




California Adviser Teach-In

Organized by JEANC and SCJEA

Sponsored by Cal Poly San Luis Obispo

Jan. 13, 2023



10 a.m. Welcome, introductions and ice breakers

10:30 a.m. Social media storytelling | Daniel Langhorne

Help your students move beyond TikTok trends and selfies to craft compelling narratives through video, photography, audio, and writing. We'll run through the basics of using Instagram and TikTok to grab followers' attention and convey relevant stories in a professional manner.

11:05 Establishing a culture of revision | Sarah Nichols

Just because it's "done" doesn't mean it's good. Moving through a series of drafts and iterations is part of any project. This session will help teach the methods by which designers and writers can see the value of reworking story packages, and how advisers can shift their thinking — and their schedules — to accommodate.

12:10 p.m. Get GOAT Quotes | Brian Wilson

Reporters need to train their ears to listen for amazing quotes, and they need to be able to dig for whatever comes AFTER the quote. We will discuss strategies for getting the most of our sources and building strong transitions.



12:40-1:20 p.m. Lunch and facility tour

1:20 p.m. Mastering nut grafs | Michael Lozano

The nut graph shapes everything about your work. Learn how to identify nut graphs and master your own in this activity-based session.

2:10 p.m. Grow your program's Instagram | Jodi Hwang

Our yearbook staff did it and yours can too! Learn how to showcase the work your staffers are doing to engage your school community, increase yearbook sales and build a stronger yearbook program on Instagram.

2:30 p.m. Multimedia broadcast | Rod Satterthwaite

Even if you're not officially a broadcast teacher, it's pretty simple for your students to start incorporating elements of video storytelling in their newsroom. In this session we'll talk about ways to tell effective video stories, look at some examples and share best practices.

3:15 p.m. Empowering students as mentors | Julie Francesconi

A strong backbone of our journalism program is the mentorship and support structure between our editors and staffers. In this session, you will learn how to foster a collaborative community within your staff through strategies like creating teams of novice and experienced staffers to tackle stories, identifying staffers' unique strengths and interests, and motivating editors to connect with local middle school students to inspire future journalists.

4 p.m. Reflection and evaluation

6-8 p.m. Dinner at Central Coast Brewing, 6 Higuera Street, SLO | Ride sharing is encouraged

10:30 a.m. Creating AI policies | Justin Raisner

AI is here, and we can't pretend our students aren't going to use it. This session will help come up with a policy for your program and include tips on how to avoid ethical concerns.

11:05 The story of Ed Code 48907 | Paul Kandell

This session offers a narrative slideshow — with pauses for discussion — about the day the California Education code asserted itself as the strongest student press law in history.

12:10 p.m. Workflow wows and woes | Whitney Huang & Kevin Oliver

How do you create adaptable process-oriented expectations for your publication? Let's discuss methods to establish accountability, improve student motivation and meet deadlines.

1:20 p.m. Structures for adviser sanity | Peter Rodrigues

We'll take a look at the Jacket organizational structure to show how a large program like the Jacket is able to (debatable) maintain quality control while also maintaining sustainability for advisers.

2:10 p.m. Diversifying your newsroom | Adriana Chavira

Tips on how to make your newsroom reflect the makeup of the student body, not just in race but also academically. Definitely don't underestimate students with IEPs.

2:30 p.m. That's the sheet | Jeff Mount

Let's talk about sheets and doc templates that can make your publications and sites run more smoothly. I'll share a few we use and ask for share-outs to a Shared Folder for your use back home.

3:15 p.m. Meet Murrow: An AI journalistic writing coach | Ellen Austin

Murrow, which launched on Nov. 1, is an AI-powered coaching tool designed to help students with journalism news writing. Join the conversation about how Murrow can help with efficiency and draft coaching in your classroom.

