

NAME \_\_\_\_\_

Pre-Webcast Activity

## Exploring The Beatles

**Who are The Beatles?** This band from Liverpool, England, formed in 1960 and went on to take the world by storm with their music, charm, humor, style, teamwork, and camaraderie. These pop icons became a social phenomenon and used their stardom to inspire young people to find their own voices.

During the webcast, you will relive history and learn more about The Beatles and their influence as a social and musical force. When done, much like Larry Kane, the broadcast journalist invited to tour with The Beatles in 1964, you will write your own news article. You might choose to write a news story (an article that conveys facts about an event, such as the webcast) or a feature article (an article that paints a story, with more details about a subject).



**It Won't Be Long:**  
A publicity shot of  
The Beatles in 1963, the  
year before the band  
toured the United States.

**Getting Started** Before writing, reporters and authors research their subjects and interview people to collect background information. Use *who, what, where, when, why, and how* questions to learn more about The Beatles.

### Do the Research

Consider the following questions and add your own:

- Who were The Beatles? Where did they come from?
- What was their music like? What were they like?
- What impact did they have on music?
- What was going on in the U.S. between 1962 and 1966? What was the political and social climate of the time?
- When did their fame start?
- Why did the band become popular?
- How did people, especially teens, react to them?
- How did they influence society? What impact did they have on social issues?
- How did society influence the band?
- What role did the media and journalism play in The Beatles' story and society's perception of them?
- What do you want to know about The Beatles?

Add your own research questions:

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### Conduct the Interview

Interview adults you know to get their opinions and stories about The Beatles. Ask open-ended questions to let them share their stories. For example, ask them:

- What is your favorite Beatles' song and why? (This is a good icebreaker.)
- What do The Beatles mean to you?
- Do you have a special Beatles' memory?
- What was your first reaction when you saw The Beatles?

Add your own interview questions:

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NAME \_\_\_\_\_

**Post-Webcast Activity**

## Writing About The Beatles

After viewing the webcast, use your research and the information you learned about The Beatles to write your article. You may choose to write a news article about the webcast, or a feature story about The Beatles. Use the tips below to help you draft your article.

**1. Identify your topic or the focus of your article.**

**2. Gather information.**

- a. Research your topic and interview people to get quotes to support your story.
- b. Consider who, what, where, when, why, and how questions.

**3. Start writing.**

- a. Identify why you're writing the article and be sure to have details and quotes to support your article.
- b. Create an intro paragraph or lead for your story. The lead should be compelling and include key details—the first paragraph should draw in readers.



**A Hard Day's Night:**  
Two days after their debut  
on *The Ed Sullivan Show*,  
The Beatles play the  
Washington Coliseum.

c. Elaborate in subsequent paragraphs and add details to support your opening.

d. Be clear and concise.

e. Present opinions from all sides to balance your story. Don't include your opinion.

f. Provide a summary in the final paragraph.

**4. Add a headline or title—make it engaging to grab the reader's attention.**

**5. Review, revise, and edit your work.**

a. Make sure your writing is clear and interesting and that the paragraphs flow.

b. Proofread!

**Getting Started** Answer the following questions on the lines below.

**1. What is your topic or the focus of your article?** \_\_\_\_\_

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**2. What is your lead?** \_\_\_\_\_

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