

# **Tentative 2009 JACC NorCal Conference Schedule**

## **7:30 - 9 a.m.**

### **Registration --Courtyard next to BBC**

**\*\*Please note registration is NOT in the same place as previous\*\* It's next to where all the workshops have been.**

Bring-ins:

Submit entries for Bring-In Advertisement and Photo due at Bring-in table.

Entries accepted until 8:45 a.m.

## **8:45-9 a.m.**

Twitter Boot Camp—BBC 004

## **9:15-10:15 a.m.**

Opening Session – Morris Dailey Auditorium

### **Welcome**

Nancy Kaplan-Biegel, NorCal Conference Chair

Bill Briggs, Director of the San Jose State University School of Journalism and Mass Communications

Anttwan Stanberry, JACC NorCal Student President

Dympna Ugwu-Oju, JACC NorCal Faculty President

### **Keynote Address**

The Revolution Will Not be Twitterized: Preparing for Journalism in the 21st Century

Matt Huffman, Las Vegas Sun

Matt Huffman, 39, is a Pulitzer Prize-winning journalist. He has spent more than 15 years working full-time at newspapers, both large and small, as a reporter and editor. Huffman is currently an editorial writer for the Las Vegas Sun. He reported and wrote a series of editorials that was part of the paper's work that was awarded the 2009 Pulitzer Prize for Public Service. Huffman serves as a board member and past president of the Nevada Press Association and is the vice president of the Nevada Freedom of Information Coalition. In the past, he has taught community college journalism and been a featured speaker at a variety of journalism meetings and conventions. In his career, he has covered beats ranging from sports to politics, working at papers in California, Washington state and Nevada. Among his jobs, he edited a daily newspaper in Lompoc, Calif., and served as deputy city editor of the Los Angeles Daily News, editorial recruiter for the Los Angeles Newspaper Group and metro editor of the Las Vegas Sun. He grew up in Oakland, Calif., and attended San Jose State University and Chabot College, where he participated in a few JACC conventions and contests.

The keynote address is the topic for the On-the-Spot News Writing, News Photo, Editorial Cartoon and Opinion Writing Contests.

## **Contests**

News Writing

Proctors: Jean Dickinson, Dympna Ugwu-Oju, Leah Unruh

News Photo

Proctors: Walter Alvarado, Brian Feulner

Editorial Cartoon

Proctors: Ed Remitz, Bill Johnson, Rich Mellott

Opinion Writing

Proctors: Burt Dragin, Brad Kava, Farideh Duda

## **10:30 -11:30 a.m.**

### **Workshops**

Writing the Game Story -

Marcus Thompson, Bay Area News Group

#JACC44

How to Cover a Homicide on Your Campus -

Natalie Feulner, Sacramento State University

#JACC45

Putting Together a Winning Portfolio -

Ryan Flowers, Good Guys

#JACC46

Learning it All at a Weekly -

Bruce Barton, Los Altos Town Crier

#JACC47

Hanging with the Hells Angels and

Shopping with the President: Why News Reporting is Still the Greatest Job in the World -

Carla Marinucci, San Francisco Chronicle

#JACC48

Developing the Photojournalist's Eye -

Jessica Brandi Lifland, freelance photographer

#JACC49

50 Tools to Enhance Your Online Publication -

Rich Cameron, Cerritos College

#JACC50

## **Contests**

Copy Editing

Proctors: Mary Mazzocco, Anne Belden, Rubina Gulati

News Writing Lab (write story on keynote address)

News Photo Lab (write story on keynote address)

Editorial Cartoon Lab (base cartoon on keynote address)

Note to Proctors: Take Entries to Bhavisha in DBH 107 when completed.

## **Judging**

Bring in Ad

Judge: Spencer Holladay

Bring in Photo

Judge: Brian Feulner

## **11:45 a.m. - 12:45 p.m.**

### **Workshops**

Ten Tips on Avoiding Math and Statistical Errors -

Bill Tillinghast, San Jose State University

#JACC51

Preparing for the Big News Story -

Rachele Kanigel, San Francisco State University

#JACC52

Sports Photography: Covering the Olympics -

Nhat Meyer, San Jose Mercury News

#JACC55

Improving Your Page Design--

Alex Fong, Las Vegas Sun

#JACC56

Throwing Shoes: Editorial Cartooning in the 00's -

Tom Meyer, San Francisco Chronicle

#JACC57

The Business Side of Student Media: Increasing Profitability -

Tim Hendricks, San Jose State University

#JACC58

### **Contest**

Opinion Writing Lab (based on keynote speech)

News Judgment/Layout

Proctors: Cindy McGrath, Spencer Holladay

### **Judging**

Copy Editing

Editorial Cartoon

News Story

News Photo

## **12:45 – 2:15 p.m.**

**Lunch** - outside on the patio of the BBC building

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

NorCal Faculty Meeting, BBC 001

NorCal Student Meeting--BBC 004

At least one student from each school must attend this meeting.

Student representatives and faculty should pick up lunch and proceed to meetings, which begin at 1:15 p.m.

## **2:15 – 3:15 p.m.**

### **Workshops**

Don't Re-traumatize the Traumatized: A Discussion on Sensitive & Ethical Reporting -

Kim Komenich, San Jose State University

Sponsored by the Dart Center for Journalism & Trauma

#JACC59

The Interactive News Site: No More Crappy Coverage--They Want Compelling Content! -

Mario Sevilla, Bay Area News Group  
#JACC60

Investigative Reporting -  
Robert Gammon, East Bay Express  
#JACC61

Story Ideas that WOW! -  
Ellen Lee, freelance journalist  
#JACC62

Developing the Balance Between Print and Online Media -  
Jay Thorwaldson, Palo Alto Weekly  
#JACC63

Media Law for the College Press: How NOT to Cross the Line and be Sued -  
Diana Stover, San Jose State University  
#JACC64

Defending Your First Amendment Rights -  
Margaret Baum, College of San Mateo  
#JACC65

Writing Award-Winning Captions: A Primer for Photographers -  
Brian Feulner, Lodi News-Sentinel  
#JACC66

## **Judging**

Opinion Writing  
News Judgment/Layout

**3:30 - 4:30 p.m.**

## **Workshops**

Landing Your First Journalism Job -  
David DeBolt, Palo Alto Daily Post  
#JACC66

Know Your First Amendment Rights--  
James Wagstaffe, San Francisco State University  
#JACC53

News Design is More than Designing a Newspaper -

Spencer Holladay, The Kalamazoo Gazette

#JACC67

Investigate This!: Investigative Reporting on Student Newspapers -

Marcy Burstiner, Humboldt State University

#JACC68

Writing Killer Editorials, Columns and Blogs that get Clicks -

Paul Gullixson, The Press Democrat

#JACC69

The Intrepid Blogger: Keeping it Useful and Interesting -

Brian Feulner, Lodi News-Sentinel

Natalie Feulner, Sacramento State University

#JACC70

Multimedia Storytelling - -

Kim Komenich, San Jose State University

#JACC71

**4:45 p.m.- 6:15 p.m**

**Awards Presentation and Closing ---Morris Dailey Auditorium**