



keeping it real

**NORCAL MEDIA DAY
OCT. 7, 2017**

a **FREE** workshop for students + advisers
brought to you by @jeaNorCal,
hosted at the Palo Alto H.S. Media Arts Center
info + registration at www.jeanc.org

Tentative Session List for NorCal Media Day

Keynote: “Producing ‘[Beyond the life jacket: Refugees searching for safety](#)’” — Students from the San Jose State University School of Journalism and Mass Communications recount their June 2017 journey to Greece and Italy to record a series of interviews. Their multimedia work shows the desperation and struggles of refugees coming from the Middle East and Africa and also the challenges and emotions felt by residents of Greek and Italian towns where refugees are arriving. (Presenters: **Omar Perez** is an aspiring journalist studying at San Jose State University. Fluent in both English and Spanish, he hopes to pursue a career in broadcast journalism and give voice to the unheard stories around the world. **Sarah Klieves** is a journalism student with a minor in human rights. Her 15-plus years in Girl Scouting has allowed her to harness a passion for women's rights. She hopes to pursue a career in print journalism, shedding more light on this issue. **Jessica Howell**, also pursuing a career in broadcast journalism, has a passion for sports and issues affecting people around the world. She hopes to make an impact in both during her career.

Intro to InDesign — Intimidated by InDesign but need to know it for your publication? This session will show you how to conquer all the essentials and give you a back pocket guide to troubleshooting common issues and mixups. (Nicole Gravlin is a Walsworth Yearbook's sales representative in the Bay Area. She's an East Coast transplant who never left the Bay once she landed. Nicole shares her love of yearbooks by putting her master of arts in publishing to use, teaching InDesign at both local and national journalism events.)

The principal can tell me what to write, yes? (No!) — Learn your rights (and some obligations) under California Education Code sections 48907 and 48950. Find out who is responsible for making decisions on your publication and who has final say what goes in it. (Steve O'Donoghue is a former journalism teacher at The Media Academy in Oakland, and the 1990 Dow Jones National Journalism Teacher of the Year. He is currently director of the California Scholastic Journalism Initiative.)

Managing both an online and a print publication — From pitches to an edits spreadsheet, from Monday meetings to “Marriage of Elements meetings” and more, learn how one staff makes the journalistic process smoother. (Ilena Peng, Aanchal Garg, Om Khandekar, Chetana Ramaiyer, Priya Reddy — the heads team of El Estoque, Monta Vista High School's award-winning newsmagazine. Our hobbies include leading our staff, eating food and not getting sued.)

Dealing with Tragedy

This session will cover how to have meaningful conversations with your staff about a tragedy at your school and how to report on it in a sensitive manner. (Deiana Hristov, Grace Ding, Janet Wang — The Oracle, Gunn High School)

Portrait studio get-together — Stop by the portrait studio for a hands-on, student-led get-together to share portrait studio tips. Make new friends and come away with some great shots for your portfolio. (Led by Paly photojournalists)

JEANC adviser meet-and-greet — Advisers are encouraged to attend this session so to meet other advisers, hear about upcoming events, learn about the goals of the Journalism Education Association of Northern California, and share concerns about advising. It's an easy way to become more involved in this local professional organization. (Kristy Blackburn and Paul Kandell are co-presidents of the Journalism Education Association of Northern California.)

Diversify Journalism Today to Improve Tomorrow — This presentation will highlight the importance of and need for diversity in both journalistic staff and coverage. It will also go over concrete steps students and teachers can take to increase diversity in the staffs and coverage of their various publications, as well as the benefits of doing so. (Soumya Jhaveri is the News Editor of the Paly Voice, Palo Alto High School's online publication, and Text Editor of [proof], a fine arts magazine. She is also the president of SCOOP, the Student Cooperative for Openness and Opportunity in Press, which aims to increase diversity within journalistic staffs and within news coverage.)

Advanced InDesign

This session will show you how to use InDesign to create eye-popping and on-trend design elements you see in print today. Come prepared to recreate your favorite designs by learning advanced skills and mastering those often-overlooked InDesign menu items. (Nicole Gravlin is a Walsworth Yearbook's sales representative in the Bay Area. She's an East Coast transplant who never left the Bay once she landed. Nicole shares her love of yearbooks by putting her master of arts in publishing to use, teaching InDesign at both local and national journalism events.)

Broadcast/Multimedia: Top 10 tips to improve your interviews — Interview tips from the staff of Palo Alto High School's daily news show "In Focus." If we have time we'll do an walkthrough of the control room and broadcast studio.

Best of the West contest — Carry in only, the Best of the West Contest follows NSPA Guidelines for national JEA/NSPA conventions. Newspapers, newsmagazines, websites, yearbooks and and broadcasts must be published between Aug. 1 of the contest year and the start of the conference.

Improving your use of surveys — Surveys are interesting, but are they reliable? This session is for advisors and students who want ideas for uses of surveys and tips for how to make them statistically sound. (Presenter: Tripp Robbins is publications adviser at Menlo-Atherton High School.)

Feature writing basics — Journalists are storytellers. We tell true stories about things important to our readers. It's an age-old skill adapted to the latest technology. It all starts with gathering the information, writing the story and meeting the deadline. We will look at the basics of feature writing, updated for the age of twitter. (Presenter: Bill Parks is is an adjunct instructor the Ohlone College journalism department.)

Freelancing fun — get paid to do what you love

This presentation will be about how to turn your journalism skills into a lifelong pursuit that leads to memorable experiences and pays. (Matt Johanson has advised Castro Valley High School's award-winning newspaper since 2000. He's a former daily newspaper reporter and editor, a longtime magazine freelancer and author of four books.)

Transition to College and Careers in Journalism

How to make the transition from high school to a college journalism/communications program. You also will explore career options in a variety of fields for college grads who major in journalism and/or communications. (Antonia Ehlers is a freelance journalist and director of media at Serra High School. Bill Parks is an adjunct instructor for the Ohlone College Journalism Program.)

Multimedia tools

This session will demonstrate how students can use video, audio, interactive graphics, infographics, live-blogging, maps, slideshows, timelines and more to tell compelling, multimedia stories.

Photography for non-photographers

Learn how to take your photography game to the next level, even if you don't know your apertures from your shutter speeds. In this session, you'll learn basic composition techniques and ways you can immediately improve your photography with only the device in your pocket. (Rod Satterthwaite, MJE, is the co-adviser of The Campanile newspaper and thecampanile.org website at Palo Alto High School in California. He is a member of The Student Press Law Center's Advisory Council Steering Committee and The Journalism Education Association's Certification Commission. He was named a Dow Jones Newspaper Fund Distinguished Adviser in 2012.)

How to cover a protest

Can student journalists cover protests? What are some of the ethical and legal issues? What can you do as a staff to make sure you're being safe? (Paul Kandell is adviser to The Paly Voice website and Verde magazine at Palo Alto High School. He is the 2009 Dow Jones News Fund National Journalism Teacher of the Year.)

Nuts and bolts of creating an Internet radio station

Students from Palo Alto High School's KPLY radio team explain how they got started, where they're headed and how you can do the same. (KPLY staff)

Stepping up your editorial game

Becoming an editor is an exciting but daunting task. Come to this session to learn some tips and suggestions to best support and encourage your staff. (Danielle Ryan is the journalism adviser at Carlsbad High School and the California director of the Journalism Education Association).

Planning for JEA/NSPA SF Spring Convention

Interested in going to the JEA/NSPA Spring convention in San Francisco? Come get some pointers on planning for it. (Kristy Blackburn is adviser to The Oracle at Gunn High School and co-president of the Journalism Education Association of Northern California.)

Rights and Risks: Laws on Newsgathering

Some laws create liability for journalists, like defamation, and others that give reporters the right to demand information from government entities, like the Freedom of Information Act. We'll talk about these and also address legal issues including copyright law, using social media, accessing school grounds, privacy. (As legal counsel for CNPA, Nikki Moore operates a legal helpline to assist journalists and news companies with legal issues related to newsgathering and business operations. Moore also lobbies in the California Legislature and state agencies to protect and advance First Amendment principles and on other issues that affect news publishers.)

Warple: Promote Engagement and Discover Insights

"Warple presents journalists with technology to receive/ analyze live-streaming feedback from readers to develop content that is timely and important. The Warple platform also promotes transparency while sharing ideas and concerns throughout society." (Jeff Cahill is an award winning software engineer and life-long gadgeteer. His desire is to use technology to make life better for people and society.)

Yearbook Coverage: Zeros into Ones

The answer to almost all yearbook problems from sales to making deadlines is a solid coverage plan. Learn who and what to cover in your book and how it connects to, well, everything. (Laura Zhu, CJE, advises the award-winning Jamboree Yearbook at Toby Johnson Middle School in Elk Grove, California where she also teaches Photoshop and Digital Media. She was Elk Grove Unified School District's 2013 Teacher of the Year and was named JEA's Special Recognition Adviser in 2015.)

Legal: A discussion with the new director of the Student Press Law Center

Join us to hear Hadar Harris, the newly appointed executive director of the Student Press Law Center, for a discussion of the legal state of scholastic journalism in California and beyond.

EDITORIALS: Take a stand

The editorial may be the most important piece in the print publication, and yet many schools either avoid having one and fail to make it powerful. This session will explain the purpose of the editorial and how to put in place a successful editorial board process. (Don Bott has taught high school publications for more than three decades and his students have won most of the awards that are out there. More important than awards, Don loves what he does and looks forward to Mondays as much as Fridays.)

Sellin' it with Style

Each year, you sell two things: your yearbook and your program. Learn how to use your theme to keep your marketing plan fresh and get the best students to apply to your program. (Laura Zhu, CJE, advises the award-winning Jamboree Yearbook at Toby Johnson Middle School in Elk Grove, California where she also teaches Photoshop and Digital Media. She was Elk Grove Unified School District's 2013 Teacher of the Year and was named JEA's Special Recognition Adviser in 2015.)

Organizing and running an effective production cycle

This presentation will delve into the intricacies of a typical production cycle of our high school newspaper, and will detail how we assign stories, produce creative design page layouts, train our reporters and discuss editorial ideas among our staff of 50.

(Presenters are the editors-in-chief of The Campanile, Palo Alto High School's student-run, print newspaper and run a journalism class where we teach about news writing, reporting, design, and other aspects of journalism.)

How to use 360-degree video

In the recent months, more 360 videos appear on Facebook and Youtube feeds, but many questions still remain unanswered on how to use it and what to record. Learn how one publication used 360 videos to give the viewer a different perspective. (Isabel Mitchell is a senior at Carlmont High School and has been a part of the journalism program for three years. In addition, she founded her multimedia business Captured Exposures in 2015.)

Broadcast/Multimedia: Cooking Up the News

In this session, you'll learn a foolproof recipe to cook up awesome news packages. Using ingredients such as intros, outros, interview sound bites, natural sound, b-roll footage and reporter narration, you'll be able to create some tasty news reports. (Dana La Chapelle has been teaching video productions and television production for 10 years at Toby Johnson Middle School in Elk Grove.)

Adviser roundtable

If you're in your first year as an adviser or your last or somewhere in between, come to this session to ask questions, learn, network and grow in the profession. Come prepared to share concerns and celebrate successes. We're here to learn from each other. (Rod Satterthwaite, MJE, is the adviser of The Campanile newspaper and thecampanile.org website at Palo Alto High School in California. He is a member of The Student Press Law Center's Advisory Council Steering Committee and The Journalism Education Association's Certification Commission. He was named a Dow Jones Newspaper Fund Distinguished Adviser in 2012.)

Changing the Narrative: Profiles in vulnerability

In recent years, The Oracle at Gunn High School has 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.

Storyboard to YouTube in 24 hours

An award-winning high school broadcast journalist shares secrets of how to plan, shoot, edit and publish a broadcast video within 24 hours. Videographers of all levels will review planning tips, videography techniques, and how to efficiently work through post-production. (Sophie Penn is a senior at Carlmont High School in Belmont, California. She is Editor-In-Chief of ScotCenter, Carlmont's video broadcast publication, and has received numerous awards for her videos. She interns at both PeninsulaTV and the San Mateo Daily Journal, where she writes the student column.)

Enterprising: Finding Stories That Matter

We all want to tell important, affecting stories, but how and where do we find them? Learn more about how to locate, shape, pitch and create stories that engage audiences and make an impact. (Stu VanAirsdale is Professional Journalist in Residence at Sacramento State, where he serves as the faculty adviser of the student-run State Hornet newspaper and website. His work has appeared in such publications as The

New York Times, Bloomberg Businessweek, Esquire, VanityFair.com, Slate, and many others.)

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 mobilizing young voices like yours to raise the female presence in science and technology journalism. As an ongoing part of the Student Press Law Center's Active Voice fellowship program, this presentation is specifically geared towards young females, and creating opportunities for their perspectives to be heard. (As former founding editor-in-chief of The Harker School's first long form feature magazine, Sindhu Ravuri has written award-winning, in-depth investigative pieces on sugar dating and global sex trafficking. Her background in investigative journalism led her to become one of the Student Press Law Center's inaugural Active Voice Fellows, where she, now as a Bioengineering major at UC Berkeley, aims to empower young women in STEM journalism.)

Building an advertising machine!

Financial solvency is an issue for many staffs, but many students are reluctant to do the work needed to raise money. In this session the advertising managers from six Palo Alto High School's publications will lead you through the ways they motivate their staffs to sell ads, train them to be professional in their dealings with businesses and learn from rejections. You'll also learn real-world skills that can carry you forward into the entrepreneurial world.

Great sportswriting tips

It's one of the most-read parts of any publication but often covered in the least depth. Whether you're considering diving into a sports-centered magazine or you're just looking to shore up your publication's current sports coverage, get some great tips on how to hit it out of the park with your readers. We'll cover both game coverage stories and sports feature stories, as well as featuring social media coverage of your athletes. (The editors of The Viking sportsmagazine will lead this session.)

Shaking up your Arts and Culture Section

Pushing the media section of your publication can do wonders for your readership; this session will provide tangible examples of great arts and culture story topics, as well as ideas on how to best cover the culture and identity important in your community. (The staff of C-magazine will lead this session.)

Deploying drones as reporting tools

Learn how to safely, lawfully and effectively use drones — cutting-edge devices for aerial photography and videography — as reporting tools. (Jevan Yu is multimedia editor and resident drone pilot for The Paly Voice)

How to do satire right in a high school pub

Students love good satire, but satire done poorly can come across as mean-spirited, not edgy. In this session you'll learn ways to include satire in your publication and not use your journalistic credibility (and face a lawsuit) in the process. (Scott Silton is adviser to the Aragon Outlook at Aragon High School.)

Secrets of the inverted pyramid: Writing great news stories

What is a straight news lede? The inverted pyramid? How to do them and why does it matter? (The staff of The Paly Voice, a 24/7 online news outlet leads the way.)

Social media strategies

This session will address best practices for how your media staff can use the big four: Twitter, Instagram, Snapchat and Facebook. We'll look at student and professional examples, discuss strategies and explore trends. (Sarah Nichols advises Whitney High Student Media, which includes Details yearbook, The Roar news magazine and Whitney Update news website. In her 19 years advising, her students have been honored with top local and national awards. Nichols serves as president of the Journalism Education Association and is certified as a Master Journalism Educator.)

Best and worsts from this year's staff — Share stories of high moments and low moments from your staff from the past year. We want to learn from your harshest experiences and be inspired by your accomplishments. (Ilana Peng, Aanchal Garg, Om Khandekar, Chetana Ramaiyer, Priya Reddy — the heads team of El Estoque, Monta Vista High School's award-winning newsmagazine. Our hobbies include leading our staff, eating food and not getting sued.)