

MAKING **#NorCalMedia** CONNECTIONS

Sept. 29, 2018 @ Palo Alto H.S.

TENTATIVE SESSION LIST

ADVERTISING: Effective business management for publications — Does your publication struggle selling ads? Looking for some surefire ways to boost your bottom line? We'll talk about all of that, plus how to close a sale and manage advertising workflow. (P. Kandell)

ADVISING: ROUNDTABLE: What works, what doesn't? — Advisers can come to this session to ask their burning questions, get and give answers and resources, as well as network with other JEANC advisers. We are better together. (J. Satterthwaite)

ADVISING: Techno-visers — Technovisers is an interactive Collaborative Slam wherein participants learn Jen Ghastin's Top Ten Tech Tips for advisers and then share some of their own on a collaborative slide deck. (J. Ghastin)

ADVISING/INNOVATION — At last! An authentic honors journalism course! The University of California this summer approved Media Leadership and Management Honors for our seniors involved in journalism production classes. Come to this session to learn if this is a class you want to teach at your school. (P. Kandell)

BEST OF THE WEST JUDGING — Be sure to enter your work from this school year (or pdfs of your last issue from last year) at registration. Our panel of professional judges from the San Francisco Peninsula Press Club will make the selections. (S. O'Donoghue)

CANDID PHOTOGRAPHY: How to capture a moment— Want someone to read your article? I'll teach you how to take a great picture so someone will be interested to read your article! (S. Dahlberg)

DESIGN LAB: Intro to InDesign — Whether you're just starting out with Adobe's popular graphic design software or need a refresher on its basics, this session is for you. We'll look at the basics of the toolbar and take some time for hands-on practice. (R. Satterthwaite)

DESIGN LAB: Intro to Photoshop — While you could use this program for years and still not figure out all it has to offer, this session will cover the basics of Adobe's most popular program. Included will be the functions of the toolbar, how to make an effective cut out and some time to practice your new-found skills. (R. Satterthwaite)

DESIGN/VISUAL: Marriage of Elements meetings — Learn how El Estoque staffers conduct Marriage of Elements meetings to coordinate the page/spread concept, body copy, headline/deck, dominant art and alternative copy. In

addition, we'll review these basic design principles: dominance, contrast, rhythm, unity and alignment. (J. Satterthwaite)

DESIGN/VISUAL: Powerful publication design —Great design captures attention and pulls in readers. This session will address principles and elements of design with examples from publications of all types. (S. Nichols)

ELECTION COVERAGE ROUNDTABLE — Producing your own pre-election coverage and looking for ideas? Bring what you have already and we'll share strategies and information, and everybody will go home in a better position to serve their readers on the eve of the Midterms. (T Robbins/W. Wagner)

ELECTION COVERAGE: INTRO TO LOCAL, STATE POLITICS — In this session, attendees will have a chance to learn more about local and state politics from city, to school board, to California State Assembly, and everything in between. Attendees will learn how to access the local government for reporting purposes and the importance of covering local politics. (N. Ong)

ELECTION COVERAGE: JOURNALISTS CAN ROCK THE VOTE, TOO — How high school journalists can encourage teens to register to vote, become educated voters, and turn out at the polls. We'll engage you in conversations about the reasons it's important to vote and the reasons journalists should write about voting. We hope to inspire journalists to inspire others! (J. Lythcott, K. Miller)

ETHICS/DIVERSITY Crafting Truly Diverse Campus Coverage — In this session attendees to think deeply about the diversity of their staff, campus, and publication. The two goals of this session are for attendees to leave with story ideas that will give voice to marginalized populations on their campus and practices for diversifying coverage across the publication.(S. Sangameswara)

ETHICS/REPORTING: Acknowledging social privilege as journalists —Social privilege influences our experience in the world: it shapes our views, our lives, and the way we interact with others. In this workshop, I aim to help students recognize their social privilege and find the intersection of recognizing this privilege and journalistic skills such as news literacy and interviewing. (A. Ong) (This is a two-block session. Please commit to both blocks if you'd like to attend.)

FEATURE WRITING: How to write a great feature story — From hook to wrap-up, we'll explore the structure of the classic feature story, focusing on everything from capturing great detail to deploying quotes that sing. (San Francisco Peninsula Press Club)

GUN VIOLENCE COVERAGE: Tracing America's Gun Stories — This student-led presentation is about an ambitious project to document the stories of American children and teens killed in gun violence. Learn how you can join student journalists nationwide who hope to use the art of the obituary to humanize a seemingly endless flood of headlines. (Motamedi)

INTERVIEWING/TECH: Voice AI for School and Work —AISense has created new AI technologies that transcribe and understand human-to-human conversations. Otter is the free product (on iOS/Android/web) that everybody can use in meetings, interviews, classes or video conferences to take notes automatically. I'll explain the AI tech behind this new product, and illustrate why this is going to change a lot of things in modern society. (Sam Liang)

LAW/ETHICS: Covering controversy: sexual assault & student homelessness — We'll look at case studies of reporting on sexual assault, student homelessness, and mental health, to give students insights about covering sensitive topics, including ethics of unnamed sources and protecting those identities, eliminating bias, and shedding light on unpopular perspectives. (S. Zhao)

LAW/ETHICS: Isn't that a public record? — Tired of asking for information from your administration, district and other organizations? First Amendment attorney Paul Boylan explains how to use the California Public Records Act to ensure governmental transparency — so you can get the documents you want and share information with your readers.

LAW/ETHICS: Exercising your journalism super powers (rights) — Did you know California students have the strongest free expression rights in the country? That your principal in most cases doesn't have the legal authority to censor you? Attend this session to learn about what the state education code says you can and can't do. (S. O'Donoghue)

LAW/ETHICS: Legalese in California: When ethics trumps law — We'll review California-specific law and ethics terms and consider this: Just because you can, doesn't always mean you should -- when ethics trumps the law. In addition, we'll review a handful of scenarios the El Estoque editorial board has faced over the last few years and how we came to a decision in each situation. (J. Satterthwaite)

LEADERSHIP TECH: Communication w/ staff: Trello & Slack — Learn how the staff of the Burlingame Bee use two great tech tools in the newsroom. (M. Murphy)

LEADERSHIP: Managing a new website — First year with a news website? Looking to create one? Hear from the editors of lhsepic.com about taking risks, managing workflow, working with multimedia, design and everything else that comes with a new website, to tell more stories about their community. (P. Wei)

LEADERSHIP: Scaling up your news operation — An overview of the workflow at the Berkeley High Jacket and how students publish 16 pages every other week, focusing on our meeting schedule and systems to maintain quality. (P. Rodrigues)

LEADERSHIP: Starting a publication — Journey through the process of starting a publication from envisioning it to finding a staff to navigating legal issues and finances. Learn about our independent magazine that was ranked among the Best of Show at the San Francisco convention. (R. Popper)

LEADERSHIP/INNOVATION "Welcome to the Publication Incubator" — Learn about the Paly incubator for small staff, niche publications that rely on outsourced content and generate new leadership positions — without generating a new class. Start small -- go big! This session is for students AND advisers. (Student editors from Paly's new science and travel magazines)

LEADERSHIP/TEAMWORK: Personality Tests and Your Staff Synergy —Participants will take a color personality test and learn how to work best with the strengths-- not weaknesses -- of their fellow staff members. (J. Ghastin)

NEWSWRITING: Covering the basics; being better than basic — Although the world of journalism constantly changes, the fundamentals of good writing remain largely the same. We'll cover the basics of good newswriting but try to figure out what makes writing great. It's about how to understand formulas and how to not be formulaic. (D. Bott)

NEWSWRITING: Introduction to newswriting — When news breaks, you want to get it right. In this session, we'll cover the basics writing a straight news lede and continuing on to the rest of the story via the inverted pyramid. (Allie Feitzinger)

PHOTO STUDIO: Taking portraits like a pro — We'll demo how to set up and use a photo studio to take great portrait shots, with a focus on lighting and backdrops. Limited seating! (M. Sinton)

REPORTING: The storytelling interview — Learn and practice simple keys to conducting conversational interviews that find the heart of the story. (C. NICHOLS)

SPORTS PHOTOGRAPHY: Peak action— Learn about sports photography and how to take the best possible photos across high school sports (D. Hickey)

SPORTSWRITING: How to write a sports story like a pro — From the classic sports lede to effective note-taking during a game and interviewing the opposing team’s coaches, we’ll cover everything you need to boost your sports coverage. (San Francisco Press Club)

TECH: Social media for the win — Social media is an essential tool for engagement and visibility. This session will address best practices for using Twitter, Instagram and Snapchat (with a little Facebook mixed in) for any type of student media program. (S. Nichols)

TECH: Social Media: How to get started —This session dives into developing content for social media, with tips on how to get started, how to target specific demographics, and how to build your social media platforms up from the ground. (C. Lei)

VIDEO BOOTCAMP 1: Introduction to Video Bootcamp: Shooting B-roll — We will explore effective use of basic shots (wide, medium, and tight) to form sequences. Specific sequence patterns will also be outlined: action-to-action, scene-to-scene, aspect-to- aspect, subject-to-subject. Presentation followed by hands-on camera training/practice. Bring your own camera, tripod, mic. (Expectation: Participants attend all four broadcast sessions.)

VIDEO BOOTCAMP 2: Shooting A-roll — Our primary focus will be conducting effective formal interviews. We will also touch on reporter stand ups and run-and-gun interviewing. Presentation and demonstration followed by hands-on camera training/practice. (Expectation: Participants attend all four broadcast sessions.)

VIDEO BOOTCAMP 3: Production — Students use this time to shoot pre-scheduled guest interviews, shoot b-roll, and/or edit footage (with own laptop). (Expectation: Participants attend all four broadcast sessions.)

VIDEO BOOTCAMP 4: Post Production — Using Premiere Pro, student presenters will demonstrate portions of the editing process (using same-day footage) on screen for attendees. Focus on editing workflow basics: combining a-roll with b-roll, creating effective transitions with J-cuts and L-cuts, and identifying approaches to script writing and reporter voiceovers. (Expectation: Participants attend all four broadcast sessions.)

WEB/MOBILE: Best Practices for Multimedia Packaging — How to use multimedia content to drive story format/design, chunk information, use visuals, provide alternative story forms for non-readers, apply a transmedia approach, hyperlink to additional resources or related stories and use social media before, during and after the coverage. (J. Satterthwaite)

YEARBOOK: Design Trends — Find out what 2019 Trends you can use in your publication, taking inspiration from magazine designs and transforming them to fit your publication style. (Gravlin)

YEARBOOK: Grids and Guides Want to keep your publication more consistent and help your staff become savvy designers? Learn during this session how to use grids and guides to your advantage in creating unique but uniform designs (Gravlin)

YEARBOOK: Considering an alternate yearbook format What’s really important to your audience now and for posterity? This session will explore an alternative approach to creating a strong chronicle of the year at your school without “magazine-style” articles. (Robbins)

YEARBOOK: Caption writing: One of the most important parts of your publication is getting the story behind the photo. Doing this right can drastically improve your coverage in a way that people will love! (Cranmer)

YEARBOOK LEADERSHIP WORKSHOP **New this year:** This three-part in-depth session is for all yearbook editors and other leaders; join us for a hands-on work session with award-winning advisers. Come ready to show off where you are with your theme development, and ready to take your book to the next level! Please plan to bring PDFs or print versions of the theme and content pages that you'd like to work on. Plan on having some time to talk as a staff AND work with other advisers during this extended session. We'll even present some awards at the end for your work! (C. Nichols & B. Cranmer)