

Lights, Camera, Media, Literacy!
THE NEW YORK TIMES SCAVENGER HUNT
ANSWER KEY

1) Each member of the group should hold the closed book and guess how much it weighs. Write these guesses on the back of this paper.

Weight of the Book: 8 (EIGHT) POUNDS

2) Write the name of the book company that published this book: **BLACK DOG & LEVENTHAL PUBLISHERS**

3) Read "Acknowledgements" (page 4) to find out the date of the very first New York Times:

SEPTEMBER 18, 1851

4) The Contents page shows that the book is divided into how many content sections? **16 CONTENT SECTIONS**

5) The section "A Nation Divided" covers the years:

1851 to 1865

6) Pages 12 & 13 show which front pages of this time period are shown in the book. By browsing the descriptions, name the war that was taking place during these years: **THE (U.S.) CIVIL WAR**

7) In the box on page 13, two front pages that are not in the book are shown. Insert the correct CD to locate the April 15, 1865 front page. What was the main headline?

AWFUL EVENT:

PRESIDENT LINCOLN SHOT BY AN ASSASIN

8) How is this front page different than the front page of *The Police Gazette* that Mr. Mitchell showed in his video? **THERE IS ONLY TEXT...NO ILLUSTRATIONS.**

9) Why do you think *The Police Gazette* front page that Mr. Mitchell showed was published on April 22, 1865...one week later than the event?

*** TIME WAS NEEDED TO GET THE VISUAL DETAILS AND DRAW THE ILLUSTRATIONS.**

*** THE POLICE GAZETTE WAS A WEEKLY NEWSPAPER AT THE TIME.**

10) Find the section "The Age of Reform" in the book. One of the descriptors for the front pages included in this section tells about President Theodore Roosevelt giving a speech. What was so unusual about this speech that it became a main headline?

PRESIDENT ROOSEVELT GAVE THE SPEECH AFTER BEING SHOT. THE BULLET STAYED IN HIS CHEST THE REST OF HIS LIFE.

11) Locate the front page for the speech mentioned in # 10. How long did the President speak? **50 MINUTES**

12) Begin reading the article to determine what saved President Roosevelt's life?

THE MANUSCRIPT OF HIS SPEECH

13) What are three things that are different about the look of the October 15, 1912 front page and the very first front page?

*** A PHOTOGRAPH AND CAPTION**

***THE WEATHER BOX**

***THE SLOGAN BOX:**

"ALL THE NEWS THAT'S FIT TO PRINT"

***THE NAME OF THE PAPER CHANGED**

***PRICE FOR AREAS OUTSIDE THE NY/NJ REGION**

*** CONTINUING PAGE GIVEN**

***NO NEWS FROM EUROPE**

***SEVEN COLUMNS INSTEAD OF SIX**

***ONE FULL-WIDTH LARGE HEADLINE**

***TWO-COLUMN WIDTH BOX**

14) Are these same changes seen in the January 12, 1964 front page? **See # 13 ANSWERS...**

ABOVE THE BROKEN LINE: YES

BELOW THE BROKEN LINE: NO

15) What are three additional changes of the look of the January 12, 1964 front page (compared to the October 15, 1912 front page)?

- * MORE PHOTOGRAPHS AND CAPTIONS
- * SECTIONS LISTED AND NUMBERED
- *INDEX TO SUBJECTS
- * USE OF DIFFERENT TYPE FONTS
- * HEADLINES ARE SCATTERED THROUGHOUT THE PAGE AND NOT ALL AT THE TOP OF THE PAGE
- * NO COMPLETE ARTICLES
- * DIFFERENT EDITIONS
- * ASSOCIATED PRESS CREDIT FOR PHOTOS

16) What is the health announcement headline on January 12, 1964? **CIGARETTES PERIL HEALTH, U.S. REPORT CONCLUDES; 'REMEDIAL ACTION' URGED**

17) Compare the January 12, 1964 front page with the front page on January 21, 2009. Name three more changes in the look of the more recent front page.

- * FEWER ARTICLES
- * COLOR PHOTOGRAPHS
- * MUCH CLEARER PHOTOGRAPHS
- * "TEASERS" OF ARTICLES IN OTHER SECTIONS
- *SCANNABLE BAR CODE
- *ONE PRICE
- *NY TIMES PHOTOGRAPHERS CREDITED
- * FEWER COLUMNS

18) Compare the very first front page in the book (p.14) with the last front page in the book (p.469). Which grabs your attention faster?

MOST WILL CHOOSE THE LATER EDITION

Why? ANSWERS MIGHT INCLUDE:

COLOR PICTURES

LESS TEXT

19) Why do you think the look of the front page has changed over the years?

ANSWERS MIGHT INCLUDE:

TECHNOLOGY CHANGES

READER FEEDBACK

MORE VISUAL/PICTORIAL WORLD TODAY

DIFFERENT STAFF: DIFFERENT OPINIONS

20) Write each group member's birth date below and next to it, write one headline from the front page for each birth date:

ANSWERS WILL VARY

Now that you have completed this scavenger hunt, exchange this paper for the directions for creating a short visual report about what you have learned.