

# NORTHWEST SCHOLASTIC PRESS

VOL. 24 NO. 1

IMPRESSIONS

FALL 2016

# FALL PRESS DAY

WEDNESDAY, NOVEMBER 2<sup>ND</sup> UNIVERSITY OF OREGON ERB MEMORIAL UNION

NORTHWEST SCHOLASTIC PRESS is proud to announce the **31st Annual Fall Press Day** to be held at the renovated Erb Memorial Union on the campus of the University of Oregon in Eugene on **November 2, 2016**.

This year's FPD will include over 30 workshops covering First Amendment press law, newspaper design, headline design, photojournalism to writing yearbook copy.

**Registration deadline is Wednesday, October 26, 2016.**

## KEYNOTE ADDRESSES



**JAMILAH LEMIEUX** is the Vice President of News and Men's Programming for Interactive One, where she spearheads the editorial

development of NewsOne, the leading source of news for Black Americans and TheUrbanDaily, a lifestyle site for Black men.

Prior to joining iOne, Lemieux was the Senior Editor at EBONY magazine where she crafted a number of signature content and event series.



**JUAN-CARLOS MOLLEDA** is a public relations expert whose research focuses on global corporate public relations management.

At the University of Oregon, he is the Edwin L. Artzt Dean of the School of Journalism and Communication. Molleda has more than 21 years of experience teaching and researching public relations and communication management.

## SCHEDULE OF THE DAY

7:30 - 8:30 a.m. Registration/Trade-show exhibit  
8:00 - 8:30 a.m. Write-Offs Registration  
9:00 - 9:50 a.m. Opening Keynote  
10:00 - 10:50 a.m. Workshop session I/ Write-Offs  
11:00 - 11:50 a.m. Workshop session II  
12:00 - 12:50 p.m. Lunch  
Students on your own/Adviser Luncheon  
1:00 - 1:50 p.m. Workshop session III  
2:00 - 2:30 p.m. Closing Keynote  
2:30 - 3:00 p.m. Awards

## SCHEDULED SESSIONS

(AS OF SEPTEMBER 26, SUBJECT TO CHANGE)

### GENERAL

Applying to College as a journalism major  
Covering LGBT individuals in the media  
Covering Trauma  
Designing Headline packaging  
First Amendment Press rights & responsibilities  
How technology is changing content creation and distribution  
How to shoot great sports photos  
Ice, Ice Baby (Staff Culture)  
Interviews & Conflict Sensitive Reporting  
Gimmie 10 (Photo selection)  
Social Media for Journalists: Tips for managing and verifying social media  
The team bonded and everyone had a good time (writing)  
What's the Story...really?  
Write Captions, not CRAPtions

### YEARBOOK

Design 101  
Making the Big Bucks  
Top 10 writing tips

### ADVISER

Adviser luncheon  
Adviser roundtable  
Help for Advisers

### NEWSPAPER

Newspaper Design  
Newspaper Critique (by appointment only)

### MULTIMEDIA/VIDEO

Beginning Podcasts  
Documentary Film  
On the Air  
Smartphone video bootcamp



<http://nwscholasticpress.org/2016-fall-press-day/>  
**Registration Deadline Wednesday, October 26, 2016**

### CONTACT US

Northwest Scholastic Press  
University of Oregon,  
George S. Turnbull Center

70 NW Couch St. 366A  
Portland, OR 97209  
503.412.3664  
nwscholasticpress@uoregon.edu

### FOLLOW US!

@nwspress

Northwest Scholastic Press

### JOIN ONLINE

<http://tinyurl.com/NWSP-2016-2017-Membership>  
nwscholasticpress.org

## Eriksen selected 2016 Mary Hartman Oregon Journalism Teacher of the Year

Story by Anna Scherer - South Salem HS



Brian Eriksen is responsible for several student-run media outlets at South Salem High School, including the newspaper, the Clypian, the student website, Clypian.com and the weekly news broadcast, SaxonTV.

In the last few years, the influence has spread to social media, where the students are heavily involved in Instagram, Tumblr, Pinterest, Twitter, and student-made filters on Snapchat. Eriksen also advises the weekly television show and pre show, Saxon Wrap Up and Saxon Wrap Up 2.

The news production staff has been awarded numerous times by the Northwest Scholastic Press, the American Scholastic Press Association, and Quill and Scroll. These have ranged from "Best of Show," to first and second place awards. Several of his past students have gone on to pursue media and/or public relations careers.

Eriksen has also been the teacher for the 2014 and 2016

Oregon Journalists of the Year, Rachal Meza-Rojas and Takur Conlu.

Along with teaching, Eriksen currently works at KYLC radio as a sports announcer and show host, with previous background as a producer and director. Eriksen is also active in podcasting on two different online shows. He has a degree in radio/television from Linfield College and has worked in the television and newspaper industry since 1991.

## Conlu selected 2016 Oregon High School Journalist of the Year

Story by Anna Scherer - South Salem HS

Takur Conlu, Editor-in-Chief of South Salem High's newspaper, has been a member of The Clypian since his freshman year. He has had many roles in the news organization; as a reporter, as sports editor and two as Editor-in-Chief.

"I'm really proud of where we brought the paper the past four years," Conlu said.

"Though our strengths may differ with each new class of students that come and go, it's the fact that we manage to accomplish many things just as well, if not better than the previous years."

"Takur is a great leader in allowing his staff to be a big part of his success," media and publications teacher Brian Eriksen said.

As part of the award, he was given the Alyce Sheetz Scholarship. In the fall, he will be attending the University of Oregon to continue his journalism career.



"I was happy at least [about winning], but I think the stress of doing my job is more important in my mind, which kind of fits the point of the award if you really think about it," Conlu said.

Conlu has also been involved in the expansion of The Clypian's videography, social media, and online web presence. The work of Conlu and his staff can be viewed on [www.Clypian.com](http://www.Clypian.com).

## HOW TO APPLY

Each year NWSP & OJEA recognize students and teachers through awards

Nominations are accepted from principals, professional journalists, fellow teachers, or students. Individuals may also self-nominate. Nominees must be from schools that are members of NWSP. Nomination packets are due in February, awards are presented in March.

Visit for more information: <http://nwscholasticpress.org/awards/>



## Former Va. newspaper and yearbook adviser leads NSWP and UO Scholastic Journalism Outreach

Story by Andra Brichacek - University of Oregon

When Anthony Whitten was 11, he moved from a majority black school in New Jersey to a primarily white school in Virginia. In high school, he struggled with feeling like he

belonged in a community where few of his fellow students looked like him.

That all changed when he found journalism. "It was the one place I felt really connected to school and myself," he said.

After joining the yearbook staff his junior year, Whitten realized two things: The world is full of possibilities – and stories – just waiting to be discovered. And he wanted to be a teacher who could support other minority students through the types of challenges he had faced.

Whitten, who has been a high school instructor in northern Virginia for the last 12 years, has made it his life's mission to support young people and show them paths they might never have considered. In his role as adviser for Westfield High School's yearbook and newspaper, he has guided student journalists to several honors, including this year's elite Pacemaker Award. For the past two years, he has also served as a facilitator for the Journalism

Education Association's Outreach Academy, where he trains other journalism advisers how to teach their subject to diverse populations. The JEA awarded Whitten its Rising Star award in 2013.

Whitten's latest adventure as the School of Journalism and Communication's scholastic journalism outreach coordinator will allow him to connect even more high school students with life-changing opportunities. In the new role, Whitten will visit Oregon high schools to recruit students to the SOJC and teach other educators what he has learned about keeping journalism engaging and relevant to digital natives. He will also act as executive director of the Northwest Scholastic Press, a regional organization based in the SOJC that organizes the annual Fall Press Day and the Student Media Olympics.

"Scholastic journalism serves an essential role for the SOJC as the leading school of journalism on the West Coast," said Regina Lawrence, executive director of the SOJC's Agora Journalism Center and the George S. Turnbull Portland Center, where Whitten's position is based. "It's part of our mission to show young people the importance of journalism to communities and to democracy. And it's a crucial pipeline to excite young people – especially those in underrepresented communities – about journalism, pursuing college and attending the University of Oregon."

continue reading the interview: <http://journalism.uoregon.edu/news/anthony-whitten-joins-sojc-as-scholastic-journalism-outreach-coordinator/>

# NWSP Forms

We've streamlined many of the forms you need and have placed them online

## NWSP MEMBERSHIP

Membership fees include entry into all 2016-2017 NWSP contests and events, including 10 entries for Student Media Olympics, Write-Offs, scholarships, recognition, e-newsletter, website, and staying in touch with all of the latest developments in scholastic journalism. Membership is good from October 1, 2016 to August 31, 2017.

<http://tinyurl.com/NWSP-2016-2017-Membership>

## FALL PRESS DAY REGISTRATION

Students: \$20 each/ \$35 each without NWSP membership  
Advisers: \$35 each/ \$40 each without NWSP membership

<http://tinyurl.com/FPD-2016-Registration>

## FPD BUS & SUB COVERAGE

Northwest Scholastic Press (NWSP) and the University of Oregon School of Journalism and Communication are now offering to cover bus and substitute teacher fees for programs in need.

<http://tinyurl.com/FPD-Bus-and-Sub-Reimbursement>

## FPD BEST OF SHOW & WRITE-OFFS

**Best of Show:** Contest for current publications, broadcast, and online web staffs. Contest materials will be brought to and judged at Fall Press Day, and the winners will be announced at the award ceremony. Judges will look at overall content, technical difficulty and appearance. Awards will be given for first through third place.

**Write-Offs:** You may register up to three students per category.

**Categories:** On-site contests (news writing, feature writing, sports writing) *Email-in photo contest* (feature, human interest, news and sports) <http://tinyurl.com/FPD-Contests>



UNIVERSITY OF  
OREGON

School of Journalism  
and Communication

70 NW Couch Street  
Portland, OR 97209

*Don't forget - no one else sees the world  
the way you do, so no one else can tell  
the stories that you have to tell.  
-Charles de Lint*



# FALL PRESS DAY

Wednesday, November 2  
Erb Memorial Union

Northwest Scholastic Press



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