

IMPRESSIONS

VOL. 25 NO. 2

NWSCHOLASTICPRESS.ORG

WINTER 2018

REGISTER FOR PORTLAND MEDIA DAY ON MARCH 9, 2018



We're bringing Fall Press Day to Portland for the second year in a row with Portland Media Day.

Join Northwest Scholastic Press and the University of Oregon School of Journalism and Communication on **Friday, March 9, 2018** for a day full of workshops in writing, photography, layout and design, advertising, and public relations.



One of the perks of having the event in Portland is that we're able to showcase the largest media market in the state. This year we have presenters from KGW, Fox 12, KOIN, The Oregonian/Oregon Live, and more.

We also encourage advisers to present! All presenting advisers receive free registration.

Students and advisers: \$10 each/\$20 each without NWSP membership.

Registration is open to all middle and high school students.



SOME SCHEDULED SESSIONS

(AS OF FEBRUARY 1, SUBJECT TO CHANGE)

Multimedia Toys, Gadgets and Storytelling

The Importance of Diversity in the Newsroom

Sports Photography 101

Podcasting, Radio, and the Power of Audiostorytelling

A Fresh Look at Social Justice Issues

TV News: A Changing Business

Writing Feature Stories that Matter

How Mobile Messaging Can Enhance Your Journalism

Designing Headline Packages

Utilizing Social Media

3 Middle School Sessions

Questions? Email nwscholasticpress@uoregon.edu

REGISTRATION DEADLINE: FRIDAY, MARCH 2, 2018
<http://tinyurl.com/PortlandMediaDay18>



STUDENTS EXPLORE JOURNALISM AND MEDIA CAREER PATHS DURING NEXT GENERATION STORYTELLING

The School of Journalism and Communication (SOJC)'s residential high school program returns on June 24, 2018 to show prospective students what the University of Oregon has to offer.

During the weeklong summer program, students get a glimpse into college life for a week as they live in a dorm, eat in the dining hall, and attend classes taught by SOJC professors.

"My favorite part about attending Next Generation Storytelling was meeting a variety of people that have the same passion as I do, and being able to get a taste of what campus life is like," said Rylee Butterfield, a La Pine High School junior.

"My favorite part about [Next Generation Storytelling] was meeting a variety of people that have the same passion as I do..."

Students also interact with industry professionals through the featured speaker series. Last year the program featured Sonya Ross from The Associated Press, Gary Metzker from Cal State Long Beach, Yvonne Leow formerly of Vox.com, and Sarah Barshop from ESPN's NFL Nation.

Barshop is returning this summer along with Jason George, screenwriter and producer of hit television shows such as "Narcos", "Nashville" and "The Blacklist"

Next Generation Storytelling allows students to experience SOJC classes in advertising, journalism, media studies, and public relations. This year classes focus on social media, owning the room, sports reporting, mobile storytelling, and crafting stronger profiles.

"I learned how to expand my style of writing to help avoid bias and my knowledge on subjects," said Tyler Gangon, Astoria High School senior. "As head sports editor at my school paper, I brought back my personal experiences to help other members of the class become better writers."

The goal of the program is to cultivate a sense of career possibility and opportunity for students, whether it's a career in advertising, journalism, media studies or public relations.

"As I engage students and parents about attending the University and majoring in journalism and communication, people are under the impression that journalism and communication careers are dead-end, but that's not true," said Anthony Whitten, Next Generation Storytelling Director and NextGen Media Outreach Coordinator. "Our goal is to give students access to successful individuals working every day in the field and show students that this is a viable career possibility."

To learn more about what's offered this summer, visit the Next Generation Storytelling website:

sojc.co/NextGenUO

Follow NGS on social!



@NextGenUO

FINAL CALL!

NOMINATE DESERVING ADVISERS AND STUENTS FOR OUR ANNUAL AWARDS

Northwest Scholastic Press and the Oregon Journalism Education Association are currently accepting applications for Teacher of the Year, Rookie Adviser of the Year, and Student Journalist of the Year.

Nominations are accepted from principals, professional journalists, fellow teachers/advisers, and students. Individuals may also self-nominate.

TEACHER/ROOKIE OF THE YEAR:

Teacher of the Year is open to any active journalism, publications or media adviser in an Oregon public or private high school. The winner receives a \$500 cash prize which is paid by an endowment from the Hartman family.

Rookie Adviser of the Year is open to any active journalism, publications or media adviser in an Oregon public or private high school with less than two years experience. The winner receives a \$250 cash prize from Northwest Scholastic Press.

You need to submit three things to nominate:

- **Media Samples.** Please submit two issues of the school newspaper, one copy of the most recent yearbook, a tape or DVD of two broadcasts or a reference to an online edition.
- **Letters of Recommendation.** Two to five letters of recommendation from teachers, administrators, students, local professionals or community members who know the nominee's work.
- **Completed nomination form.** The individual nomination form can be used for either the teacher or rookie of the year. Clicking 'nominate an adviser' will take you to the form.

MAIL Teacher/Rookie of the Year
applications to:
J.D. McIntire
13115 SW Park Way
Portland, OR 97225

STUDENT JOURNALIST OF THE YEAR:

The entry for JOY has two parts:

The application. The JOY application must be emailed as a single PDF to the state director by midnight on February 15th. You may submit by sharing the file through Dropbox if it's too large to send over email. Note: this is separate from the online portfolio.

- The application form for the Oregon JOY contest.
- An official high school transcript.
- An action photo of the applicant involved in some aspect of student media and an extended caption written for the photo. By submitting the photo, you are giving OJEA permission to use it when the award is announced.
- Three letters of recommendation from people who can speak to your journalism experience.
- A personal resume.
- A self-analytical essay about your journalistic life, no longer than two pages in length.

The online portfolio. Candidates need to create an online portfolio of their work that can be accessed by URL. The Oregon JOY competition follows the national JEA portfolio requirements.

EMAIL Student Journalist of the Year
applications to J.D. McIntire
at mcinduck@comcast.net

All applications are due by **Thursday, February 15, 2018**

CATEGORIES

NEWSPAPER/MAGAZINE

- N1 - Strictly news
- N2 - In-depth news analysis
- N3 - In-depth news package
- N4 - Human interest
- N5 - News feature
- N6 - Sports news
- N7 - Sports feature
- N8 - Sports opinion
- N9 - Editorial/staff opinion
- N10 - Column: single story
- N11 - Editorial cartoon
- N12 - Review
- N13 - Single issue, print
- N14 - Front page layout
- N15 - Inside page layout
- N16 - Double page/in-depth layout

YEARBOOK

- Y1 - Theme package (cover, end sheet, opening, dividers, closing, parting page)
- Y2 - Academic spread
- Y3 - Sports spread
- Y4 - Organization page/spread
- Y5 - People section page/spread
- Y6 - Non-traditional coverage spread
- Y7 - Personality Profile
- Y8 - All coverage device (showing at least 5 uses of it in the book)

PHOTOGRAPHY

- P1 - News photo
- P2 - Human interest/feature photo
- P3 - Sports photo
- P4 - Photo story

ART

- A1 - Illustration with story
- A2 - Infographic

ADVERTISING

- AD1 - Single ad, student produced

BROADCAST

- B1 - News broadcast/package
- B2 - Human interest package
- B3 - Sports package

PODCAST

- PC1 - News radio/podcast
- PC2 - Human interest radio/podcast
- PC3 - Sports radio/podcast

WEB

- W1 - Website

STUDENT MEDIA



What is this contest? Student Media Olympics is a contest of student journalists' work published since August 1, 2017. Entries in 38 categories include web-based journalism, video-based journalism, audio-based journalism, and print-based journalism. Including news, feature, sports, and opinion writing, photography, design, advertising, art, single issues, video and podcast.

How much does it cost? NWSP members receive **10 SMO entries** with membership, every entry after that is \$3 each. Non-members pay \$5 per entry.

How many entries may each school submit? Up to three entries per categories.

Who judges the contest? Journalism professionals, college level advisers, and award winning student media advisers who are retired or work in other states.

What feedback is provided? All entries receive feedback listing strengths and areas needing improvement. Award certificates for best of category, superior, excellent or honorable mention categories will be mailed to schools when judging is complete. Feedback will be sent to advisers via Dropbox.

Where can I find the results? All winners are posted on the NWSP website. Find 2017's winners under Contest > Awards.

High school and middle school entries are judged separately

**ALL ENTRIES MUST BE ON
DROPBOX BY APRIL 17**

HOW TO ENTER

1 NWSP MEMBERSHIP

Sign up for NWSP membership, if you're not a member already.

<http://tinyurl.com/NWSP-17-18-Membership>

2 DOWNLOAD FORMS

Visit <http://nwscholasticpress.org/publications-olympics/>

Download the Student Media Olympics invoice. Once completed, email the invoice to nwscholasticpress@uoregon.edu. You'll receive a confirmation email with the Student Media Olympics entry form spreadsheet. The spreadsheet, along with all entries, will go on Dropbox.

3 PREPARE ENTRIES

Save all entries as a PDF. Remember, you can submit up to three entries per category.

Name each file with your school name, category number, and corresponding entry number. For example, if you're from Sheldon High School and entering in Yearbook: academic spread, you will name the file "**SHELDONHSY2.1**" and your second entry in the same category will be "**SHELDONHSY2.2**", and so on.

4 DROPBOX

- Create a free Dropbox account that holds up to 2GB of space for your submissions.
- Create a new folder by clicking the icon on the top right hand corner. It's the second from the left.
 - Name the folder your school's name
 - Inside your school's named folder, create folders for each category you plan to enter.
Example: "N1.Strictly News" or "P1.News photo"
- Once you've created a folder for each category your school is entering and placed all entries in the folders, you will now **share** your school's folder with nwscholasticpress@uoregon.edu.
- Share your folder with us by clicking the "**sharing**" link on the left hand side of the webpage. Once you click that, click on "**New Shared Folder**" Clicking that should bring up a box with the option of creating a new folder to share, or sharing an existing folder. Choose to **share an existing folder** and click **next**. Select the folder you'd like to share, and click next again. Add nwscholasticpress@uoregon.edu to the "**invite members to this folder**" line, then click share.
- You should receive an email once we've joined your folder. If you run into issues, email us.

NOTE: We no longer accept video streams for broadcast entries. Judges find them hard to effectively critique, as they don't fit the criteria outlined in our rubrics.

IMPORTANT DATES

March 9, 2018

Portland Media Day
White Stag Building
Portland, OR

March 14-16, 2018

CSPA High School
Journalism Convention
New York, NY

April 12-15, 2018

JEA/NSPA High School
Journalism Convention
San Francisco, CA

April 17, 2018

Student Media
Olympics Entry
Deadline

June 16, 2018

Editorial Leadership
Summit
White Stag Building
Portland, OR

June 24-29, 2018

Next Generation
Storytelling
University of Oregon
Eugene, OR

October 24, 2018

Fall Media Day
University of Oregon
Eugene, OR

Next Generation Storytelling

June 24-29, 2018

A journalism and communications **summer experience** for young adults at the University of Oregon

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