




# CONFERENCE GUIDE

 @jeaNorCal #NorCalMedia

9:45 a.m. WELCOME

10 - 10:45 SESSION 1

**Experimentation in student media** This session will address key questions as students strive to produce reader-relevant media, operate in a competitive market and prepare for the 21st-century workforce. We'll tackle coverage, niche publications, user-generated content, delivery or distribution and the role of social media.

*Sarah Nichols, Whitney H.S.  
Atrium (main stage)*

**Critique headquarters**

Sign up in the cafe for a group session with an experienced adviser.

*Don Bott, Stagg H.S., moderator  
Cafe*

**Linger longer: It's more than just a picture book**

Photos are crucial to a yearbook, of course, but if you push your yearbook reporters to write engaging, powerful stories, you'll find that the miracle of increased readership CAN happen. We'll have some

great alternative story form ideas for reporters on ALL publications, too.

*Brian Wilson, Palo Alto H.S.  
MAC 101 LAB*

**California student press law: Protecting your rights**

California students enjoy extraordinary protections from education code sections 48907 and 48950. But the protections are worthless if you don't know what they are and how to apply them. Find out here.

*Steve O'Donoghue, California  
Scholastic Journalism Initiative  
MAC 102*

**How to set up a portrait studio**

Local professional camera gurus show what it takes to do portraits right

*Keeble & Shuchat representative  
MAC Portrait Studio*

**How to do international journalism**

From Libya to Kashmir, from writing to directing and producing, an international correspondent will share her experiences working for the New York Times, National Geographic, CNN and others — and most recently

producing and directing a documentary film called "Women of the Mountains."

*Rebecca Byerly, international  
correspondent  
MAC 103*

**Facebook in the media business**

Is Facebook a news site now? A Facebook representative will discuss what the company is doing in the world of media, including its Instant Articles program and others.

*Libby Brittan, Facebook  
MAC 105*

**Why students should join Team Prep2Prep**

During our session, we will explain what Prep2Prep is and why high school students should get involved. We will also talk about our collaboration with the Bay Area News Group and how that also can help journalism students.

*Danny Kadah, Ruben Camacho,  
Prep2Prep  
MAC 201*

**Super-streamlined iPhone video stories**

Making simple video stories can add a lot of energy to your website/app. We'll show you our quick workflow system of getting stories shot, edited and online with "good enough" sound and video. Definitely the Quick & Dirty approach, with very little technical skill needed.

*Menlo Coat of Arms editors  
& Tripp Robbins  
MAC 202*

**Humans of (your school)**

Brandon Stanton's amazing "Humans of New York" portraits have inspired high schools to attempt local versions of HONY. Join Harker's editors who are doing a cross-platform

social media, newspaper and online comprehensive "HONY-style" feature of every senior. They will go over logistics, training and scheduling needed to make this work on a large scale.

*Editors of The Harker School's  
newspaper, online, yearbook staff  
MAC 203-4*

**Best of the West judging**

Advisers, join us to help select this year's winners.

*Adviser volunteers  
MAC 205 J-Library*

**Vieu: Share your story**

on video Learn and deploy a new video app that accelerates publishing speed and gives easy collaboration and crowd-sourcing. Free pizza party for the staff with the best conference coverage video.

*Yaron Galant, Vieu  
MAC 206 board room*

**Mimic the greats: iPhoneography for yearbook**

Move past the shutter button to learn how arranging what you see can influence your photograph's message. We will discuss what makes a photo good vs. great, iPhoneography and everyday artistry.

*Laura Zhu, Toby Johnson M.S.  
English 201*

**How to write great news stories**

Basics of lede-writing and the inverted pyramid from a newspaper staff that's been doing it since 1918.

*Editors of The Campanile,  
Palo Alto H.S.  
English 202*

**Captivate your reader**

In a world where everyone gets news almost instantaneously, it's more important than ever for students to write stories that captivate their readers.

## [SESSION 1, CONTINUED]

This session will cover nine literary techniques to use in storytelling.

*Julia Satterthwaite, Monta Vista H.S. English 203*

### **Building an advertising machine**

Do you need to make more money for your publication? We'll show you how to make it happen.

*Business managers, Palo Alto H.S. English 204*

### **Leveraging the grid**

How to use modular design and set up grids within the program.

*Nicole Gravlin, Walsworth English 205*

## 11 - 11:45 SESSION 2

### **Pro Panel: "Social media ... and the other kind, too"**

Three newspaper professionals will describe how social media in 2016 is an integral part of the work done by their newsrooms. Panelists include Michael Ellis Langley, editor of the Tracy Press; Ana Ceballos, a reporter and social media manager at Monterey County Weekly; Michele Chatburn, social media and digital content manager at Brentwood Press & Publishing Co.

Moderator Joe Wirt is administrator of the California Press Foundation in Sacramento

*Atrium (main stage)*

### **New member meet-and-greet (Critiques, cont.)**

Advisers are encouraged to attend this meet-and-greet for JEANC members so they can hear upcoming events, learn about the

organization's goals and share concerns about advising. It's an easy way to become more involved in this local professional organization.

*Laura Zhu, membership chair Cafe*

### **Basic photography skills everyone should know**

Canon EOS fundamentals for photojournalists, covering how to get the best image from your DSLR, creative composition and communicating story through images.

*Scott Siegel, Canon MAC 101 LAB*

### **California student press law: Protecting your rights**

California students enjoy extraordinary protections from education code sections 48907 and 48950. But the protections are worthless if you don't know what they are and how to apply them. Find out here.

*Steve O'Donoghue, California Scholastic Journalism Initiative MAC 102*

### **How to set up a portrait studio**

Our local professional camera gurus show what it takes to do portraits right.

*Keeble & Shuchat rep MAC Portrait Studio*

### **Financial crises, cats and everything between**

There's no One True Path to a journalism career anymore — and increasingly the same organizations creating food videos and cat GIFs are producing blockbuster investigations into ISIS. Stacy-Marie will help you navigate and understand the modern digital media terrain.

*Stacy-Marie Ishmael, Stanford fellow, formerly managing editor of Mobile News at BuzzFeed MAC 103*

### **Pushing the envelope in web journalism**

Student editors from some of Northern California's top student news websites join each other in a panel discussion about their shared (and divergent) visions, common problems and solutions. Moderated by Palo Alto High School student journalists.

*staff, The Paly Voice MAC 105*

### **Publishing your magazine on ISSUU**

Insider tips on how to grow and serve your digital readership using Issuu.

*Lisie Sabbag, Issuu MAC 201*

### **Design thinking**

This session will address principles of design and how to arrange elements for maximum visual impact across any size page or screen. We'll also look at elements such as space, type and color to create contrast and unity with contemporary packaging.

*Sarah Nichols, Whitney H.S. MAC 202*

### **My life in broadcast**

How to make it as a professional broadcast journalist. Get the inside scoop from our NBC Bay Area reporter.

*Ryann Blackshere Vargas, NBC MAC 203-4*

### **Best of the West judging**

Advisers, join us to help select this year's winners.

*Adviser volunteers MAC 205 J-Library*

### **Election reporting: How to do it at your school**

The 2016 election is just six weeks away. How will you cover it for your campus? After a little historical perspective, we'll talk

everything from school board to state propositions, from senator to president.

Come prepared to share ideas and brainstorm more.

*Scott Silton, Aragon H.S. MAC 206 board room*

### **From inspiration to adaptation**

Modules are everywhere in modern print media, which serves as great inspiration for yearbook design. This session, students will think critically about how their content communicates inclusive coverage and brainstorm ways modular design can enhance their yearbook.

*Melissa Pfeiffer, Jostens, Jen Ghastin, Salinas H.S. English 201*

### **Dealing with the big discipline stories**

The Coat of Arms staff covered a drug incident at prom last spring. They learned a lot of tips on how to get the most information out to the audience with minimal friction/fallout. They'll give a summary of the process and offer suggestions for why to cover the tough stories and how to get them published.

*Menlo Coat of Arms story team English 202*

### **Putting the "new" in online news**

The editors of Pacemaker-winner online site Harker Aquila will present their method for providing daily coverage that results in multiple posts across the site and social media updates for this 800-student mid-size high school. Their concepts can scale up to larger staffs and sites or down for smaller ones.

*Aquila editors, The Harker School English 203*

## **The value of an arts and culture magazine like ours**

What we've gained from producing and managing our arts and culture magazine with an emphasis on creative freedom, student leadership and community connections.

*C-mag staff, Palo Alto H.S.  
English 204*

## **Pushing the boundaries of sports**

We will address how to cover sports for a monthly print newspaper and digital platforms and how to diversify high school sports content.

*The Oracle staff, Gunn H.S.  
English 205*

## **Dictatorship in the classroom: "The Third Wave" at 50**

Editors at Paly's Verde magazine talk how to cover "The Third Wave," which 50 years ago converted a Palo Alto classroom into an experiment in fascism and became one of the greatest — and most frightening — social science experiments of the 20th century. Given the looming anniversary and current events today, this is a great opportunity for staffs to revive the story.

*Verde editors, Palo Alto H.S.  
English 219*

## **Mobile media and a school's public sphere**

We will present a design-based study in which we developed a mobile app to distribute Palo Alto's student journalism and cultivate reader engagement. Through this work, we hope to show how schools can empower students by supporting them playing active roles in the online public sphere.

*Chris Proctor, Stanford School of Education, and students  
English 220*

## **11:45 LUNCH**

Pizza with musical accompaniment by Gunn Jazz Combo  
*Courtyard/quad*

## **12:15 KEYNOTE**

### **Immersive Journalism: VR & 360 Video**

Tools for making 360 video and virtual reality projects have exploded over the past couple of years. Producer, writer and educator Lakshmi Sarah will trace her journey from high school journalism to the professional world and introduce the basic 360 set-up and how to explore this developing journalistic medium.

*Lakshmi Sarah, Fusion Media  
Atrium*

## **1:15 - 2 p.m. SESSION 3**

### **Photography basics for journalists**

Strong journalists need to be triple-threats these days by providing copy, photos and sometimes layout to be publication ready. This session will provide a trio of tips for producing powerful photos for the modern journalist.

*Betsy Snow, Menlo Atherton H.S.  
Atrium (main stage)*

### **Critique headquarters**

Sign up for a group session with an experienced adviser.

*Don Bott, Stagg H.S., moderator  
Cafe*

### **Advanced sports photography techniques**

Photo-J technique and equipment for capturing sharp images in harsh conditions, and getting the shot no one else thought of.

*David Coy, Canon  
MAC 101 LAB*

## **Sellin' it with style**

In yearbook you're always selling two things: your yearbook and your program. Learn how to keep your marketing strategies fresh and interesting while also getting students excited about applying for your program.

*Laura Zhu, Toby Johnson M.S.  
MAC 102*

## **How to set up a portrait studio**

Our local professional camera gurus show what it takes to do portraits right

*Keeble & Shuchat Photography  
MAC Portrait Studio*

## **Changing the narrative: Profiles in vulnerability**

Last year, The Oracle ventured into a more personal side of journalism: telling stories of hope and recovery to help our campus understand that vulnerability is a valuable asset, especially in the wake of the suicide cluster we experienced in 2014-2015. This session will showcase our Changing the Narrative series as well as give pointers and guidelines for responsibly encouraging students to tell their difficult stories in a positive and productive way.

*Kristy Blackburn, Gunn H.S.  
MAC 103*

## **Owning the interview**

San Francisco Chronicle's pop culture critic, who has interviewed everyone from George Lucas to Snoop Dogg to Dwayne "The Rock" Johnson, offers tips for beginning journalists on how to conduct an interview and get the most out of a subject.

*Peter Hartlaub, pop culture critic,  
San Francisco Chronicle  
MAC 105*

## **Girls in STEM: Find your Active Voice!**

Make your voice an Active Voice with former Harker School editor-in-chief Sindhu Ravuri, who will be speaking on raising female presence in science and technology as part of the Student Press Law Center's Active Voice fellowship program. This workshop is specifically geared toward females, as it is primarily focusing on female education and awareness of STEM sciences, as well as their First Amendment rights.

*Sindhu Ravuri, SPLC Active Voice project, and UC Berkeley  
MAC 201*

## **The power of color**

Color is a powerful communication tool. Color grabs your attention, sets a mood and sends nonverbal messages. But what colors are the right ones? Learn how to use color effectively to enhance rather than detract from your designs.

*Melissa Pfeiffer, Jostens  
MAC 202*

## **Nuts and bolts of creating an internet radio station**

The crew of Palo Alto High School's radio station, KPLY, explain the high school radio-specific format they use and the tools to get your station on the air!

*KPLY staff, Paly Broadcasting  
MAC 203-4*

## **Backseat Driver**

Performance and discussion by musical group. Contestants in Features and Reviews should attend this session.

*MAC 205 J-Library*

## **Excel at election coverage**

The 2016 election is just six weeks away! How will you cover it for your campus?

Come prepared to share ideas. We'll talk everything from school board up to state propositions and U.S. senator — and of course the presidency.

*Michel Tyler, Saratoga Falcon  
MAC 206 board room*

**Trauma reporting in schools** A review of offerings from the DART center on trauma reporting and walking students through some hypotheticals and talking about best practices in protecting themselves, their sources and the public.

*Ellen Austin, The Harker School,  
and Paul Kandell, Palo Alto H.S.  
English 201*

**Sportswriting madness** Students want to read sports coverage more than any other kind. Make them happy when they read yours.

*staff, Viking mag, Palo Alto H.S.  
English 202*

**Stanford sports venue tour** Meet here for a tour.

*English 203*

### **Freelancing fun**

Whatever interests you, someone out there wants to pay you to write about it. Teacher and author Matt Johanson shares tips and tricks from 25+ years of freelance journalism.

*Matt Johanson  
English 204*

**Deploying drones as reporting tools** After two years of being off-limits to high school journalism programs, drones are back. Hear what one program is doing — and watch a live demo. Contestants in News, Editorials and Editorial Cartooning should attend this session.

*Dhara Yu,  
The Paly Voice, Palo Alto H.S.  
English 205*

### **It's OK to be funny**

Humor, used responsibly, can increase reader engagement. Join us for ideas and examples of how to do it right.

*Rod Satterthwaite, Palo Alto H.S.  
English 220*

## **2:15 - 3:15 p.m. CONTESTS**

### **News, Editorial, Editorial Cartooning**

Attend, take notes at 1:15 p.m. "Deploying drones" session in English 205 prior to arrival.  
*Contest in MAC 103*

### **Design**

Obtain contest materials when you arrive for this session.  
*Contest in MAC 104 LAB*

### **Reviews, Features**

Attend, take notes at 1:15 p.m. "Backseat Driver" session in the Journalism Library prior to arrival.  
*Contest in MAC 105*

### **Sports**

Attend, take notes at 1:15 p.m. "Sportswriting Madness" session in English 202 prior to arrival.  
*Contest in MAC 201*

### **Online News Package**


Attend 9:30 a.m. session in MAC 202-203 for instructions; present finished products at 2:15 p.m.  
*Contest in MAC 202-203*

### **Photo and Video (Carry-in)**

Contestants meet to discuss judges' critique of entries.  
*Critique in MAC 205 J-Library*

*\*Contests require registration and payment. Stop by the registration desk for details.*

# HELPFUL HINTS

 @jeaNorCal #NorCalMedia

Media Arts Center  
Palo Alto High School  
50 Embarcadero Rd.

Registration opens at 9 a.m.  
Send one delegate from your group to check in.

Bring a water bottle! In an attempt to be environmentally conscious, JEANC asks you to bring a reusable water bottle.

Study this session list in advance to plan your day. A simple version of titles and room numbers will be on hand at registration.

Keep the conversation alive! We'd love to see your social media posts tagged with #NorCalMedia. Enjoy the special conference geofilters on Snapchat throughout the day.

**Stay connected to JEANC news:**  
Twitter: @jeaNorCal  
Facebook: JEA Northern California

**Up next:**  
Oct. 15, 2016 "Stories that matter"  
Davis High School

Jan. 21, 2017 board meeting,  
CNPA office, Sacramento

Feb. 20-24, 2017  
Scholastic Journalism Week

April 15, 2017  
JEANC Annual Contest deadline