

Media Matters: Writing Conference
For Middle/Junior High School Teachers and Students
(6th, 7th and 8th grades only)
Friday, November 6, 2009

Workshop Descriptions
***All workshops are 55-minutes unless otherwise noted**

Teacher-Only

Help For Teachers

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

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

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

Using Journals to Motivate Reluctant Writers

We've all had students who have experienced difficulty putting their thoughts down on paper. In this workshop we will learn ways to motivate middle schools kids to write using journals. Lessons and teaching strategies, as well as activities, will be shared to help all students experience success in the writing process. Handouts and the use of technology will be included, as well as ways to motivate students with learning challenges, and English Language Learners.

Laurie Wasserman, Teacher, Andrews Middle School

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

“Aliens Travel to Earth for Chinese Takeout” – Forays into Tabloid writing (2 hours)

Learn how journalists create stories, from the moment the editor assigns a hazy scoop to the satisfaction of holding the finished story in hand. Tabloid writing requires detective work and word craft, and you'll try your hand at all of it in this workshop. Investigate an alleged Bigfoot sighting, read cryptic police documents from a Martian arrest, and more, then write up fantastic stories and have your own newspaper clipping to take home!

Daniel Johnson, Executive Director, 826 Boston

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

Finding your Leadership Style (2 hours)

Everyone has different strengths and skills. Join us for this interactive workshop where we'll help you discover your unique leadership style! A variety of fun activities will help you discover your strengths and help you learn how you can become a better leader.

Priti Rao, Associate Director Massachusetts Women's Political Caucus

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*

Fly Your Flag High: What would the World be like if YOU were in Charge? A Creative Writing Workshop (2 hours)

Do you think you'd be a great queen, king or president? What do you want to change about the world? In this workshop, you will make your own personal flag which will serve as your story's cover and will write short stories about the lands where you are the ruler. We will discuss the symbolism of flags, look at some examples of flags from around the world and what they mean, and you will consider what your flag should represent. Using symbolism from the flag you create, you will craft a story about *your* land. How will it be when you are in charge? There will be time to get help with editing and polishing, and we'll bind your stories and flags into a "book" that you'll take with you at the end!

Karen Boss, Director of Programs, Boston Cares

From Inspiration to Anthology: Telling Your Family Stories (2 hours)

This workshop will encourage students to write their family stories and preserve the legacies of those who have paved the way for them. Students will gain a fuller appreciation for untold family stories and heroes they may even have been named for.

Nancy O'Malley, Teacher at Boston Latin School and Director of the Writers Workshop at the Boston Writing Project

From Journalist to Novelist - And Back Again: The Difference between Writing for the Newspaper Stand and the Library Shelves (or the Website)

This workshop will explore the similarities -- and crucial differences -- between nonfiction and fiction writing. Kim McLarin will discuss her transition from print journalist to novelist. There will be a brief lecture, as well as in-class exercises and a Q&A!

Kim McLarin, Author and host, Basic Black on WGBH-TV

Get Right with Copyright

“I found the perfect photo on Google Images, but...” is the start of many a phone call to the SPLC 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 (SPLC)

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 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

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 will focus on the practical applications of going in-depth, how to truly investigate a story. Beginning with a discussion of the building blocks of journalism and the importance of ethical decisions in reporting, we will also 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

It's Multimedia Now!

Looking at sports reporting through a multimedia lens, the Globe's sports editor will illustrate one great play (Red Sox? Patriots?) through the print story, still photography, the web story, and video. And he'll offer up examples of great sports stories in print and on the web!

Joe Sullivan, Sports Editor, *The Boston Globe*

It Starts with a Hook

Every solid piece of writing be it an article, editorial, commercial, advertisement, etc, needs a catchy hook or catch. Come learn how to grab your reader's attention with the first line of your writing. Leave with strategies that will change the face of your writing and never leave your readers bored again.

Colleen McCormick and Sarah Gagnon, West Middle School in Andover, MA

I Want My MTV: Music Videos and Media Literacy

Participants will explore the images of past and current music videos, learn to deconstruct video production elements and become more critical as viewers and consumers of this genre of production. The workshop will include discussion and demonstration of music video imagery, lyrical content and socio-political content with an eye toward creating new concepts for creative and socio-cultural expression.

Joshua Friedman, Youth Media Instructor, AMPLIYME

Wesley Richardson, Media Production & Education Manager, AMPLIFYME

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. Learn how to improve your school's current or future 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*

Panning for Ideas – How to Get Your Writing Started (2 hours)

We all have thoughts and ideas in our heads that will feed our writing. Writing what you think, what you know, what you believe, and/or what you guess will get the words out of you and onto the page. You will learn to probe your brain, use headlines, articles and ads in newspaper, magazines and on television, to use blogs, music, social networking sites, to use phrases and bits of conversations you've overheard, and to seed your thoughts for your writing!

Candelaria Silva-Collins, author and facilitator, formerly Arts Administrator, ACT Roxbury

Photojournalism: Every Picture Tells a Story

Using his award-winning photos as examples, learn how a professional photojournalist tells compelling stories. Participants will learn to appreciate the techniques used in photojournalism. Through Essdras' storytelling, you'll understand how sometimes getting the perfect picture means dealing with difficult circumstances or hostile environments.

Essdras Suarez, Photographer, *The Boston Globe*

Political Cartooning: Illustrating Your Point of View (2 hours)

Get involved in highly interactive discussions, brainstorm sessions, creative processing, free association, and writing captions all to do with the creation of editorial cartoons! Be prepared to create! The materials for this workshop will be provided.

Dan Wasserman, Editorial Cartoonist, *The Boston Globe*

Radio- The New Millennium (2 hours)

In this highly interactive workshop, participants will explore what is involved with on-air production. We will focus on the five elements of a radio show, from programming, music direction, public service announcements, to on-air skills!

Dalida Rocha, Training Coordinator, GRLZ Radio

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)

This I Believe in Print and Podcast

Based on the popular 1950s radio series, this session will take you from pen to podcast. You will be writing and exploring the best medium to share your essay.

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

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

Video Storytelling in Journalism

As readers migrate online, newspapers around the country are training their reporters and photographers to shoot and edit video stories. In this session, we will watch different kinds of videos by journalists from around the country, discuss failures and successes in video storytelling, and see the equipment, software, and methods of a video journalist.

Ann Silvio, Senior Multimedia Producer, *The Boston Globe*

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*