom management for three sections of Journey to Careers, a course emphasizing personal interest exploration, career readiness, goal setting, personal finance, and exposure to various career clusters (mixed grades 9-12).
- Employed via a temporary contract to fill vacancy left by teacher on extended sick leave.

Teacher (August 2013 – May 2014).

Archbishop Rummel High School, Metairie, La.

- Responsible for student assessment, instruction and classroom management for four sections of eighth grade English and one section of eighth grade reading.
- Oversaw story assignments, editing and production of the *Raiders' Digest* school newspaper.
- Completed significant overhaul of newspaper's design.
- Covered major school events and wrote copy for school's yearbook.

Teacher (August 2011 – May 2013).

Belle Chasse High School, Belle Chasse, La.

- Responsible for student assessment, instruction and classroom management for Senior Applications in English, Journalism I, Journalism II and Debate.
- Worked with low performing seniors to help them research career options and set career goals.
- Oversaw story assignments, editing and production of the *Cardinal Chronicle* school newspaper.
- Completed significant overhaul of newspaper's design.
- Organized and planned the spring talent show.
- Served as school's literary rally coordinator.

Teacher (January 2011 – May 2011).

Westgate High School, New Iberia, La.

- Responsible for student assessment, instruction and classroom management for Education for Careers, English I Repeaters and Options ELA Pre-GED.
- Learned to manage the full responsibilities of a high school teacher including record keeping, grading, organization, parent communication, lesson planning and professional development.

EDUCATION

Currently pursuing **Master of Arts in Mass Communications Specializing in Web Design and Online Communication** (began online classes spring 2015) – University of Florida.

Post-Baccalaureate Certificate in Digital Design (2014) – Tulane University, New Orleans, La. GPA: 3.9.

Master of Arts in Teaching (2010)

– Louisiana State University's Secondary Holmes Program, Baton Rouge, La. Certification areas: secondary English and journalism (grades 6-12). GPA: 3.6. Completed capstone research study titled *Why Do We Have to Read This? A Snapshot of Local Literature Teachers' Curriculum Choices*. Research project included case studies of local literature teachers and explored their curriculum-making practices.

Bachelor of Arts in Journalism

(2006) – Louisiana Scholars' College at Northwestern State University, Natchitoches, La. Minor in English. GPA: 3.68.

PROFESSIONAL SKILLS

- Media writing
- Copy editing
- Print design
- Web design
- Photography
- Associated Press Style
- Video editing
- Web programming (beginner)

COMPUTER SKILLS

- Mac and PC platforms
- Microsoft Office
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Flash

Student Teacher (August 2009 - March 2010).

Sherwood Middle Academic Magnet School and McKinley High School, Baton Rouge, La.

- Assisted mentor teachers with student assessment and instruction in the following courses: eighth grade English Language Arts, Yearbook, English III Gifted and American Cinema.
- Created a four-week poetry unit stressing poetic devices, oral reading and portfolio writing and incorporating popular music and song lyrics to enhance student interest and understanding.
- Created lesson plans on elements of yearbook layout and design.
- Created lesson plans on Realism, Regionalism, Naturalism and the Harlem Renaissance in American literature.
- Created lesson plans on Holocaust films in American Cinema.

Rental Application Advisor (January 2008 – February 2009).

The Road Home Small Rental Property Program, Baton Rouge, La.

- Using forms generator software, generated and organized internal and external documents including loan summaries, commitment letters and amendment letters.
- Prepared “batches” of loan summaries for submission to the state Office of Community Development.
- Cooperated with managers, underwriters and quality review personnel to correct errors on documents.
- Created an electronic filing system to keep PDFs organized.
- Cooperated with IT personnel to report software “bugs” and errors.

Reporter, Copy Editor, Food Editor (August 2006 - March 2007).

Daily World, Opelousas, La.

- Wrote feature and hard news stories on deadline.
- Compiled police blotters.
- Edited stories written by other reporters.
- Laid out and proofread pages.
- Planned, wrote for and designed weekly food section published on Wednesdays.

Reporting Intern (May - August 2005).

American Press, Lake Charles, La.

- Completed story assignments on a variety of topics.
- Worked some nights to fill in for proofreaders on vacation.
- Edited and organized press releases.
- Compiled police blotters.

Editor in Chief (May 2004 - May 2005).

The Current Sauce, Natchitoches, La.

Northwestern State University student newspaper

- Served as final authority for all news content, graphics, photographs and visuals, copy editing, design and production in the printed paper and on the website.
- Designed front pages.
- Led staff meetings and workshops.
- Updated staff manual.

*Also previously held positions of **Managing Editor, Administration Bureau Chief and General Assignments Reporter**.

COMPUTER SKILLS (continued)

- Adobe After Effects
- Final Cut Pro
- Autodesk Maya
- HTML and CSS
- WordPress
- PHP (beginner)
- JavaScript (beginner)

RECENT ACHIEVEMENTS

ElaineBroussard.com (April 2014)

- Created personal portfolio website showcasing samples of writing, copy editing, desktop publishing, illustration and animation work.
- Created custom images using Adobe Creative Suite programs.
- Went above and beyond requirements of digital portfolio class to understand the mechanics of HTML and CSS instead of simply using WYSIWYG tools.
- Hand-coded HTML and CSS.
- Used online tutorials to troubleshoot problems in code.

“Mid-Game Crisis: A Pac Man Story” (December 2013)

- Created short animated film about Pac-Man’s mid-life crisis.
- Used storyboarding techniques to illustrate and organize scene sequence.
- Demonstrated proficiency in Adobe Photoshop, Adobe Illustrator, and Adobe Flash through completion of this project.
- Video may be viewed at vimeo.com/81412802.

Raiders’ Digest redesign (October 2013)

- Completed significant redesign of the Archbishop Rummel High School student newspaper in Adobe InDesign.
- To view before and after layouts visit: elainebroussard.com/gallery/myimages.html.

Elaine C. Broussard

Address: 15935 Paint Ave. Greenwell Springs, LA 70739

Mobile: (225) 241-6676 Home: (225) 261-2078

elaine@elainebroussard.com

DIGITAL ILLUSTRATION SAMPLES



June 2013 - Urban Landscape Project
Digital Illustration I, Tulane University



June 2013 - Flower Form Project
Digital Illustration I, Tulane University

LOGO DESIGN SAMPLES



November 2013 - Logo Design Project
Graphic Design II, Tulane University



February 2015 - Logo Redesign Project
Corporate Identity and Branding, University of Florida Graduate School





flORIDA KIDS
eat well

flORIDA KIDS
eat well

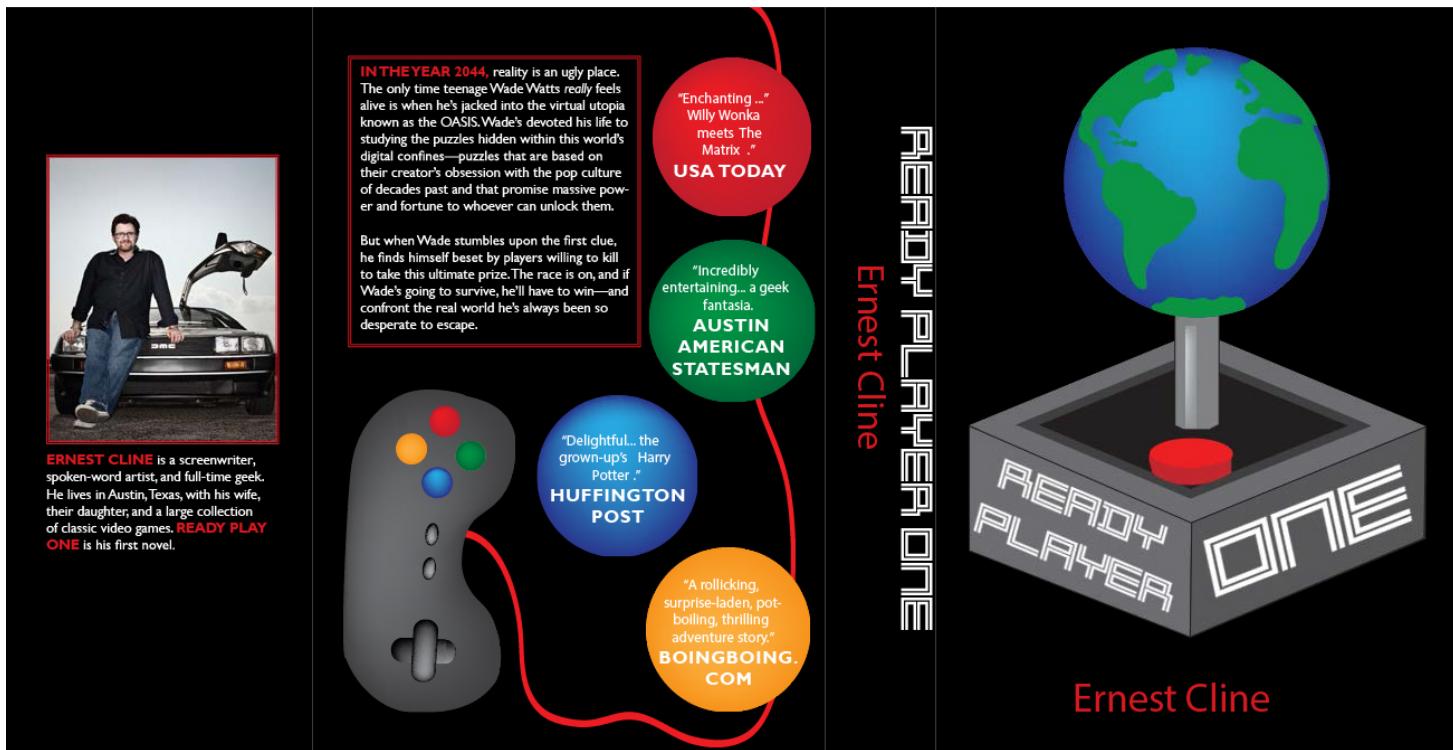


flORIDA KIDS
eat well





December 2013 - Product Label Design Project (Salad Dressing Labels)
Graphic Design II, Tulane University



September 2013 - Book Cover Redesign Project
Graphic Design II, Tulane University



PYRPHOROS
MOBILE TECHNOLOGIES

1234 Awesome Street San Francisco, CA 77777

Phone: 222-222-2222 Fax: 444-444-4444

Mr. John Doe
4567 Somewhere St.
Awesome City, CA 77777

Dear Mr. Doe:

Mr. ipsum dolor sit amet, consectetur adipiscing elit. In erat sem, laoreet ac ligula vitae, tempus posuere libero. Sed pretium sollicitudin massa, sit amet euismod tellus malesuada sed. Etiam accumsam hendrerit. Vestibulum massa enim, tempor in erat a, pellentesque iaculis risus. Fusce vel mauris vulputate, pharetra sapien quis, mattis ante. Donec egestas libero id nisi efficitur gravida. Praesent fermentum ligula a enim ultrices, quis placerat erat finibus. Maecenas eleifend ultrices tortor at consequat. Suspensidisse eget ligula sit amet falis aliquet interdum. Nunc venenatis ullamcorper urna. Integer blandit commodo sem in frigilla. Aliquam efficitur phaetha tempor. Fusce vel velit felis.

Vestibulum lobortis eget ante nec luctus. Donec ornare eros et purus porta, in sagittis urna blandit. Nam pretium at eros ut feugiat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In erat sem, laoreet ac ligula vitae, tempus posuere libero. Sed pretium sollicitudin massa, sit amet euismod tellus malesuada sed. Etiam accumsam hendrerit. Vestibulum massa enim, tempor in erat a, pellentesque iaculis risus. Fusce vel mauris vulputate, pharetra sapien quis, mattis ante.

Sincerely,

Elaine C. Broussard,
Owner

www.pyrphorosmobile.com



PYRPHOROS
MOBILE TECHNOLOGIES



PYRPHOROS
MOBILE TECHNOLOGIES





Pyrphoros Mobile

We're a full service mobile application development company. Let us breathe the fire of creativity into your mobile application ideas!

[START YOUR PROJECT TODAY](#)

Recent Work



Testimonials



Jane Doe, Blah Company
St. Louis, MO

"This company is so professional, and they handled my business in such an awesome way."

Tweets

3:00 PM 4/23/2015
Yep! We still like to tweet.
So what are you waiting for?
Follow us, please!

2:00 PM 4/23/2015
Did you know we like to tweet?
Well, we do. So you should really follow us!

Pyrphoros Mobile Technologies, Inc.
1234 Awesome Street San Francisco, CA 77777

Phone: 222-222-2222
Fax: 444-444-4444



April 2015 - Complete Brand Identity Project
Corporate Identity and Branding, University of Florida Graduate School

Elaine C. Broussard

Address: 15935 Paint Ave. Greenwell Springs, LA 70739

Mobile: (225) 241-6676

elaine@elainebroussard.com

Home: (225) 261-2078

WRITING SAMPLE 1 – “Bringing Hank to life”

Published Jan. 7, 2007, in the Opelousas *Daily World*

EUNICE — Walking down a sidewalk in downtown Eunice Saturday afternoon, one could hear a sound above all other noises of the city — the music of an era long gone.

Emanating from the city's historic Liberty Theatre, the songs that country music legend Hank Williams made famous more than half a century ago were being recreated by a group of musicians with the aim of paying tribute to the star.

This is the seventh year Terry Huval and his Jambalaya Cajun Band have joined with other country and Cajun musicians to put on a fundraising concert in honor of Williams. As Huval explained in his note to this year's audience, printed on the back of the event's program, the band's primary goal is to preserve Williams' music and make it sound as authentic as possible.

"Our job is to play those classic songs just like they were originally recorded — except without the scratches from those old 78 RPM records," he wrote.

With their careful attention to detail, such as procuring instruments from William's time period, including a 1949 steel guitar, the musicians took the packed theater of listeners back in time.

Two sisters Val Stephens and Lorraine Lauret traveled to Eunice from the Baton Rouge area with a group of six other family members to see the show. To them, the music was a slice of life from simpler times when, as Stephens explained, people didn't think twice about getting together and dancing the night away.

"The musicians did such a great job with the show," she said. "You can close your eyes and see it all again."

Lauret, who just recently moved back home to Louisiana after living in Connecticut for much of her life, said this show was part of her "tour of the state" to catch up and experience Louisiana again.

Lauret said she was especially impressed with some of the young performers in the show. While members of the Jambalaya Cajun Band have been playing music for decades, guest vocalists Hugh Harris, Courtney Granger and Chris Malpass are all young men, who in the show, used their young vocal talents to recreate Williams' style. Williams reached the peak of his career between the age of 25 and 29, when he died.

"He (Williams) died at a time in his life that in all his recordings, these young men's voices sound like him," Lauret said. "When they're singing, I can hear his voice in their voices."

Malpass, a North Carolina native, who drove 13 hours to perform in the show, was a show stealer at times, arousing large rounds of applause from the audience with Williams classics like "Your Cheatin' Heart" and "Hey Good Lookin."

Although Malpass was born decades after the era of traditional country music had passed, his grandfather's

influence lead him to love that style of music.

"My granddaddy taught me how to play," Malpass said. "He passed away when I was 11, and since then I've just been doing what I do. I feel that country music has lost its heart and soul since the old days. There's too much money involved now and not enough feeling in the songs."

But Malpass said Williams' songs were all about feelings. When he sings Williams' songs, he tries to put himself in Williams' shoes.

"I try to feel what he would have felt when he sang those songs," Malpass said.

The show included more than 30 songs Williams recorded during his short life. As Huval explained, some were mandatory hits, while others were more obscure.

"There's a certain cadre of Hank Williams hits that we had to play like 'Jambalaya' and 'Hey Good Lookin'," Huval said. "Williams had a catalogue of around 128 studio-recorded songs, but he had around another 100 songs that were recorded with just him and his guitar, and they never made it to the studio. We tried to include some of those as well."

Huval said in the seven years the concert has taken place, some of the same people come back each year to experience the Williams music they are so devoted to.

"Hank Williams' music tends to hold a special place in people's hearts, because Williams didn't have to go through the indignity of fitting into the Elvis era," Huval said.

"Williams' music is trapped in a capsule. He lived in a time in which country music was king, and there was no erosion of feeling. You didn't have to conform to the latest fad."

"He was a tremendous songwriter. He took complex human emotion and brought it down to a common denominator so everyone could say, 'I've felt that, I've been there, or I could imagine being there.'"

Huval said the proceeds from annual concerts benefit Eunice's Liberty Theatre. Last year's concert brought in about \$5,000, he said.

WRITING SAMPLE 2 – “Readers make books vanish”

Published July. 17, 2005, in the Lake Charles *American Press*

On Saturday as clocks struck the magic minute, 12:01 a.m., fans across the globe rejoiced as the new Harry Potter book was released.

Among them were those gathered at the Books-A-Million on Ryan Street.

“Five, four, three, two, one.” Then, the crowd cheered as if a movie star had entered the room. As they received their books and headed out to the parking lot, everyone was beaming.

One girl sniffed the crisp, unwrinkled pages of her book and said, “Oh, it smells so good!”

Books-A-Million, which usually closes at 11 p.m. on Fridays, stayed open late to help Potter fans celebrate the release of "Harry Potter and the Half-Blood Prince," the sixth book in British author J.K. Rowling's phenomenally popular series about a boy wizard.

In the hours leading up to the release, Books-A-Million employees kept eager children occupied with face painting, hat making and Harry Potter trivia.

Many fans were clad in black cloaks and floppy hats. A few small boys looked like spitting images of Harry Potter, dark-rimmed glasses and all.

Five-year-old Victor O'Ryan Guidry tossed a bright purple balloon with his 2-year-old sister, Adeline. Both wore Harry Potter costumes, sewn by their grandmother, Donna Barker.

Barker, who affectionately calls the two children, "Potterheads," said she began reading the Harry Potter books to Victor when he was 3, and now he can't get enough.

"The last one was so good, he made me read 150 pages at a time," she said.

Barker said the costume Victor wore Saturday was his second one.

"He likes to play Harry Potter at the house a lot," she said. "The old one was starting to get beaten up, so I made him two. It was starting to look like a Weasley robe."

Three friends, Rebekah Nash, Kristen Sonnier and Danny Curtis, all 15, dressed in Harry Potter T-shirts and striped ties for the party. They said they have grown up with the books, and since Harry is close to their age, there are a lot of parallels between their lives and Harry's life. One of those parallels is young people's struggles to learn how to make good decisions.

Curtis said the Harry Potter books have taught him to go to his friends for advice. Harry is always balancing the conflicting views of his friends, Ron and Hermione, but both contribute to his decision-making process.

"Harry has a portable conscience," Curtis said. "Ron encourages Harry to break the rules, but he says it's OK because they're doing it for a good reason, but then you have Hermione, who never wants to break the rules even if it is for a good cause."

Sonnier said, "Harry is like Robin Hood in a lot of ways. He breaks the rules to help himself and help other people, but mainly he wants to help other people."

Twenty-three-year-old Amelia Boaz wondered if she was the oldest Harry Potter fan around. Although there were several adult fans at the party, she chuckled at herself for being there.

Boaz, who was dressed as an Azkaban prisoner, said she began reading the Harry Potter books three years ago when she was stationed in the Army at Fort Hood, Texas. She said when she was sent to Iraq, she took Harry Potter with her.

"I had heard so much about it and how they are such good stories," Boaz said. "I hated to read. I didn't like to read anything, and now I read everything."

Boaz now lives in Lake Charles with her husband, 29-year-old Jason, who is also a big Harry Potter fan. The couple has a 1-year-old baby, who will be a future Harry Potter fan, Boaz said.

Jay Boxley, general manager of Books-A-Million, said the store sold 417 copies of "Harry Potter and the Half-Blood Prince" early Saturday morning. The store stayed open until 1:30 a.m. to serve Potter fans.

The store opened back up at 9 a.m. to a steady stream of Potter customers, Boxley said. As of 2 p.m., the store had sold about 380 more copies of the book.

WRITING SAMPLE 3 – “Services can help rape victims”

Published Aug. 21, 2005, in the Lake Charles *American Press*

A young woman walks to her car in a dark parking lot. She sees no one around. A stranger grabs her from behind.

This is the classic scenario for rape. But according to Nina Delome and Kelli Barnes of Rape Crisis Outreach in Lake Charles, it is also a stereotype.

Delome and Barnes said the notion that women are always raped by strange men in dark, secluded places is inaccurate. In fact, Barnes said, there were recently two local cases of rape that happened in busy parking lots in broad daylight.

Delome, the program's director, said there were 21 cases of rape reported in Calcasieu Parish in July. The average number of reported cases per month is about eight.

The local branch of Rape Crisis Outreach serves Calcasieu, Allen, Beauregard, Cameron and Jeff Davis parishes. Barnes, who is an educator and trainer for the program, said she doubts there have been a monthly total of 21 cases of rape reported in the five-parish area during the nine years she has worked there.

Delome said the 21 cases all involved hospital examinations. Anonymous phone calls received by the center and late-reporting victims were not included in the total.

Six of the cases were children, nine were between the ages of 18 and 24, and six were between 25 and 40.

Of the 21 cases, three were reported as incest, two as rape by a stranger, 11 as rape by an acquaintance or intimate partner, two as rape by both a stranger and an acquaintance and three as rape in jail.

Eighteen of the people who reported rape were women; three were men.

A team response

When rape occurs, victims may be in shock and not know where to turn.

In participation with a national program funded by the U.S. Department of Justice, Southwest Louisiana has an active Sexual Assault Response Team. This means that all area agencies who respond to sexual assaults coordinate their actions to better serve the victims. They include counseling services, police agencies, hospitals and prosecutors.

One component of the SART is the Sexual Assault Nurse Examiner program. The Southwest Louisiana program is coordinated by registered nurse Tammy Bailey at Lake Charles Memorial Hospital.

Bailey said the locale SANE-SART program was born in 2001 when representatives of Rape Crisis Outreach, local police agencies, Lake Charles Memorial Hospital, and the Calcasieu District Attorney's Office met to put together a plan. They researched other programs in the nation, adopted some of their policies and drafted some of their own.

Bailey said one of the most important benefits of the program is that victims don't have to keep retelling their stories like they used to. A Rape Crisis Outreach counselor, a SANE nurse and a law enforcement official can meet at the hospital and document the victim's story at the same time.

Because it is important for rape victims to come to the hospital before bathing, eating, drinking, douching or changing clothes so that valuable evidence is not destroyed, the Rape Crisis Outreach counselor supplies a change of clothes and hygiene products.

There is now a private room for sexual assault victims at Lake Charles Memorial Hospital. Bailey said the room gives victims a quieter, more confidential waiting area, so they no longer have to wait in the busy emergency room.

"They were waiting in the general public with Joe Smith who had a leg injury," she said. "As you know, emergency departments are going to take the most critically injured first. Well, rape victims were not considered emergency patients because most of them don't have visible injuries. Sometimes they would wait up to six hours before being seen. Now we have a place they can go right away."

There are nurses specially trained to give rape examinations. These nurses volunteer to stay on call and are prepared to report to the hospital quickly if a rape occurs.

The hospital also has a special piece of equipment called a colposcope, which is a camera used in rape examinations to find microscopic tears in genital tissue.

"It can show that the patient has injuries consistent with blunt-force trauma; we can't say rape, because that's the ultimate answer for the jury to say," she said.

According to U.S. Department of Justice statistics, communities with SANE programs have a higher percentage of guilty pleas from sexual assault defendants than those that do not.

Treating the children

The subject of child sexual abuse can be baffling. Why do perpetrators perform sexual acts on children too young to have sexual tendencies?

Delome said rape is not about sex. It is about control.

"If you have somebody who wants to exert power over somebody, they're looking for somebody they're going to have success doing that with," Delome said. "Who is more helpless and defenseless than a child?"

Delome said that Rape Crisis Outreach focuses much of its counseling on the parents of child victims because

they are the ones who must help their children deal with what happened day in and day out.

"Their parents are their primary support group, so we try to instruct them on how to help their child. We help them, too, because a lot of times the parents are just as traumatized as the child," Delome said.

Emily Williams, coordinator and forensic interviewer at the Children's Advocacy Center in Lake Charles, said that the perpetrator in 90 percent of child sexual abuse cases is a person the child knows.

The Children's Advocacy Center, which serves the five area parishes, handles interviews of child and adult mentally handicapped victims for several local police agencies, including the Calcasieu Parish Sheriff's Office. Williams said the center offers a friendlier place to interview a child than a hospital or police station, reducing trauma.

Last year the center interviewed 337 victims for sexual abuse, Williams said.

The future of treatment

Elizabeth Zaunbrecher, one of the Sheriff's Office's six full-time sex-crimes detectives, said there's no way to accurately explain the increase of cases in July. But after working with sex crimes victims for seven years, Zaunbrecher said she hopes it is a sign that more victims are coming forward. Statistically, only one in 10 rape cases is reported.

"Through education we've now learned that it's not the victim's fault, and people report more because that stigma has been lifted," Zaunbrecher said.

According to a listing at sane-sart.com, Lake Charles is only one of four cities in Louisiana with SANE-SART programs. The others are New Orleans, Baton Rouge and Independence.

After observing the program's success in Lake Charles, American Legion Hospital in Jennings will soon have one, too.

Eleanor East, emergency room supervisor, said the hospital ordered a colposcope Friday morning and is now planning training sessions for SANE nurses.

East, who became familiar with the program from working in Texas, said she's been wanting to become a SANE nurse for 10 years.

WRITING SAMPLE 4 – "Advisers wary of print-to-online transition"

Published June 28, 2012, in *Cronkite Connection*, an online publication of the ASNE Reynolds High School Journalism Institute at Arizona State University

The first Friday of every month holds a special excitement for students at King's High School in Seattle. It's newspaper distribution day, and it's always a big event.

"We stand outside the school assembly and pass out the newspapers yelling 'Hot off the presses!' like a bunch of newsboys," said Stephanie Platter, adviser of the school's newspaper, *The Quill*.

Platter, like many high school journalism advisers in the digital age, has been contemplating moving her school's publication to an online-only format. However, Platter said she worries about what might be lost in the absence of a printed product.

"Right now we have both online and print, but we're struggling to get kids to read it online," Platter said.
"There is this special magic that comes with holding a print copy of our work."

Platter's dilemma is common among journalism educators, who must weigh the pros of building their students' proficiency with digital formats versus the cons of giving up a traditionally beloved print format.

Marlo Spritzer, adviser of *The Spotlight* at Southern Lehigh High School in Center Valley, Pa., said students love the printed newspaper too much to give it up.

"My editors treat the newly printed paper like their newborn baby," Spritzer said. "They feel a certain sense of pride seeing their classmates reading the paper that they don't get from online."

Despite the appeal of a printed format, some advisers see online-only as the answer to budget problems caused by high printing costs. Janice Johnson, journalism adviser at Vista de Lago High School in Folsom, Calif., is gearing up for the launch of her school's first digital newsmagazine class this coming school year. Johnson, who has been advising the school's yearbook for the past three years, said that creating a news writing class is the next step in building her program. However, publishing a printed product is not an option due to budget issues.

Johnson isn't discouraged by this limitation. She said it's important for her school to keep up with the news industry, which is placing greater emphasis on digital formats.

"If my purpose for publishing is to inform and motivate, there's no reason why print is the only way to do that," Johnson said. "Just because it's what's always been done, that doesn't mean it's what needs to continue to be done. Time to evolve!"

Many advisers attending the ASNE Reynolds High School Journalism Institute at Arizona State University agreed with Johnson's view but said they are puzzled about how to market the new format.

Hannah Sagaser, adviser of *The Courier* at Mandan High School in Mandan, N.D., said she wants to start a website for her school newspaper but is worried that students might not take an extra step to access online content.

"Right now we hand out the newspaper during class," Sagaser said. "If the students have to do more to see the news, would they do it?"

Sagaser said she is still going to try, and she plans to create a Facebook page to market the new website. Similarly, Johnson said she is planning some creative marketing techniques to attract Web traffic, such as placing printable coupons for the school's snack bar on the site, posting fliers around school and asking English teachers to create assignments involving student-authored articles. Also, she hopes to "create a buzz by covering legitimate news that people care about," Johnson said.

She said her goal is to establish enthusiasm and brand recognition for her site before the students have the chance to become lackadaisical about it.

"It needs to become a part of the culture before it becomes part of the culture to ignore it," Johnson said.

While Johnson and her students work to create an online news culture, advisers at schools with long traditions of success in print are figuring out how to change their cultures to place more emphasis on online content.

Sarah Zerwin, adviser at Fairview High School in Boulder, Colo., said this will probably be a gradual process for her publication, *The Royal Banner*, which launched its online version last year. Zerwin said she could see her newspaper going online only in four or five years, but right now the print version, which has a circulation of 1,700 copies per issue, is just too popular to give up.

"As long as the kids are selling enough ads and subscriptions, there's no reason not to do both," Zerwin said. "If I told my kids today we were going to online only, I think I would have a mutiny on my hands. It has to be a decision the kids are part of. It has to be a decision the community is part of."