

Media Matters: Writing Conference

For High School Teachers and Teens

Thursday, November 5, 2009

Workshop Descriptions

*All workshops are 55-minutes unless otherwise noted

Teacher-Only Workshops

Privacy Law Myth-Busting: Advisers and the Law

We know the First Amendment protects students, but what are your rights as an adviser—and how do you keep from becoming collateral damage in a censorship battle? Get the facts on protecting your students, your publication and your career when the principal comes knocking.

Adam Goldstein, Attorney Advocate, Student Press Law Center

Help For Teachers (teacher only)

Many resources are available for classroom content needs and advising inspiration. Brian Baron and Carol Lange will share print and online material available for teachers of print, online and broadcast programs. Bring your questions. We will do our best to answer them.

Carol Lange, publications advisor and board member for the Journalism Education Association (JEA)

Brian Baron, English Department chair at Newton South High School and an assistant adviser of The Lion's Roar

Intensive Journalistic Writing for the Journalism and English Class (teacher only)

Do you want a new approach to engage students in writing? Develop critical thinking and reading skills? Carol Lange, one of the creators of the original IJW curriculum, and Brian Baron, who has successful journalism and AP English Language and Composition programs in Newton, will share lessons and ideas for developing writers.

Carol Lange, publications advisor and board member for the Journalism Education Association (JEA)

Brian Baron, English Department chair at Newton South High School and an assistant adviser of The Lion's Roar

It's the Feedback, Stupid! A Salsa Dance Metaphor to Show What REALLY Matters in Writing Instruction (90 minutes)

Teachers of writing spend hours crafting written comments on their students' writing in order to bolster their skills. But what messages--both implicit and explicit--do students take away from these comments? And how do those messages either support or prevent the growth of both motivation and

writing skills? A Writers' Express (WEX) teacher trainer and a salsa dance instructor will lead participants through a few steps of Salsa dance instruction to demonstrate the tremendous power of feedback in any learning process. And when we're done with dance, we'll look at the implications for student writing.

Carolina Tejedor and TBA, The Writers' Express

The Engaged Learner: Using Interactive Methods in the Classroom (2 hours)

Effective classrooms have three things in common: high student engagement, teachers who are connected with their students on an interpersonal level, and good discipline. Teachers who are comfortable in using interactive techniques draw on them to both impact their students' engagement to the subject, and deal with the social/emotional issues students bring consciously (and unconsciously) to the class. This highly interactive, engaging workshop is designed to have participants experience and discuss different types of interactive methods that can be used in the classroom. It is also applicable to staff who work with student groups as an advisor or club leader.

Sapna Padte, Director of Consulting and Training, Center for Teen Empowerment

The Language of Revision: Helping Students Find Value in the Revision Process (90 minutes)

Participants will examine the challenges of revision and practice a new approach that targets needed writing skills, increases students' awareness of their own improvement, and provides a clear strategy that students can apply to future writing tasks. In addition, teachers learn how to differentiate instruction by targeting the skills individual students need to work on most, making this approach to revision work even in classes with greatly varying skill levels and abilities.

Pat Scully, senior trainer and program manager at The Writers' Express
Deb Sabin, senior trainer and curriculum developer at The Writers' Express

Writing to Learn and Think across the Curriculum (2 hours)

We will engage in several activities that explore ways of using writing as a tool for learning and to help us sort through our thinking. We'll see the difference between writing to facilitate our learning and writing to demonstrate what we've already learned. This will be an interactive workshop that will demonstrate how writing can be used in a variety of ways to teach a variety of subjects.

Peter Golden, former teacher and founding member of the Boston Writing Project

Student and Teacher Workshops:

Bringing the People's University to the People

Over the past decade, the University of Massachusetts has created a series of television advertisements and other short films designed to give the public a better sense of and greater appreciation for the five campuses of the University of Massachusetts system. The creators of the multi-award-winning series talk about the planning and execution of this ambitious and innovative

communications project.

Bob Connolly, Vice President for Strategic Communications and University Spokesperson for the University of Massachusetts
Paul Canney, Director, Element Productions in Boston

Dunkin' Donuts Goes National

Follow the path that Dunkin' Donuts paved to a successful expansion from the northeast to becoming a national brand. From consumer research to developing a core message and driving it consistently, the Dunkin' Donuts case study teaches a powerful communication lesson.

William Keyser, President, Keyser Public Strategies

Eat, Listen, Watch...and Write a Review (2 hours)

Have you been to a great restaurant lately? Seen a movie you hated? Spent an entire evening glued to a new video game? Want to share your discovery with the world? A good review includes expository, descriptive, and persuasive writing. In this workshop you'll learn how to do it all--and entertain your readers! You will leave the workshop with a draft of a review and some ideas about where to publish it.

Rebecca Steinitz, Writing Coach, WriteBoston

Ethnic Media's Place in the Changing Media World

Do you watch/listen/read ethnic media? Learn about the state of ethnic media and the roles the outlets play in our society. We will compare how so-called mainstream media and ethnic media cover the same events and issues but in unique ways.

Frank Herron, Director, Center on Media and Society in the McCormack Graduate School of Policy Studies, UMass Boston

Family Stories in *Fiction!*

Writing about your family can be comical, thorny, or compelling. Remember: in fiction, anything goes! What if you gave your aunt a new profession? Wrote a story from the perspective of your grandfather when he was just a little boy? Or, what if you changed the setting of a major family event to another city, state, country, or time period in history? Fiction is fun! We can use imagination and endless family tales to weave together entertaining material, using creative writing tools like character questionnaires and character conflict. We will look to writers like Sherman Alexie, Sandra Cisneros, Junot Díaz, John Cheever, and others for inspiration as we work on writing stories of our own. This workshop is limited to 20 students.

Jennifer De Leon, Instructor, Grub Street

From Iowa to the White House

Join Boston Globe award winning columnist and photographer Derrick Z. Jackson as he chronicles Barack Obama's journey to the White House. Using his original photography, Jackson will give his personal commentary on the historic campaign of President Obama from the weekend he announced his candidacy in 2007 to his first news conference in the White House in February 2009.

Derrick Z. Jackson, Associate Editor, *The Boston Globe*

From List to Poetry

Did you know that by using lists you can make your readers or listeners laugh, cry, gasp, shake their heads, gag, or even think! Many poems are lists (the fancy name for a list is a litany) — just simple lists. Or not so simple. With a list you can tell a story that isn't otherwise spoken in the poem. You can communicate a state of mind. You can call an injustice to account. Or you can use a list just as a way of starting a poem. (Many poems are lists in disguise!) Or you can make poems that are braids or weavings of several lists. This workshop will look at some examples of list-poems, and offer exercises and guidance for generating several kinds of list-poems of your own.

Richard Hoffman, Author and Professor, Emerson College and University of Southern Maine

From Page to Stage or Screen: The Basics of Script-Writing

This workshop will offer a combination of lecture and exercises to give you a sense of the basics of script-writing. Elizabeth Searle will discuss her own transition from writing fiction to writing for stage and screen, will summarize basic tips from the classic text *STORY* and will lead the class in several fun hands-on exercises.

Elizabeth Searle, co-Vice Chair of PEN/New England and teacher of fiction and popular fiction writing at the Stonecoast MFA Program

Get Right with Copyright

“I found the perfect photo on Google Images, but...” is the start of many a phone call to the Student Press Law Center attorney hotline. Learn what is and is not a permissible use of other people's artwork, photos, songs and videos, and some practical tips to minimize your risk of being on the wrong side of copyright.

Adam Goldstein, Attorney Advocate, Student Press Law Center

Having Impact: How Journalists Change the World

From the source - a straight talk about what investigative reporters do, the results they hope for, and how our society reacts to big investigative stories. How can you change the world through your stories?

Sean P. Murphy, Investigative Reporter, *The Boston Globe*

Help, I've been Censored!

The first step in fighting censorship is to understand your legal rights (and limits), and how to assert them intelligently. We'll take you through what you need to know about federal and state law to make the most persuasive case to school administrators – and the public – if a censorship controversy hits.

Adam Goldstein, Attorney Advocate, Student Press Law Center

How to Develop a Press Conference

You just landed a job as a reporter and your first assignment is to cover a press conference at City Hall. What do you do? Attend this workshop to get an inside look at how press conferences work. Attendees will receive a media advisory announcing a press conference, participate in the question/answer session of the news conference, try their hand at writing a news lead, and then see how the Boston media covered the story.

DeWayne Lehman, Director of Communications, UMass Boston

How to Sound Smart (2 hours)

We will cover the tenets of what makes a good interviewer and then "practice" by interviewing and giving a critique of the interviews. The practice interviews will be designed to illustrate circumstances that might actually happen in broadcasting.

Janis Pryor, the host and producer for *Commonwealth Journal* WUMB 91.9FM

Interviewing 101: Before, during, & after (2 hours)

This workshop will be facilitated by Lynette Correa, an internationally recognized student-career coach and Founder/CEO of Career Coaching 4 Kidz. Lynette will career coach students during this highly-audience interactive workshop on the do's & don'ts of interviewing on all 3 stages (before, during and after) and provide insight on successful tips for a student to be competitive during the interview process. There will be an "Ask the Expert" segment in the end of the workshop for participant questions.

Lynette Correa, Founder/CEO, Career Coaching 4 Kidz, (www.cc4kidz.us)

Investigative Reporting: From Documents to Door Knocks (2 hours)

Investigative reporting is like a treasure hunt with one piece of information offering clues to the next. We'll focus on the practical applications of going in-depth, how to truly investigate a story. We will explore the importance of on-the-scene and in-person reporting; the wealth of information that

is hidden away in court documents; and how a reporter can use an accumulation of facts to get reluctant sources to talk.

Ric Kahn, Coordinator of *Boston Teens in Print*, WriteBoston

Killer Apps: How to Write a Great College Essay

For most students, the essay is the toughest part of the college application process. We'll discuss some strategies to get you started, to get it done, and to make it great. We'll look at a few actual student application essays—some successful, some not so much—and spend some time brainstorming and critiquing.

Patrick Dwyer, Assistant Director of Admissions, UMass Boston

Make Publications Come Alive with Graphics and Design:

Does your publication need a makeover? Take a look at some examples of interesting and eye-catching layouts from a variety of actual publications, and learn how to improve your school's publication and attract more readers with a new design layout and graphic elements.

Irene Mauch, Director of Creative Services Marketing and Advertising, *The Boston Globe*

Making the Pitch: A Workshop in Persuasive Speechmaking (2 hours)

Learn what goes into writing and delivering an effective persuasive speech, and then put this knowledge to use by crafting and presenting your own speech. This performance workshop will give you the tools and the confidence you need to win over an audience.

Nina Tisch, Education Specialist, John F. Kennedy Presidential Library and Museum and director of the annual Moakley Public Speaking Institute

Me, Myself, and Memoir

Have you ever gotten sick in public? Spilled or broken something important? Packed for a trip in a hurry? As interesting as a "true story" is, it can only be better by employing imagery, voice, dialogue, setting, and other fiction techniques, not to mention characters! Good creative nonfiction almost always employs these craft elements. We will identify what makes a good topic for memoir, discuss what's working in excerpts by Esmeralda Santiago, Sherman Alexie, Francisco Jimenez, and others, and begin writing some essays of our own. By the end of this workshop, you will be able to take your toolkit of fiction techniques and continue to craft great nonfiction that jumps off the page! This workshop is limited to 15 students.

Jennifer De Leon, Instructor, Grub Street

My Boring Beat: Writing without an All-Access Pass (2 hours)

Imagine this: You've been writing your latest op-ed, when Michael Jackson's agent calls to tell you that he's back from the great beyond and wants to give YOU an exclusive interview! Then you wake up. Chances are you won't score a career-making interview this school year. So what's a writer to do? Write half-heartedly about the school police and hope no one reads? No! Find the extraordinary stories within your neighborhood or school. Interview and write about the custodians' football league or your science teacher's rock band! Participants will practice smart and quirky interview skills to dig up great stories (or at least tell average stories fantastically).

Lindsey Plait, Program Director, 826 Boston

My Life...My Words (2 hour) ** *This workshop is for students only* **

Everyone has a story to share...what's yours? This workshop will jump-start the beginning of your autobiography! We'll look at famous opening lines of some popular books and analyze how they pull you in and keep you reading. What grabs your attention when you start a new book? Is it the first line? The language? The imagery? Once we figure it all out, we will use these catchy techniques to write the opening paragraphs of our own stories. We'll also talk about what inspires you to write, and what feelings, moods, or even locations get you into the writing groove. Come prepared to put pen to paper, because it's time to tell the world your story!

Saun Green, Program Director, Teen Voices

Read Aloud to Succeed! An Introduction to Broadcasting (2 hours)

News, Weather, Sports, what is the future of TV News? Want to host your own Web TV show? Young Broadcasters of America will walk you through the future of television on the Internet. You will learn how to read off the tele-prompter, create an engaging interview, voice over sports highlights, or entertainment news, write a commentary, or do the weather. Bob Halloran from WCVB TV 5, Joe Joyce NECN Meteorologist, Jimmy Myers WTKK, Jerry Trupiano 98.5 The Sports Hub, along with YBA founder Jimmy Young are the instructors.

Jimmy Young, Founder and President, Young Broadcasters of America (YBA)

Redefining High School Journalism and Preparing for the Web Generation

The founder of Wayland Student Press Network (WSPN), an award-winning online high school publication that publishes diverse types of content first and only on the Web, will talk about various management tactics that popularize the medium with the Web generation. The presentation will also discuss strategies to redefine the current approach to high school journalism, preparing for the next generation of students who were born when the Internet was already a household word.

Robin Kim, Founder, Wayland Student Press Network

She Did *What*? Writing with Intrigue

One of the most important features of any fictional work is the element of surprise. The characters we remember are the ones that have intriguing inconsistencies. The most vivid stories are filled with unexpected turns of events and metaphors that challenge our intellects. As writers, how do we develop this ability to surprise and delight our readers? What kinds of stories stretch our imaginations? Can a story be serious but also play with our expectations? We will do a mix of writing exercises and readings that will broaden our view of what is possible with our characters and our words. Students should be prepared to write, talk, read and get inspired! This workshop is limited to 18 students.

Becky Tuch, Author and Instructor, Grub Street

Spoken Word: Writing to Be Heard (2hours)

This workshop encourages the participants to challenge silence and voice their thoughts and feelings in a healthy manner. It creates an understanding that the path to healing is to recognize your wounds and voice the effects of these in order to move forward. This workshop also highlights the equal importance of a speaker's delivery and content. Participants have the opportunity to draft their own spoken word piece while benefiting from the constructive criticism of the facilitators. Participants will learn techniques for versatile delivery given the setting and logistics as well as how to connect with your audience.

Scherazade Daruvalla King, Executive Director, AMPLIFYME
Wesley Richardson, Media Production & Education Manager, AMPLIFYME

Sports Stories – How to Get YOUR Angle

Interested in sports and in writing? Learn from a veteran sports writer who has taken his writing and story telling skills and created a popular weekly radio show. He'll explore how you can find your own story idea and how to pursue it.

Bill Littlefield, host of WBUR's *Only a Game*

Stealing From the Dead: Where Ideas Come from and How to Turn One into a Novel

Where do novelists find their ideas? Genies, dreams, Cleveland? Barbara Shapiro, a published novelist and English professor will explain where she gets her ideas—including stealing from dead authors—and how a simple idea can be turned into a 400 page novel.

Barbara Shapiro, Professor, Northeastern University

Talk about TV: Media Literacy, Reality TV, and Film

Talk about TV is a social media literacy workshop that explores the past, present, and future effects

of TV and film on the individual and society. Research definitively shows that both negative and positive effects result from the consumption of television and films. This workshop addresses socio-political realities, democracy, ethics, and media conglomeration, along with the genres of news, drama, sitcoms and the talk show format that has taken the small screen by storm. Talk about TV leaves no cinematic, broad or cablecast stone unturned as we explore our relationship as humans to the "king of cultural communication".

Joshua Friedman, Youth Media Instructor, AMPLIYME

Wesley Richardson, Media Production & Education Manager, AMPLIFYME

Using the Novel to Explore Censorship in the Media

We'll discuss the issues raised in Ray Bradbury's Pulitzer Award-winning novel Fahrenheit 451, and how they relate to the contemporary scene involving questions of censorship pertaining to hip-hop and rap music. Where does the right to express yourself begin and end? What are the outermost limits of freedom of speech? Familiarity with the book ahead of time will help participants have a more meaningful discussion.

Janis Pryor, host and producer for Commonwealth Journal WUMB 91.9FM

And TBA

Why We Write: An Arts Reporter's Perspective

Geoff will explain why there is nothing he'd rather do for a living than write. We'll discuss working for newspapers, magazines and writing children's books. We'll talk about interviewing regular people and movie stars, and we'll explain how to use video and sound to make stories come alive. Geoff will also explain why he believes there is no such thing as writer's block!

Geoff Edgers, Arts Reporter, The Boston Globe