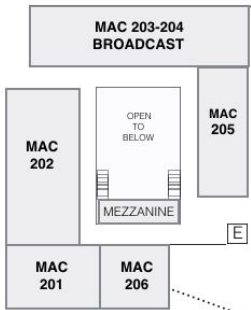


NORCAL MEDIA DAY OCT. 7, 2017

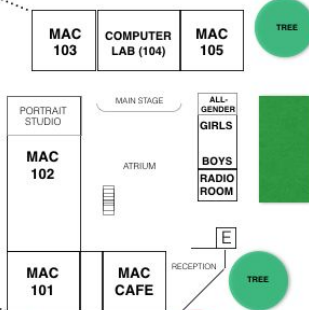
a FREE workshop for students + advisers
brought to you by @jeaNorCal,
hosted at the Palo Alto H.S. Media Arts Center
info + registration at www.jeanc.org

PAHS Media Arts Center

MAC 2nd Floor



MAC 1st Floor



English Building



Wireless network:
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REGISTER	— 9 a.m. - 9:45 a.m.
WELCOME	— 9:45 a.m. MAC main stage
SESSION 1	— 10 a.m. - 10:45 a.m.
SESSION 2	— 11 a.m. - 11:45 a.m.
LUNCH	— 11:45 a.m. to 12:15 p.m. Pizza in the courtyard
KEYNOTE	— “BEYOND THE LIFE JACKET” 12:15 p.m. to 1 p.m. Performing Arts Center Students from the SJSU School of Journalism and Mass Communications recount their 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, Sarah Klieves and Jessica Howell.)
SESSION 3	— 1:15 p.m. - 2 p.m.
CONTESTS	— 2:15 p.m. - 3 p.m. MAC 102 Design (carry-in) MAC 103 News, Editorial, Editorial Cartooning MAC 105 Reviews, Features MAC 201 Sports MAC 202-203 Online News Package MAC 205 Photo and video (carry-in)

CONTEST NOTE:

- The News, Editorial and Editorial Cartooning contests will use content from the 1:15 p.m. session: “Meet the new director of the Student Press Law Center.”
- The Feature Writing contest will be based on content from the 1:15 p.m. session: “Meet the co-director of ‘AWAKE, A Dream from Standing Rock.’”
- Contestants in the Review Writing Contest will be evaluating the lunchtime musicians in the Courtyard. Stick around for a short talk after their performance.
- Contestants in Sportswriting will receive their instructions in their 2:15 p.m. session, but it would be useful to attend the 10 a.m. session “Sportswriting strategies.”

SESSION 1 (10 a.m. - 10:45 a.m.)

Critique headquarters: Get feedback on your publication from a professional journalism educator. Stop by the cafe early in the day to schedule a meeting for you and your team later in the day.

MAC CAFE (C. Nichols)

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 who shares her love of yearbooks by putting her master of arts in publishing to use, teaching InDesign.)

MAC 101 LAB

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.)

MAC 102

Portrait Studio Get-together: Stop by the 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.

MAC PORTRAIT STUDIO

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

MAC 103

Contest judging: Best of the West judging and on-site contest coordination.

MAC 206 J-Library

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)

ENG 203

Diversify Journalism Today to Improve Tomorrow: Our focus will be the need for diversity in journalistic staff and coverage and will cover concrete steps students and teachers can take to increase diversity in the staffs and coverage. (Soumya Jhaveri is the News Editor of The Paly Voice and Text Editor of [proof]. She is also the president of SCOOP, the Student Cooperative for Openness and Opportunity in Press.)

MAC 105

Preview "AWAKE, A Dream from Standing Rock": Stop by to have a look at the documentary that will be at the core of co-director Myron Dewey's 3rd Session presentation in MAC 202.

MAC CONFERENCE ROOM

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 ideas, as well as ideas on how to best cover the culture and identity important in your community. (C-mag staff)

MAC 202

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 a walkthrough of the control room and broadcast studio.

MAC 203-4

How to use 360-degree video: More and more 360 videos appear on Facebook and Youtube feeds, but many questions remain about how to use it and what to record. Learn how one publication used 360 videos to give a different perspective. (Isabel Mitchell is a senior at Carlmont HS. She founded her multimedia business Captured Exposures in 2015.)

ENG 220

Adviser meet 'n' greet: Meet other advisers, hear about upcoming events, learn about the JEANC goals, and share concerns about advising. It's an easy way to become more involved in this local professional organization. (MAC 206 boardroom)

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 and starts with gathering information, writing the story and meeting a deadline. We will cover basics of feature writing, updated for the age of Twitter. (Bill Parks is an adjunct instructor in the Ohlone College journalism department.)

ENG 202

Sportswriting strategy: 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 coverage, get some great tips on how to hit it out of the park with your readers. We'll cover game coverage stories and sports feature stories, as well as featuring social media coverage of your athletes. (Viking staff)

ENG 204

Freelancing fun. How to turn your journalism skills into a lifelong pursuit that leads to memorable experiences and pays. (Matt Johanson adviser at Castro Valley HS, a longtime magazine freelancer and author of four books.)

ENG 205

Managing both an online and a print publication: From pitches to an edits spreadsheet, and more, learn how one staff makes the journalistic process smoother. (Editors of El Estoque, Monta Vista High School's award-winning newsmagazine. Our hobbies include leading our staff, eating food and not getting sued.)

ENG 219

SESSION 2 (11 a.m. - 11:45 a.m.)

Critique headquarters: Get feedback on your publication from a professional journalism educator. Stop by the cafe early in the day to schedule a meeting for you and your team. **MAC CAFE**

Multimedia tools: Learn how to use video, audio, interactive graphics, infographics, live-blogging, maps, slideshows, timelines and more to tell compelling, multimedia stories. (Julia Satterthwaite advises El Estoque at Monta Vista HS.) **MAC 102**

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 who shares her love of yearbooks by putting her master of arts in publishing to use, teaching InDesign.) **MAC 101 LAB**

Photo 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 co-adviser of The Campanile newspaper and thecampanile.org website at Palo Alto HS.) **MAC 103**

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.) **MAC 105**

Preview "AWAKE, A Dream from Standing Rock": Stop by to have a look at the documentary that will be at the core of co-director Myron Dewey's 3rd Session presentation in MAC 202. **MAC CONFERENCE ROOM**

An eye for design: This session will address principles of design and how to arrange elements for visual impact across any size page or screen. We'll also look at space, type and color to create contrast and unity with contemporary packaging. (Sarah Nichols, MJE, advises Whitney HS Student Media, including Details yearbook, The Roar newsmagazine and Whitney Update news website. Nichols is president of the Journalism Education Association.) **MAC 201**

Changing the Narrative: Profiles in vulnerability: In recent years, The Oracle at Gunn H.S. has ventured into a more personal side of journalism: telling stories of hope and recovery to help our campus understand that vulnerability is an asset, especially in the wake of a suicide cluster we experienced in 2014-2015. This session will showcase our Changing the Narrative series and suggest guidelines for responsibly encouraging students to tell their difficult stories in a positive and productive way. (Kristy Blackburn is adviser to the Gunn HS Oracle.) **MAC 202**

Portrait Studio Get-together: Stop by the studio for a student-led sharing of portrait studio tips. Make new friends and depart with great shots for your portfolio. **MAC PORTRAIT STUDIO**

Nuts and bolts of creating an Internet radio station: Students from the Palo Alto H.S. radio team explain how they got started, where they're headed and how you can do the same. (KPLY Paly radio staff) **MAC 203-4**

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. (Presenter: Laura Zhu, adviser at Toby Johnson Middle School in Elk Grove) **ENG 205**

Warple: Engagement and Insights: Warple offers journalists technology to receive/analyze live-streaming feedback from readers. Our platform promotes transparency while sharing ideas and concerns through society. (Jeff Cahill is an award winning software engineer and lifelong gadgeteer who wants to use tech to make life better.) **ENG 203**

Saying hello to Trello: If you have to manage too many folders and documents among dozens of students, Trello is a flexible, visual way to organize workflow and maximize productivity. We tried it for this year's first issue, and share our thoughts on the mostly free service. (Fitzgerald Vo is a chemistry teacher and a second-year adviser for the Bear Witness newspaper at Branham HS. Presenting with J. Kolman, M. Edlin, and R. Gonzalez.) **ENG 201**

Rights and Risks: Laws on Newsgathering: Learn about defamation, the Freedom of Information Act, copyright law, using social media, accessing school grounds, privacy. (Legal counsel for CNPA, Nikki Moore runs a helpline to assist journalists and news companies with legal issues related to newsgathering and business operations. Moore also lobbies to protect and advance 1st Amendment principles and on other issues that affect news publishers.) **ENG 202**

Transition to College and Careers in Journalism: How to make the transition to a college journalism/communications program. We will explore career options in a variety of fields for college grads who major in journalism and/or communications. Parents welcome! (Antonia Ehlers is a freelance journalist and director of media at Serra H.S. Bill Parks is an adjunct instructor in Ohlone College's journalism department) **ENG 220**

Stepping up your editorial game: Editing is an exciting but daunting job. Join us for tips and suggestions to support and encourage your staff. (The JEA State Director for California, Danielle Ryan, MJE, has been teaching journalism at Carlsbad H.S. for 12 years, advising web, newspaper and yearbook.) **ENG 219**

Finding stories that matter: We all want to tell important stories, but how and where do we find them? Learn more about how to locate, shape, pitch and create stories that engage readers and make an impact. (Stu VanAirsdale is Professional Journalist in Residence at Sac State, where he is the faculty adviser of the student-run State Hornet.) **ENG 204**

SESSION 3 (1:15 p.m. - 2 p.m.)

FEATURED SESSION: Meet the new director of the Student Press Law Center

Join us for a discussion with 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. **MAC Atrium Main Stage**

(NOTE: Contestants in News, Editorial and Editorial Cartooning should attend this session.)

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, a senior at Carlmont High School in Belmont, is editor-in-chief of ScotCenter, Carlmont's video broadcast publication. She interns at both PeninsulaTV and the San Mateo Daily Journal, where she writes the student column.) **MAC 201**

FEATURED SESSION: Meet the co-director of "AWAKE, A Dream from Standing Rock":

Myron Dewey says his team broke the rules of investigative journalism when they filmed "AWAKE, A Dream from Standing Rock." The film documents how the Standing Rock Sioux Tribe led a peaceful protest against an oil pipeline threatening the drinking water of millions. We'll watch a short video on Dewey's daring drone coverage of the protest to kick things off. **MAC 202**
(NOTE: Contestants in Feature Writing should attend this session.)

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.) **MAC 203-4**

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 Verde magazine and The Paly Voice at Palo Alto HS.) **MAC 205 (J-Library)**

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.) **ENG 201**

Editorials: Take a stand: The editorial may be the most important piece in the publication, and yet many staffs either avoid having one or fail to make it powerful. This session will cover the purpose of the editorial and how to set up an editorial board process. (Don Bott has advised school publications for 30+ years and his students have won most of the awards are out there. More important than awards, he loves what he does and looks forward to Mondays as much as Fridays.) **ENG 202**

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. **ENG 203**

Critique headquarters: Get feedback on your publication from a professional journalism educator. Stop by the cafe early in the day to schedule a meeting for you and your team. **MAC Cafe**

Planning for JEA/NSPA SF spring convention: Interested in going to the JEA/NSPA Spring convention in San Francisco? Come get some pointers planning for it. **MAC 206**

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 lead the way.) **ENG 204**

Organizing and running a news production cycle: Learn how our newspaper assigns stories, produces creative design page layouts, trains our reporters and discusses 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.) **ENG 205**

Girls in STEM: Find your Active Voice! Make your voice an Active Voice with former Harker School editor-in-chief Sindhu Ravuri, who is 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 EIC of Harker's first long form feature magazine, Ravuri is one of the SPLC's inaugural Active Voice Fellows. Now as a Bioengineering major at UC Berkeley, she aims to empower young women in STEM journalism.) **ENG 220**