

North Pointe Inspiration Notebook

Michal Ruprecht

Editor-at-Large, 2016-17

Headlines

Hammer:



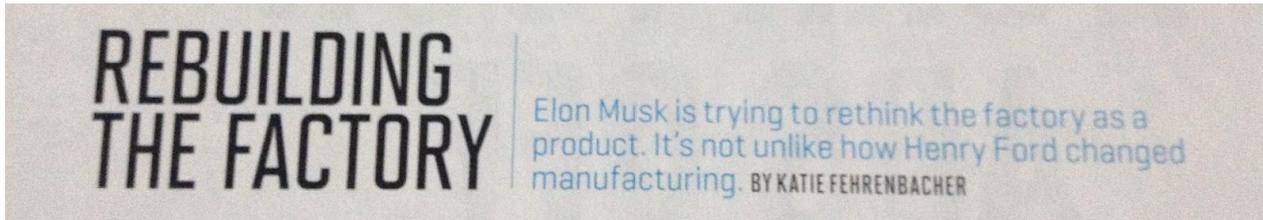
Lead:

I HAVE ALWAYS HATED FITTING ROOMS.
It's not just that I hate the mirrors meant to trick me into thinking I'm skinnier or the curtains that never close all the way so strangers can glimpse me trying to squirm into too-tight jeans. What I really hate is why I have to go to fitting rooms in the first place: to see if I've distilled my unique body shape down to one magic number, knowing full well that I probably won't be right, and it definitely won't be magic. I hate that I'm embarrassed to ask a salesperson for help, as if it's somehow *my* fault that I'm not short or tall or curvy or skinny enough to match an industry standard. I hate that it feels like nothing fits.

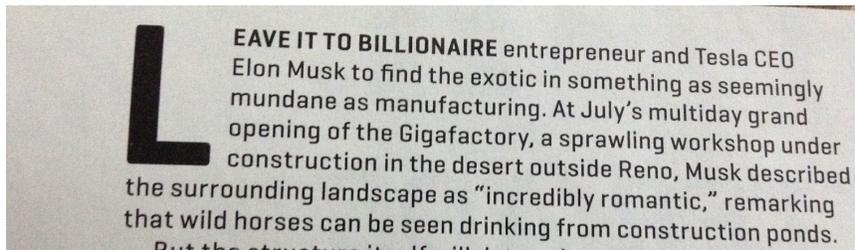
How/where we might use it: This type of headline would be great for the In-Depth pages because it's bold and has important information under it. This allows the reader to read the headline and subhead to get a quick preview of what the story is about. This can help readers find an article that they want to read.

My own headline: Primary: Fitting rooms spur controversy. Secondary: The mind tricks fitting rooms play on customers.

Tripod:



Lead:



How/where we might use it: This type of headline would be great for the sports sections because the headlines are usually short, so the primary would be able to be stacked on top of each other and then the secondary would be able to be beside the primary. I think this would help readers find what sports stories they would like to read much easier.

My own headline: Primary: Musk turns factory into a gigafactory. Secondary: Elon Musk tries to transform his factory into a product. Thus, revolutionizing the way companies manufacture.

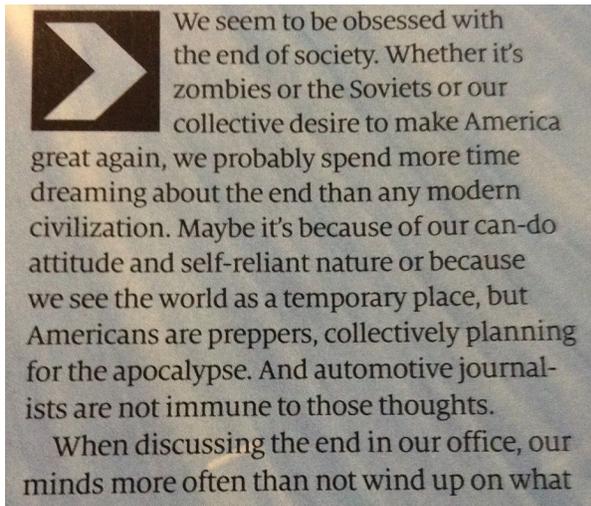
Lead:



How/where we might use it: This type of headline would be great for the In-Depth pages because sometimes we place our headlines on the bottom of the page and so there is room for a secondary right on top of the primary. I think this would be a cool way of summarizing the story in a new way.

My own headline: Primary: Harbinger. Secondary: New model brings light to new innovations.

Lead:



How/where we might use it: This type of headline would be great for the In-Depth pages, especially when we do the full width photo, which we did with the fan impact story. Also, since the photo is full width we'd be able to do the same with the headline and make it full width. I think this would attract a lot of readers to the In-Depth pages if we were to try this.

My own headline: Devastation Soon.

Kicker:

SLIMMER, TRIMMER, LESS POCKETY /

FULL-FRONTAL CARGOS

→ **RALPH LAUREN TELLS US** that men should always "mix in an element of military for integrity, durability, and toughness." Maybe that's why cargo pants have turned things around so quickly, from frat-boy-style punch line to back in fashion. And this time there's

a trend within the trend: cargo pockets on the front of your pants (so your legs stay slim) instead of on the sides (where poorly pockets bulge in deeply unflattering ways). This way, you get all the army cool with none of the Limp Bizkit baggage

Trend
07

Origin
UK

Date
SPRING
2014

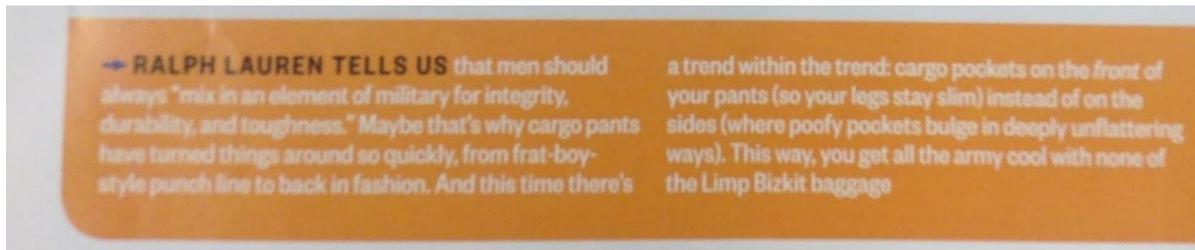
Page
64

THE *Dais and Davis* OF BUYING CARGO PANTS



Lead:



How/where we might use it: This would be a cool headline to use in the news section because it would fit the design of the pages. I think including a brief secondary above the primary would lead to more readers in the news section because many of those stories are long, which doesn't attract a lot of readers. So, this type of headline in the news section, especially for the longer stories, could make the story look more inviting.

My own headline: Secondary: Leaner, sleeker, less openings. Primary: A change in cargo.

Page designs



I like this design because it's a cool way of doing the Your Turn. It probably wouldn't be good for the Your Turn on the Editorial page, but if we ever have a Your Turn on the In-Depth pages, then this would be a nicer way of getting student's and teacher's opinions because it shows more emotion. Although it shouldn't take up the whole page, I think this would be cool for the In-Depth pages.

seniorfeature

I was really excited about going to the football games and being in the SEC.
Kate Pogostey, *going to Auburn University*

Seniors seek

LYLE WARANCH
Going to The University of Washington, Seattle, WA
Why I chose this school: I missed it and really like the campus. It also showed how the campus is designed because that allows me many options. It also has a great field and software engineering programs in the country.

JONATHAN JOHNS
Going to University of North Dakota, Grand Forks, ND
Why I chose this school: So many reasons. I'm going to try out for football.

CAROLINE MUELLER
Going to Alabama State University, Montgomery, AL
Why I chose this school: They only accept those to the people into the design and production program with a minor in engineering. They accepted me over another school.

what's next

48 University of Central Florida	4 Florida Institute of Technology	46 Citrus state university
36 Florida State University	217 Valencia College	7 Understudied 4-year school
23 University of Florida	25 Technical School	13 Other 2-year school
16 University of North Florida	14 United States Military	48 Out of state school

***the achieved**

10,977,380*
earned in scholarships
(*this figure does not include Bright Futures)

51 AP Scholars
(Students who received a 3.0 or higher on three or more AP exams)

11 AP Scholars with Honor
(Students who received a 3.0 or higher on four or more AP exams)

14 AP Scholars with Distinction
(Students who received a 3.0 or higher on five or more AP exams)

NEW WORKS FESTIVAL SHOWCASES STUDENT TALENT
Tonight, May 5, diverse students will present original student-written and directed plays. From 6-7 p.m., attendees can enjoy art and listen to live music. The theatre performance begins at 7 p.m. Admission is \$7 per person.



WHAT ARE YOUR FUTURE COLLEGE PLANS?
I'm still trying to figure out what I want to do, but probably engineering, chemistry or engineering. I'm not sure where, but I'm definitely going to apply to MIT and IUP. I'm hoping to be a business or still up for decision.
Justin Ward, junior

post-secondary options

Where are your classmates going to college?

EMMA PROBUS
Going to Miami University, Oxford, OH
Why I chose this school: I did not love with the campus and the college town. Plus, they have an exciting music program. I'm going to try out for jazz.

JESSEMA JALCA
Going to New York University, New York, NY
Why I chose this school: I've always loved the idea of going back to NYC, whether it was for school or otherwise. NYU makes the most of being in the city, it has a diverse population and a wealth of opportunities, as well as it provides a great education. Everything really has up in all of my interests. It's just about everything. I've only looked for in a college and I just kept getting more excited. I was really excited about going to the football games and being in the SEC.

ALBANY ALEXANDER
Going to Emerson University, Boston, MA
Why I chose this school: I'm a senior one in the nation in my major, journalism, and I got to play softball there. I love the atmosphere of being in the middle of a city. I want to go far from home to apply to college and find adventure.

SLOAN WARANCH
Going to The University of Maryland, College Park, MD
Why I chose this school: I chose this school because I love the campus and it's close to Washington, D.C. The first time I went to the campus I felt great and I know it's where I wanted to go.

GRACE ASBURY
Going to Georgia Southern University, Statesboro, GA
Why I chose this school: I walked onto the campus and I felt I was at home. I was a person to them and met just a number.

DAVID EMELEY
Going to The University of Alabama, Tuscaloosa, AL
Why I chose this school: I was an Auburn fan, but I was at Auburn for a while and I definitely fell in love with it.

KARLA POGOSTEY
Going to Auburn University, Auburn, AL
Why I chose this school: I chose Auburn because they have a really good industrial design program and I was really excited about going to the football games and being in the SEC.

KATE POGOSTEY
Going to University of Miami, Miami, FL
Why I chose this school: I liked the academics, the location, the campus, and I liked the small class sizes available.

I really liked this design because the writer included cutouts of people and cool facts on the left of the map. I know we already did a similar map for this year's senior issue, but it wasn't as detailed as this one. I immediately wanted to read this because it looked really cool. And the facts on the left were the cherry on top. I think if we implement this type of design for next year, it would attract a lot of readers.



Distressed clothing allows students to express themselves through their wardrobe.

BY CASSIDY SHELTON
WHAT NEWS EDITOR

Sophomore Lexi Barten straddles the hallway flaunting her distressed t-shirt and ripped jeans, which she said have recently become staple pieces to her wardrobe. She said she was inspired by celebrities to include this new style into her daily outfits.

"Seeing famous people like the Kardashians or Kanye wear hooded clothing make it look really interesting and cool," Barten said. "I was inspired to join in on the trend after seeing their looks."

“I see this style sold at many stores, especially because it is a current trend and many people enjoy following ongoing fashion trends. I like to follow them too, so I mostly buy my ripped clothes from Turnstyle and Pacsun which have a bunch of cute pieces.”

—sophomore Lexi Barten
All around the Bay, students are

embracing this distressed clothing fad. Like Barten, senior Gina Mendella also takes part in the trend. She said the clothing is both fashionable and functional.

"I like wearing ripped clothes because it gives me air and looks super trendy," Mendella said. "My ripped jeans are super cute while still being practical."

Distressed style is seen in many types of clothing such as jeans, shorts and jackets; however, all products have different textures and patterns. Mendella said her favorite article of ripped clothing is denim jeans because they are most unique.

"Everyone wears distressed clothing these days, and every store you go to has ripped jeans," Mendella said. "But all the jeans are different in their own way, which I like."

Sophomore Jacob Wachter also incorporated the new trend into his style, as he was influenced by his other brother.

"My brother actually started wearing ripped jeans a while back, before the trend," Wachter said. "I saw how fresh they looked on him, so I decided to get a pair."

Mendella said even though distressed clothing is seen mainly on girls, the trend is capable of highlighting everyone's individuality, regardless of gender.

"I don't care that the trend started off amongst girls," Mendella said. "I am a very spunky person, and the ripped clothes are a simple way to showcase my spunky personality."

Wachter said the style is a breath of fresh air compared to normal clothing that can sometimes become redundant and monotonous. He said when everyone wears the same simple pieces, everyone looks like clones with no individual characteristics.

"Ripped jeans are just as comfortable as any other kind," Wachter said. "But I like wearing distressed jeans because it is just different than wearing boring and normal jeans all of the time."

Barten said her favorite places to find distressed clothing are Pacsun and Turnstyle because they have a wide selection and a variety of styles to choose from.

"I see this style sold at many stores, especially because it is a current trend and many people enjoy following ongoing fashion trends," Barten said.

"I like to follow them too, so I mostly buy my ripped clothes from Turnstyle and Pacsun, which have a bunch of cute pieces."

Turnstyle owner Sharon Truske said the distressed trend is taking over most of her denim merchandise.

"Almost all of the denim, like jeans, shorts

and skirts, are distressed and ripped," Mrs. Truske said. "The trend has been and remains extremely popular."

Not only does Mrs. Truske sell the style, but she said she enjoys wearing it as well. Rather than wearing regular denim, Mrs. Truske said the trend allows for more artistic freedom and creativity in putting together fashion forward looks.

"I personally like the style for me and my customers," she said. "It is a fun way to freshen up your denim wardrobe."

Although she is a fan of the trend, Barten said sometimes the amount of holes can be excessive and inappropriate. She said it can be a stylish look, but that some pieces take the style too far.

"I have seen some pieces that have more holes than actual fabric which a lot of parents find inappropriate," Barten said. "My mom actually likes the trend as long as I cover up and don't have too many holes going on."

By following the latest craze, Barten said she feels like she is a part of something bigger and makes her feel very fashion forward.

"Wearing these clothes makes me feel trendy," Barten said. "I like showing that I am a stylish girl who stays up to date with current fashion trends."



(From left to right): sophomore Nicole Pereira, freshman Raul Marquayilo, freshman Andrea Martinez, junior Olivia Mejia, sophomore Serone Fabbrocini, sophomore Nick Smith and junior Samantha Allies.

I think this design was really cool because it took advantage of the black and white page. They did this with the creative title and picture. I think we should implement these types of strategies on our black and white pages so that they also get a lot of readers because many people are immediately attracted to the color pages. So, making more appealing headlines and pictures can help us accomplish that.



The longest journey

Decatur alumni hike from Mexico to Canada

Jackson (right) and Will (left) on Forster Pass in the High Sierras. The High Sierras were physically the hardest part, Will said. "There was just so much snow."

BY DAN BERSON

Mount Whitney stands 14,505 feet tall, reaching higher than any other peak in the 48 connecting states. The mountain is icy and bitterly cold year-round. On June 3, Decatur alumni Lake Jackson and Will Wynne sat huddled in a hut at the peak.

"It was really sketchy since there was so much snow," Lake said. "We didn't have any of the right equipment. Neither of us could sleep, but it was really cool to think we were at a higher elevation than anyone else in the continental U.S."

Lake and Will had reached the end of day 25 of their hike up the Pacific Crest Trail (PCT), which stretches 2,650 miles from the Mexican to Canadian borders. Mount Whitney marks mile 767.

The trail, second longest in the U.S., cuts through California, Oregon and Washington.

The two have linked together in the past, spending up to a week hiking the Appalachian Trail. On those hikes the idea of hitting the PCT formed. They had mirrored the idea more than a year in advance. Will's father, Frank Wynne, said.

"We met some really cool thru hikers, and they told us about the PCT," Will said.

"I talked to Lake, and the time just seemed right."

Most thru hikers, people who hike the trail end-to-end, spend about five months on the trail, but Lake and Will only had 100 days before school started in the fall.

Only 2 percent of hikers complete the trek to the time the pair had allotted, according to the Friends of the PCT website, so they only planned to hike as far as they could.

"When they brought it up, I didn't think they'd make it," Frank said. "I thought they'd get through the desert, get into the mountains, and call and say, 'we're tired, we're behind schedule, come pick us up.'"

The pair knew they would face not only physical challenges but mental difficulties as well. As they began to hike from the Mexican border, they mulled the idea of walking across a continent was not as scary as actually doing it.

"Sleeping mentally focused [was the hardest part], knowing 2,500 miles ahead of you," Lake said. "It's hard to wake up, hike all day and do it again."

The first week pushed the two mentally. After putting miles behind them, they accustomed to trail life and trail culture.

"All thru hikers are pretty interesting,"

Lake said. "Maybe they're a little weird, but you get to hear their backstories, and you feel like you've known them forever."

The pair would hear the stories of the other thru-hikers, but not always names. After hiking long enough, most hikers take "trail names," Lake said.

The name sticks, whether they're hiking the PCT or another trail.

Lake became "Vulture" because of his habit of scavenging through hiker boxes, spots where hikers leave gear for each other along the trail.

After reaching a town in Southern California, Will was dubbed "Mehowhead." The two were crating watermelon, so they bought one and ate it in a single sitting. After finishing, Will made a bet.

"I don't remember what the odds were," Lake said. "Maybe one in five or one in ten. But he lost, and he had to walk around town with half a watermelon on his head like a hat."

The pair worked their way north, reaching the halfway point in Northern California after 49 days. It was then they decided to pick up the pace and try to finish within their goal time.

"We thought it would be a lull when we didn't finish," Lake said. "There were a lot of,



Above: Jackson and Wynne at Eagle Rock near San Diego on Day 14. Right: Wynne sits on a "Towel Hill" in northern Oregon, just short of the Washington border. Below: The view from Mount Whitney's peak, one of the highest points in the lower 48 states. The "h" where Jackson and Wynne spent the night is visible in the background.

you could call them hikers I guess, who said we couldn't finish. We wanted to disprove them."

They began to increase speed, averaging 30 miles a day, sometimes pushing past 40. Though the trip became increasingly difficult, they knew others had it worse.

"Hiking alone gets lonely," Will said. "His way, you have someone to share the experience with."

On day 60, they crossed from California into Oregon, and on day 73, into Washington.

As they walked, Lake and Will both recorded their adventure: Lake keeping an Instagram account and Will writing a blog.

"We know we'll be seeing things we'll never see before," Lake said. "The Appalachian [Trail] looks the same most of the way, but the PCT is way more beautiful, and there are so many different landscapes."

One particular view stayed with Lake.

In Cou Rock, Washington, you were up on a ridge, and you could look down, and in the valley there was a herd of maybe eight or nine goats playing together," he said.

Then, on the rainy afternoon of day 89, the two reached the Canadian border.

"It was really anticlimactic," Will said. "It was cold. We were just like, 'wow, we actually did it,' and then turned around and set up camp."

Both Lake and Will said their experience "was about the journey, not the destination."



"It changed my values," Will said. "After being out in nature that long, a lot of stuff doesn't seem so important. You stop caring about what people think of you. You stop caring about classes or stress."

Lake agrees that since he's been back, he cares less about all of the little things.

"The trail teaches you what you need and don't need," Lake said. "You learn what you are capable of."

Both are back in college, and they share the same complaint: they're tired of sitting still.

Everyday life makes them too claustrophobic, and they have too much energy for

sitting in class. Both say they have become "increasingly fidgety."

According to Robert Moore, author of "On Trails," these complaints are common among hikers. For a long time after they finish, thru-hikers will feel restless. Often, these hikers return to the trails again and again.

Lake already wants to go back.

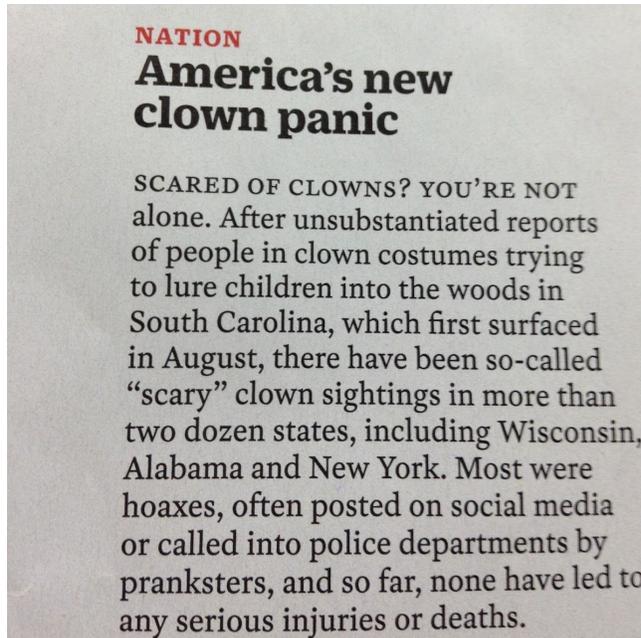
"It'd be cool to be a tripe crowner, to have hiked the PCT, the Appalachian and the Continental Divide Trail," he said.

It seems the PCT is calling the duo to leave up their hiking boots again. ■



The best part about this page design is definitely the photographs. I think well too often we don't utilize the photographic talent that our photographers have been each of them is capable of panoramic and artstsy photographs like these. And probably the best part of these photographs is that they get a reader's attention. While I was flipping through this issue I immediately stopped and looked at this article because all of the photographs were captivating and welcoming. I think these types of pictures and page design would look awesome in our life section. This would change the life section up a little bit so that it doesn't look the same each issue.

Leads



This lead is strong because it starts off with a funny question and directly talks to the reader by using "you". Furthermore, the lead transitions from the beginning two phrases to actual facts that are very interesting. They set up the pillars of what the story will be about. The last sentence explains who dressed up as clowns and why they did it, and then it also explains that there haven't been any injuries or deaths.

TIP SHEET HIRING

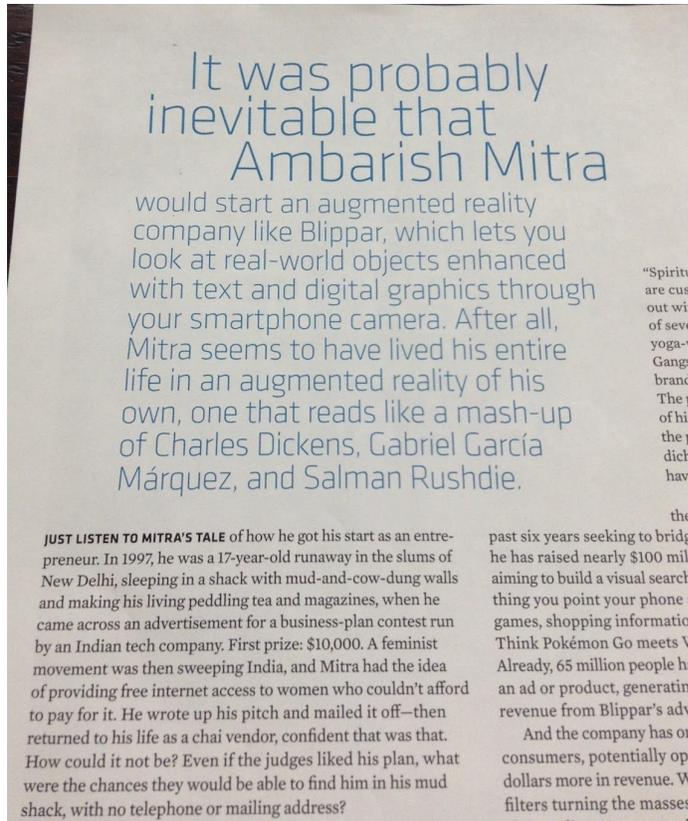
Putting Your Blinders On

Hunting for the best talent? Use a recruitment tool that can strip out your hidden biases

"RAISE YOUR HAND IF YOU'VE judged a candidate based on the college on their résumé," says Kelly Grossart, recruiting manager for Evernote. She's standing before a crowd of attentive employees at the startup's Redwood City, California, headquarters, leading an interactive training session on implicit bias. And when only half the group sheepishly raise their hands in response to Grossart's request, she exhales loudly and asks, "Are you guys serious?"

by 35 percent, while companies with the greatest gender diversity boost a company's performance by 15 percent. Teams with diverse backgrounds also tend to generate more innovative ideas. Now there are a number of new recruitment websites, tech platforms and services that can help you push implicit bias. Depending on the tool, résumés can be scrubbed clean of details, like names, which often signal race and gender, and colleges, which indicate socioeconomic back-

This is an interesting lead because it starts off with a quote. We usually don't do that in our writing, but in this story it fit perfectly because it narrates the scene and atmosphere of a room. It also has some sarcasm in it because she writes that the employees were attentive, but in fact they were very sheepish. This lead helps to set up the story, which is about hiring the best talent.



This lead is strong because it makes the reader want to keep on reading. It has a lot of details that describe in the area that Mitra slept, which helps the reader visualize the conditions in which Mitra lived. The writer then begins to shift the lead into the main purpose of the story, which is to tell the story of how Mitra began an internet provider company. The writer also makes it seem like it was impossible for Mitra to succeed because of the conditions he was in. This implicitly shows that Mitra will be successful, which makes the reader want to read the rest of the story.

HOW AIRBNB FOUND A MISSION—AND A BRAND

THIS EXCERPT FROM LEIGH GALLAGHER'S UPCOMING *THE AIRBNB STORY* REVEALS HOW THE COMPANY SEARCHED FOR ITS SOUL—WITH SOMETIMES PAINFUL RESULTS—AND DEEPENED ITS CONNECTION TO CUSTOMERS.

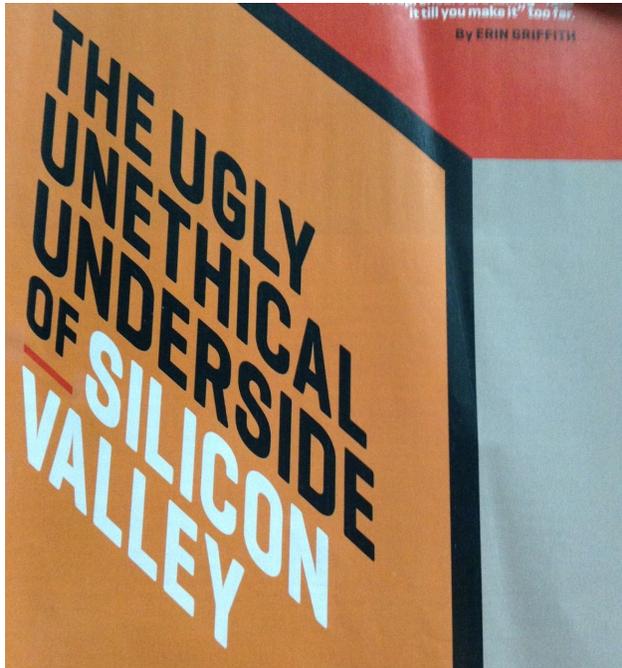
56

FORTUNE.COM // JAN.01.17

PHOTOGRAPHS BY JOE PUGLIESE

SOMETIME IN 2013, Airbnb started thinking about reorienting its entire mission and center of gravity to better articulate the elements that made using its platform so unique. Douglas Atkin, the company's new global head of community, began by posing the questions, "Why does Airbnb exist? What's its purpose? What's its role in the world?" The answers to those questions, as Atkin puts it, would become "the rudder that guides the whole ship."

This lead was strong because it describes the changes Airbnb made in an artistic way. Instead of writing "Airbnb wanted to change their mission," the writer uses terms like "reorienting" and "center of gravity". This makes the lead sound cool and interesting. Also, the writer introduces the global head of community for the company and shows the questions that helped the company succeed. The last line also helps to emphasize why those questions Atkin asked himself were important. Again, he wrote the last line in a very artistic way instead of just using simple terms.



VINOD KHOSLA DID NOT SHOW UP at TechCrunch Disrupt to be harangued by some smartass, know-nothing journalist. The venture capitalist came to talk about disruption and revolutions to an audience of 1,000 potential disrupters and revolutionaries, laptop glow illuminating their faces in a San Francisco warehouse. ¶ *But of course* the journalist had to bring up Hampton Creek, the vegan-food company that had fashioned itself—and more important, valued itself—like a tech company. Khosla, a legend in Silicon Valley, was a Hampton Creek investor, alongside Peter Thiel’s Founders Fund and Salesforce CEO Marc Benioff. Despite media reports of shoddy science at the company on things like shelf-life testing, and an FDA battle over misleading labeling, Khosla declared Hampton Creek was “doing awesome.” ¶ “Debatable,” the journalist, TechCrunch’s Jonathan Shieber, needed before beginning his next question.

This lead was strong because it had a lot of humor and imagery in it. For example, the writer wrote about how the whole audience’s faces were illuminated with their laptops. The writer writes several lines like this and then transitions into the main topic of Khosla, which was how a “food company fashioned itself like a tech company”. The writer also establishes who Khosla was and why he was talking about that company. The last line added some additional humor into the lead.

Pacemaker website analysis

I picked El Estoque, a pacemaker website based in California.

The first thing that struck me about their website was the very clean header design. This consisted of a simple logo and a very small amount of colors. What I mean about the colors is that they don't use so many theme colors that it's too hard to focus and messy. Instead, they use the colors black and white, which are both simple and easy to read.

Another aspect of the website that I noticed immediately was that they post very often. In fact, they post several stories everyday, which is impressive because it's the end of the school year. I know that we tried out the web teams this year, however, those ended around mid second semester, so we didn't get to reach the end of the year. I think that if we continue our web teams in the upcoming school year, we might have a shot at winning a pacemaker for our website.

Furthermore, I was impressed by the amount of long-form/evergreen stories they posted. Because we always have limited space on print, I think one evergreen story every issue would be awesome because it would attract more readers and give them a new type of story that they haven't experienced yet. This type of story would also allow us to write more in-depth and interview sources that we would have never interviewed.

Lastly, while I was scrolling throughout the website, I noticed a little orange bell in the lower right hand corner. After hovering over it, I noticed that if you click on it it will allow you to subscribe to get notifications of new stories. I think this feature would

be an awesome addition to our site because it would garner more readers and get their attention when new stories get published.

Overall, this website had a lot of good design, unique stories, and cool widgets.

Pacemaker newspaper analysis

I picked The Northwest Passage, a pacemaker newspaper based in Kansas.

The first thing I noticed in their newspapers was the awesome pictures and graphics they use. I think this is what sets them apart from other publications because they use really cool art that helps to convey the message of the story and at the same time gets people to read the story. I think well too often we don't utilize the photographic talent that our photographers have been each of them is capable of artistry photographs. So, implementing a focus on photography and art can help improve our publication.

Along with the art comes their impressive headlines. Everywhere I look I saw bold and interesting headlines. And in each issue the headlines were drastically different and never repeated themselves. I think this is another factor that sets them apart from other publications. I think that if we focus on headlines and how to incorporate them into the design of our pages, we can get more people to read our newspaper and stories.

Furthermore, I noticed that this publication not only created newspapers but also magazines. These were really cool to look through and would get a lot of attention from the students at North. I know that we will be trying out a couple of magazines next year, which will help get a even bigger audience for our newspaper.

One more aspect that the newspaper surprised me with was the amount of ads that they have in each issue. I feel like at the beginning of the year we didn't have a lot of

ads, so a consistent flow of money to our publication would help out a lot. This could mean more pages in color and more issues released.

Overall, I think this publication was a great example of what North Pointe should strive to be to achieve a pacemaker award.

Pick five section:

Profile:

Nathan Mo orchestrates his own legacy

Prayag Bhakar
Tech Editor

With laser-focus concentration, Nathan Mo draws his bow across his cello with astounding grace and speed as a panel of judges listen to the notes that reverberate from his strings at the DuPage Symphony Orchestra competition.

"I was competing against other high schoolers, but it was a professional orchestra," Nathan said. "I got a chance to perform with the best in the area, some even better than me. It really helped push me to practice more and achieve things I wouldn't have thought I could do in high school."

The long hours Nathan spent practicing and his performance at the competition both contributed to him securing the first-place victory against more than 80 other contestants.

Music has been an essential part of Nathan's life since the beginning, as his parents are both passionate musicians themselves. Nathan started to learn the language of music as he learned how to walk, and by three years old, he was playing many instruments, from the piano to the violin.

"My parents signed me up for a lot of different music classes and lessons," Nathan said. "They thought that it was also important for me to grow as my own person, so they did give me some room to discover music on my own. If they hadn't I would definitely be a different person than I am right now."

Eventually, Nathan found his way to the cello and fell in love. He has continued to serenade his audiences ever since.



Photo courtesy of From The Top

PRACTICE MAKES PERFECTION. From competitions to professional orchestra concerts, Nathan Mo rehearses for hours on end in his journey to master his craft

"I have been playing instruments ever since I could remember," Nathan said. "I don't exactly know what it is about the cello. When I first tried it out, it was just like another instrument, but I just kept coming back to play the cello. I guess it just grew on me like other instruments hadn't."

After entering junior high, Nathan joined the school orchestra. However, he really found his home in the Music Institute of Chicago Academy, a training

center for highly gifted pre-college musicians. Nathan found many other aspiring musicians who were just as passionate about playing music.

"I didn't think I would even get in, but after working hours on hours daily, in the end, it was all worth it," Nathan said. "I was practically jumping off the walls when I found out that I was accepted into the academy."

Nathan would participate in friendly competitions with his cousins at family

events and would even take that competitive spirit into musical auditions.

"Since a large part of my family are musicians, the one thing that we all had in common was that we played instruments," Nathan said. "I still compete against cousins who are around my age. It really pushed all of us to play at higher levels and it's become almost like a family tradition at this point."

As a senior, Nathan spends upward of four hours a day practicing, not including the private practice lessons and full orchestra practices which he attends every week.

Sung Hoon Mo, Nathan's father, believes that taking online courses allowed Nathan to manage his time and perform well in his performances and in school.

"He took online courses, not only to practice routines, but also because of all the traveling he was doing. In February, we were in six different states auditioning for different schools," Sung Hoon said. "So, we had to look into another possibly for Nathan to be able to continue practicing and manage school."

In the future, Nathan plans to study cello at the Colburn Conservatory of Music, a highly-selective college in Los Angeles that specializes in music and dance performance.

"Music is something that comes intuitively for me, probably because I was surrounded by it all my life," Nathan said. "But, like any other activity I still need to practice a lot to get better and that's something that anybody can do. Music competitions only get more challenging as you get older, and if anybody puts in the work then, they can make it to the top."

I thought this profile was very well written because the lead really popped out and made me want to read more.

First off, I thought the headline was very creative and it was the reason why I wanted to read the profile in the first place. So, I think if we write more creative headlines, they can attract readers. But, what really stood out was the lead.

It has a lot of imagery and strong verbs. I think we should write more leads with imagery because they really reel in the reader. We should try to practice writing these types of leads so that we could apply them to our profile and sports writing.

I also liked how the lead told a story, but then the profile shifted to talking about how he began his orchestral career. I think this style of writing can make our writing more interesting and captivating.

Furthermore, a lot of the quotes are very strong, which makes the profile flow a lot better with the story. I think if we apply better interviewing skills and then use the emotional quotes in our stories, we can improve our writing significantly.

Another strong point in the profile was how the writer talked about the many hours Nathan spends on practicing. This really helped the reader envision the passion Nathan has for the cello.

In terms of art and the cutline, I think the writer nailed it. Although he could have added a quote from Nathan in the culine, it was concise and interesting at the same time. If we use more action photos and exceptional cutlines, readers can get a snippet of what the story is about.

Although there was awkward shifts and wording in some spots of the profile, it was strong overall. If we apply better headlines, creative leads, action photos, strong cutlines and strong quotes, our profile writing as a whole can improve a lot.

Leadership and team building:

For leadership and team building, I picked an article on what to do when the biggest office distraction is your co workers from Fast Company. I picked this topic because many times everyone on staff gets distracted by others.

The first thing the article points out is that we don't get to pick who we work for, and therefore, we can't change that. But if there is a co worker that doesn't aggravate someone, the best thing to do is to find something about them that you do like. If, for example, someone talks about ideas you don't agree with, you shouldn't just walk out of the room or start yelling at that person. Instead, the article emphasizes that people listen to each other and share their opinions, too, in a peaceful manner.

However, if there's no way out of the situation and the relationship is not working out, then one must take charge and talk to the particular colleague. Although this is a harder option to fulfill, it is the most powerful because it helps to let the other person know that what they're doing is not entertaining or funny.

Another way to solve the issue is to eliminate the catalyst that starts the co worker's annoying behavior. This can be accomplished by saying simple phrases like "what a beautiful day it is" or ask them what great things are happening to them today.

Finally, probably the simplest way to solve annoyances is to move to another room. In our case that would be the first room, middle room, or even the cave. Each of these are a great place to concentrate and studying if our fellow co workers get out of hand.

Because I sometimes get mad at people as does everyone else at me, this article opened up my eyes to new techniques that I and the other people on staff will be able to use to cope with distractions; specifically, co workers.

Copyright:

I chose to read an article titled “Copyright-safe materials available for republication in student media” from the SPLC website because we always have trouble finding pictures and art that aren’t copyright, especially for the On Pointe page. We encounter problems with copyright when we try to use photographs from social media, when we try to find clipart for stories, and when we attribute/cite the photographs. This article helps to explain what is and is not fair use, and what copyright infringement is. In addition, it highlights the ways we can avoid violating copyright.

The first idea the article stressed was that if you can, create your own art or photograph because it’s always safer to do that. Although it might not look as good as the art and photograph that the professional company made, it’ll still do its job of conveying a message.

However, there are times where you can’t make a similar art or photograph because it’s just impossible. If you have to use a photograph or art from a website, always follow the terms of use of the website including the terms of any Creative Commons license. Also, many websites make their materials available only to visitors age 18 and older, so paying attention to that is very important.

Furthermore, the article emphasized that you should always be skeptical when material is too good to be true because chances are that it is. Because there are many pranksters out there, this issue may come up several times, therefore, it’s important to get art and photographs from the original source.

Finally, the article states that if our budget allows for it, then we should buy the photograph or piece of art to be safe. And if we get more revenue from ad sales, this could be a new technique we use to get quality art that is safe to use.

Overall, this article was very helpful in pointing out ways to check for which photographs and art we as student journalists are able to use. We can definitely use these techniques for the On Pointe page since we use a lot of outside art for that page.

Review:

Rolling Stones' latest album uses new sounds, may disappoint old fans

BY KAITLYN PENKALA
reporter

Kids these days usually listen to rap or hip hop music. They listen to songs that express their minds. When younger generations hear songs by the Rolling Stones, they usually skip right over them because they are irrelevant or are just plain old.

As a band that originated in 1962 and has continued its success into the present, The Rolling Stones is known as one of the most critically acclaimed rock bands of all time. For those that still have that rock-and-roll soul, the band stays with them. Adding on to their 48 album releases, "Blue and Lonesome" was released December 2, 2016.

The band was originally formed in London, England. They were named after a song by the band Muddy Waters, and their logo was designed by Royal College of Art student, John Pasche. The Rolling Stones have had a total of 14 band members, until a few passed on. Now the band consists of Mick Jagger, Keith Richards, Ronnie Woods and Charlie Watts. Jagger and Richards met even before putting the band together in Dartford Maypole County Primary School.

Even though The Rolling Stones were heavily influenced by blues, the band managed to use country, folk, dance and reggae within their music. The first song, titled "Just Your Fool," uses the blues and folk soul that the band possesses. The song "Hoo Doo Blues" also possesses the blues and folk sound the band was going for. This song was originally sung by Brian Jones and Bill Wyman.



To get articles of sound into the songs, they had to use the harmonica and bass. When the two band members passed away, the existing band decided to reproduce it. From previous albums, Rolling Stones was more of a rock and roll band. The reggae sound gives the album flavor, which is what an old band needs.

When you imagine The Rolling Stones, their songs usually seem to be upbeat. The title track, "Blue and Lonesome," ruins the mood. In the song, guitarist Jagger uses both his sorrow and his swagger to wrap up his feelings about one love. The line "Baby please, baby please come back to me," uses the sense of sadness that Jagger holds both when he is singing and playing the harmonica. Even though this song may

have a little of country within its words, it may bring down the vibe and remind you of an old breakup.

The final characteristics that The Rolling Stones utilize are dance and reggae. Usually, reggae has a strongly accented subsidiary beat which also makes reggae music danceable. The songs "Ride 'Em Down" and "I Can't Quit You Baby" takes these last two characteristics and combine them into songs about affection. These two songs together make an epic love poem to say to a crush or loved one.

A song that embodies all of these characteristics has to be "Everybody Knows About My Good Thing." Jagger sings about people in his neighborhood and how they all know who his lover

is. "Everybody Knows About My Good Thing" clearly symbolizes all the characteristics that The Rolling Stones would like to give off. Guitarist Eric Clapton makes an appearance in this song along with "I Can't Quit You Baby." Clapton is an English rock and blues guitarist, which helps with the vibe The Rolling Stones wants to send out to their fans.

The leading song on "Blue and Lonesome," has to be "Little Rain". This piece may not include many words, but that is what makes it so great. With a small selection of words, you get to listen to a wider variety of instruments. There is a lot of harmonica and bass playing within the song, which adds volume to the lyrics. The sound of the instruments also drags the song along and makes you want to listen to it over and over again.

The album is a combination of sorrow and happiness. It is wrapped around the idea of love, which can get a little old because that seems to be what this generation is about. If one was a fan of The Rolling Stones before, don't purchase this album because it relies on fans listening simply because they are The Rolling Stones.

"Blue and Lonesome" is the album to download on your phone if the listener has a heart for bluesy hits. Not only will it help express the mind, but it will also change how The Rolling Stones have been seen in the past. If one is looking for the band's old sound and wants to hear the past, one would be better off purchasing a "Greatest Hits" album rather than spending \$13 on "Blue and Lonesome."

This review comes from Inkling, a newspaper pacemaker winner. I found this review to be very different from the ones we write. I also chose this review to become more familiar to opinion writing because I usually steer away from it.

One main difference in this review was the introduction. The review opens up with a stereotypical teenage-reaction to the types of songs The Rolling Stones play and create. This is a cool and feature-type way of opening up a review, and I think trying this out would be cool.

Another aspect of the review that I enjoyed was how the writer talked about the band's history. Sometimes I notice people on our staff do that, too, but it's a great way to introduce what you're about to talk about because some subjects aren't popular. In this case, The Rolling Stones don't attract too many teenagers, so learning about their history is helpful. Although this writer did a little too much with the history, I think this would be a cool addition to our reviews.

One unique feature in this review was the way the writer described the songs in the review. They used strong verbs and adjectives to convey the feelings the album will give to listeners. This helps to fulfill a big goal of a review, which is to help explain the positives and downfalls of something so that the reader can decide whether or not they'd like to buy or listen to the item.

In the end, this review allowed me to explore the different ways one can begin a review and introduce the topic in a way that the reader can fully understand it by the end of the story. Overall, this review had a lot of unique things about it and this was a great learning experience for me.

Multi-platform:

I chose HiLite for my multi-platform publication.

HiLite has many multi-platforms like Instagram, Twitter, YouTube, and Facebook. All of these were factors that helped this publication get a pacemaker award.

The first, Instagram is used by them to post previews of stories and videos. This can help North Pointe expand our audience because Instagram is a very popular app, while Twitter has gotten less popular. I think posting pictures of our issues and previews of our stories would be a great way to get more people to read our content.

The next platform they use is Twitter. Although they are a pacemaker, I think that our Twitter is much better because it's more professional. So, instead I will move onto the next: YouTube. Once I started watching their YouTube videos, I couldn't stop. Each video was very entertaining and well done. Although we have a TV production class, I think adding video interviews and stories would be very cool. This would garn a lot of new viewers. Each of their videos has around a hundred views and some even a thousand. I think the same could be for us if we started the same thing.

The last multi-platform they use is Facebook. This acts similarly to their Twitter account, so they advertise their issues and post previews for stories. Although this is a cool platform, I have found that many students have veered away from Facebook because many older people use it now. Therefore, I don't think this would be a positive addition to North Pointe. Plus, this would take a lot of work to do both Twitter and Facebook.

After going through and analyzing each multi-platform, I realized that having a social media manager would be an awesome addition. This would be able to expand our audience and help us use all of those multi-platforms, even Facebook. I know that we are accepting many new seniors and juniors to North Pointe next year, so giving them this position would be a cool thing to try out and definitely help us out to get more readers.

Works Cited

Bercovici, Jeff. "How the Quest to Build a Visual Wikipedia Started in the Slums of New Delhi."

Inc. Mar. 2017: 44-45. Print.

Bhakar, Prayag. "Nathan Mo Orchestrates His Own Legacy." *Viking Logue* [Palatine] 21 May

2017: 2. Print.

Chan, Melissa. "America's New Clown Panic." *Time Magazine* 17 Oct. 2016: 9. Print.

"Copyright-safe Materials Available for Republication in Student Media." *SPLC*. SPLC, 6 Sept.

2016. Web. 04 June 2017.

Dockterman, Eliana. "One Size Fits None." *Time* 19 Sept. 2016: 78-83. Print.

Fehrenbacher, Katie. "Rebuilding the Factory." *Fortune* 1 Sept. 2016: 38-39. Print.

Gallagher, Leigh. "How Airbnb Found a Mission—and a Brand." *Fortune* 1 Jan. 2017: 56-59.

Print.

Goldman, Claire. "The Longest Journey." *Carpe Diem* [Decatur] 19 Oct. 2016: 24-25. Print.

Griffith, Erin. "The Ugly Unethical Underside of Silicon Valley." *Fortune* 1 Jan. 2017: 73-75.

Print.

"HiLite." Hilite.org, n.d. Web. 04 June 2017.

"Jabber." *The Liberty Bell* 5 May 2017: 29. Print.

Kiino, Ron. "Foreshadower." *MotorTrend* June 2016: 76-78. Print.

Markman, Art. "What To Do When The Biggest Office Distraction Is Your Coworkers." *Fast*

Company. Fast Company, 09 May 2017. Web. 04 June 2017.

Panossian, Lisabelle, and Asha Khanna. "Drinking It in." *The Broadview* [San Francisco] 9 Mar.

2017: 6-7. Print.

Penkala, Kaitlyn. "Rolling Stones' Latest Album Uses New Sounds, May Disappoint Old Fans."

Inkling [Crown Point] 16 Dec. 2016: 14. Print.

Rebhoolz, Bill. "Full-Frontal Cargos." *GQ Magazine* 9 June 2014: 64. Print.

Rockwood, Kate. "Putting Your Blinders On." *Inc.* Mar. 2017: 74-75. Print.

Seabaugh, Christian. "Apocalypse Soon." *MotorTrend* June 2016: 82-85. Print.

"Senior Stats Make a Mark." *Hilights* [Orlando] 5 May 2017: 8-9. Print.

Sheldon, Cassidy. "Distressed." *The Circuit* [Weston] Apr. 2017: 21. Print.