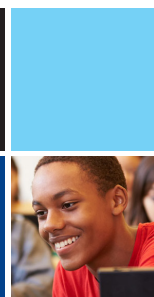
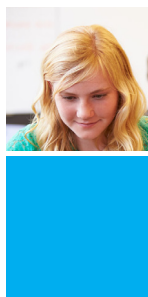




# THE TIMES

MEDIA COMPANY

## The Times Media Company Instructional Guide



**Real People. Real Jobs. Real Opportunity.**



INDIANA WORKS COUNCILS  
*Region 1*





### **Purpose of READY NWI Video Series and Instructional Guide**

The Ready NWI video series offers an opportunity for viewers to look inside a company and find out what their mission, daily operations, and scope of service entails. The videos posted on the Ready NWI webpage have similar, reoccurring advice on how to begin pursuing a career. Employers discuss topics including character traits required for employment, expectation for intern performance, the importance of college education, and what career bests fits you as a potential employee.

### **Goal Attainment for READY NWI Video Series**

Learners are to watch the videos and be able participate in discussion while also retaining pertinent information about the company being viewed. Teachers and Guidance Counselors can incorporate videos and curriculum into regular class activities, use during SRT time, or integrate into the Advisory Time.

## **Outline for Learners, Parents, Instructors, and Classrooms**

*Topics and Discussion Points  
(target 9-12th grade students)*

### **1 DEFINITION AND GROUP DISCUSSION**

- A. Discussion regarding transitions of The Times Media Company.
- B. Discussion regarding skills necessary in an evolving industry.

### **2 QUESTIONS FOR VIDEO COMPREHENSION**

- A. This section ensures concepts from the video are understood.
- B. Written with pen and paper

### **3 TEACHING SESSION RECAP**

- A. This is the individual's specific takeaway
- B. Written with pen and paper

## NOTES FOR THE INSTRUCTOR OR FACILITATOR

Here are several spring-boards for discussion to be used in conjunction with the READY NWI Videos:

1. Be Professional
2. Honor the employees who hired you
3. Try to volunteer at a company
4. Ask for a job or new duties at the appropriate time

Video Screenshot

### About the Company:

The Times Media Company is located in Munster, Indiana and they are the number one source of news and information in the Northwest Indiana region. Their goals include being the first source of news through their online resources, as well as delving deep into the stories that matter to people in the various communities they serve. The Times serves 7 counties in Indiana and Southeast Chicago suburbs. In all, they provide news and information to 51 cities and towns. Formed in 1906, the company has grown tremendously since its beginning. Adapting to changes in technology and ways of advertising as the news environment evolves is what has allowed the business to keep up its success and its reputation for many years.

## 1 GROUP ACTIVITY

*The following section is for discussion with the students after watching the video.*

At The Times Media Company, they are constantly evolving and changing with technology, allowing the business to continue to be successful.

1. Recall and discuss how things such as the iPhone changed the way that they reported news. How might this continue in the future?
2. What types of skills can be useful in an industry like this where innovation is key?

## 2 QUESTIONS FOR VIDEO COMPREHENSION

*The following section requires a writing utensil and paper, or a computer. The learner, after viewing the video, should be able to answer these questions to ensure they understood the video. These should be completed individually.*

1. How many daily newspapers and monthly magazines does The Times media produce?
2. In addition to reporting, what else is necessary to make this business run efficiently?
3. How does logistics play a part in The Times Media Company?
4. Why would job shadowing a business executive in a field of interest be important for high school students?
5. The publisher in the video has a clear leadership position within the company, but what is his role as a leader in the Northwest Indiana community?
6. One of the employees mentioned how important it was to get some sort of experience in addition to education. Why would that be important?
7. For someone interested in the news industry, what skills might provide the best opportunities for the future?

### 3 VIDEO RECAP

*After the group discussion and video comprehension sessions have been completed, each student should have a pen and paper in order to engage in the next process. The goal of the Recap is to integrate ideas spawned during discussion with comprehension questions administered.*

1. What was your favorite segment of the video?
2. What did you learn about this industry and type of work??
3. Was there a new idea or concept that you now understand?
4. Was there a new idea or concept that you now understand??
4. Could you work in this field?
5. If you could ask an employee at The Times Media Company one question, what would it be?

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