

## **Registration – 7:30 - 9 a.m.**

On second floor of Dwight Bentel Hall outside The Spartan Daily newspaper office. Breakfast sponsored by the San Jose State School of Journalism and Mass Communications.

## **BRING-INS:**

Submit entries for Bring-In Advertisement, Infographic, and Photo at registration table. Entries accepted until 8:45 a.m.

## **Opening Session – 9:15 – 10:15 a.m., Science Building, Room 142**

## **WELCOME**

Bhavisha Patel, JACC NorCal Student President

Dympna Ugwu-Oju, JACC NorCal Faculty President

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

Nancy Kaplan-Biegel, NorCal Conference Chair

## **KEYNOTE ADDRESS**

**New Journalism: We have seen the future and it looks a lot like Starbucks**

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

## **Session I – 10:30 -11:30 a.m.**

## **WORKSHOPS**

**The Power of Photojournalism:**

**Why National Geographic Magazine Still Rocks!**

(inside The Spartan Daily newspaper office)

Michael Cheers, San Jose State University

## **Session I – 10:30 -11:30 a.m.**

### **Column Writing: Feel First, Then Think!**

Joe Rodriguez, San Jose Mercury News

### **Public Relations in the 21st Century: How to Market Everything Including Yourself**

William Briggs, San Jose State University

### **Wake Up Your Readers!**

### **How to Tell Important Stories in New and Creative Ways**

Marcy Burstiner, Humboldt State University

### **Organizing and Selling Advertising on Your Campus**

Timothy Hendrick, San Jose State University

## **CONTESTS**

### On-the-Spot Copy Editing Contest

Proctors: Cindy McGrath, Anne Belden

### On-the-Spot News Writing Lab (contest on keynote address)

Proctors: Mary Mazzocco, Ed Remitz

### On-the-Spot News Photo Lab (contest on keynote address)

Proctors: Walter Alvarado, Steve McKay

### On-the-Spot Editorial Cartoon Lab (contest on keynote address)

Proctors: Dympna Ugwu-Oju and Bill Johnson

Note to Proctors: Take Entries to Curtis in DBH 107 when complete.

## **JUDGING**

Bring-in Advertisement, Infographic, and Photo

Judges: Beth Grobman, Laura Paull

## **Session II – 11:45 a.m. - 12:45 p.m.**

## **WORKSHOPS**

### **Why Small Dailies May Save the Newspaper Industry**

Jon Mays, San Mateo Daily Journal

**Voices for Justice: The Enduring Legacy of the Latino Press in the U.S.**

Eva Martinez, Acción Latina

**Beyond Shovelware: Enhancing Your Online Publication**

Rich Cameron, Cerritos College

**Session II – 11:45 a.m. - 12:45 p.m.**

**Radio in a Visual World**

Bob Butler, KCBS

**Media Law for the College Press: How NOT to Cross the Line and be Sued**

Diane Stover, San Jose State University

**Getting Started with Blogs and Micro-Blogging**

Cynthia McCune and Steve Sloan, San Jose State University

**CONTESTS**

On-the-Spot Opinion Writing Lab (based on keynote speech)

Proctors: Burt Dragin and Tom Graham

On-the-Spot Layout Contest

Proctors: Paul DeBolt and Bill Davis

**JUDGING**

On-the-Spot Copy Editing

Judges: Cindy McGrath, Anne Belden, and Nolan O'Brien

On-the-Spot Editorial Cartoon

Judges: Dympna Ugwu-Oju and Bill Johnson

On-the-Spot News Story

Judges: Mary Mazzocco, Ed Remitz, and Rich Mellott

On-the-Spot News Photo

Judges: Walter Alvarado, Ralph Nichols, Steve McKay and Jean Dickinson

**Lunch (al fresco) – 12:45 – 2:15 p.m.**

**Outside the east entrance of Dwight Bentel Hall**

## **NORCAL FACULTY MEETING DBH 226**

## **NORCAL STUDENT MEETING DBH 133**

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.

## **Afternoon, Session III – 2:15 – 3:15 p.m.**

### **WORKSHOPS**

#### **College Publisher 5.0: A preview**

Rich Cameron, Cerritos College

#### **Ten Tips to Designing a Better Newspaper**

Frank Mina, San Francisco Chronicle

#### **Sports Photography**

Nhat Meyer, San Jose Mercury News

#### **Blogging the Sport Beat**

Mike Lefkow, Bay Area News Group

#### **Investigative Journalism: The Chauncey Bailey Project**

Bob Butler, KCBS

### **JUDGING**

#### **On-the-Spot Opinion Writing**

Judges: Burt Dragin, Tom Graham, and John Shrader

#### **On-the-Spot Layout**

Judges: Paul DeBolt, Bill Davis and Mike Dougan

## **Afternoon, Session IV – 3:30 - 4:30 p.m.**

### **WORKSHOPS**

#### **Multimedia Storytelling**

Pauline Lubens, San Jose Mercury News

#### **Supporting Your Independent Career:**

#### **Crowdfunding, Marketing and More**

David Cohn, Spot.us

#### **Music, Film, and Arts Criticism:**

#### **Take on the Big Boys and Girls, Sharpen Your Pens, and Toughen Your Hide**

Kimberly Chun, San Francisco Bay Guardian

## **Afternoon, Session IV – 3:30 - 4:30 p.m.**

#### **The Competitive Edge: Getting an Internship in Difficult Times**

Ronnie Lovler, Center for Integration and Improvement of Journalism

#### **Editors' Round Table**

Moderators: Nick Donofrio, Skyline College;

Bhavisha Patel, Cosumnes River College

#### **Hands-on Tutorial for YOUR College Publisher**

Rich Cameron, Cerritos College

### **AWARDS PRESENTATION AND CLOSING**

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

**Engineering Building 189**