PDX MEDIA DAY

FRI, MAR 9

UNIVERSITY OF OREGON

8:00-9:00  REGISTRATION – Light Commons

8:45  WELCOME – Light Commons
Anthony Whitten, Executive Director, Northwest Scholastic Press
Melea Tejedas, University of Oregon Admissions

9:00-9:50  WORKSHOPS SESSION 1 (See descriptions)

10:00-10:50  WORKSHOPS SESSION 2 (See descriptions)

11:00-11:50  WORKSHOPS SESSION 3 (See descriptions)

12:00-12:50  LUNCH – On your own, see below for some suggestions

1:00-1:50  WORKSHOPS SESSION 4 (See descriptions)

2:00-2:50  WORKSHOPS SESSION 5 (See descriptions)

LUNCH OPTIONS WITHIN WALKING DISTANCE OF THE WHITE STAG BUILDING

FOOD CARTS:
• La Pinata Takos Mexican – SW 2nd and Ash (across from the Ash St. Saloon) - 5 minute walk.

• 5th Avenue Food Cart Pod 14 different food carts - 324 SW 5th Ave. - 9 minute walk.

RESTAURANTS:
• Angelina’s Greek Gyros | https://www.yelp.com/biz/angelinas-greek-gyros-portland Greek, Mediterranean – 112 NW Couch St. - 1 minute walk.

• Floyd’s | http://www.floydscoffee.com/ Soup, sandwiches, snacks – 18 NW Couch St. - 1 minute walk.

• Subway  Sandwiches and salads – 101 NW 2nd Ave. - 2 minute walk.

• Freddie Brown’s Deli | https://www.yelp.com/biz/downtown-freddie-brown-portland Sandwiches and salads – 220 NW 2nd Ave. #100 - 3 minute walk.

• Old Town Pizza & Brewing | http://www.oldtownpizza.com/home.html Pizza, pasta, and salad – 226 NW Davis St. - 3 minute walk.

• Dan & Louis Oyster Bar | http://www.danandlouis.com/ Seafood – 208 SW Ankeny St. - 4 minute walk.

• Mi Mero Mole | http://mmtacospdx.com/ Mexico City inspired street food – 32 NW 5th Ave. - 4 minute walk.

• Senate | http://www.senatepdx.com/ American – 71 SW 2nd Ave. - 4 minute walk.

• E-San Thai Cuisine | http://esanthai.com/ Thai – 133 SW 2nd Ave. - 5 minute walk.


• Pine Street Market | http://www.pinestreetpdx.com/ Food hall with 9 different restaurants – 126 SW 2nd Ave. - 5 minute walk.

• Theo’s | http://www.theospdx.com/ Burgers, salads, and sandwiches – 121 NW 5th Ave. - 5 minute walk.

• Bijou Café | http://bijoucafepdx.com/ Breakfast and lunch – 132 SW 3rd Ave. - 6 minute walk.
Get to the Point
142 • General
Molly Harbarger - The Oregonian/Oregon Live
The “nut graf” is the most important part of any news story: it tells the reader why they should care concisely. But those few sentences are some of the toughest in any story. Here’s how to change how you think about your writing so you can clearly and quickly make your point and keep readers engaged. Harbarger is a reporter at The Oregonian, where she has covered Clackamas County local government, agricultural issues, homelessness and sundry topics like eating placenta and smoking marijuana. A graduate of the University of Missouri, she is from the Midwest but enjoys the endless outdoor adventures of the Northwest.

How to Read the News
144 • Writing/Editing, Law/Ethics
Elliot Njus - The Oregonian/Oregon Live
With false news stories taking over social media and accusations of ‘fake news’ running rampant, it might seem like no one can be trusted. This session will teach you how to cut through the noise and be a confident news consumer and a trustworthy news producer. Njus covers transportation and housing in the Portland area. He worked at his high school newspaper, The Mustang, and edited his college newspaper, The Maneater.

Transgender 101: “So…Can I Ask You A Question?”
150 • General
Bethany Grace Howe - SOJC
After a largely hidden history, transgender people are still increasingly part of the national discussion. Myths still prevail, however, especially in the media - even among allies and those with good intentions. This session, featuring an open and anonymous Q&A, hopes to try and end that. Howe is a blogger for the Huffington Post, as well as being a former high school teacher. Today she is pursuing her Ph.D in mass media studies, as well as serving on numerous committees within the university working to service diversity of all kinds. Howe is also a part-time stand up comedienne, which may explain how she survived nearly two decades in the classroom.

The Power of Podcast
152 • Online, Technology
Riley Stevenson - Journalistic Learning Initiative (JLI)
An overview of current uses and trends in podcasting and why podcasts are making (radio) waves in the media industry. Stevenson is a Media Studies Master’s student at the University of Oregon. During her undergraduate career, she founded the award-winning podcast, This Oregon Life. She has worked for the Gresham Outlook, Portland Monthly, and Oregon Public Broadcasting. Stevenson currently works as a Program Manager for the Journalistic Learning Initiative, a nonprofit that uses journalistic storytelling and publishing to empower student voice and academic engagement.

Utilizing Social Media
302 • General
Carly Langdon - Herff Jones Yearbooks
As communication methods become more fluid in our everyday life, so does our need to adapt the way we strategize public relation tactics. In the presentation, Carly Langdon will provide a breakdown of how companies are best utilizing social media in their communication plans and how a good public relation steward can help stay ahead of the curve in their approach. Langdon offers the ideal mix of creative thinking and strategic execution. With a communications background that includes positions at WE Communications and Columbia Sportswear, she has worked closely in the industries of high tech, consumer products and public affairs. With more than a decade experience in public relations, she brings a deep expertise in media relations, social media and event planning. Langdon holds a bachelor’s degree in journalism and mass communications with an emphasis in public relations from the University of Oregon.

Middle School Publication Design
346 • Design/Layout
Kathryn Helmke - Aloha High School
Great work doesn’t just come nothing. If you keep looking at blank pages and feeling lost when designing, come to this session to learn how to take your goal of a great publication to the next level. You’ll be given tips on how to get started and how to extend your design. Helmke’s love for scholastic journalism began in high school and continued through college, where she was the editor-in-chief of Indiana University’s Daily Student. While working as a professional reporter after college, Helmke found that she missed being part of a classroom environment and decided to combine her love of journalism and teaching. She has advised newspapers for nine years and yearbooks for five. After moving from Virginia to Oregon, she is excited to get to know and support Oregon’s student journalists.
Yearbook Tech Talk: Using Today's Technology to Engage the Modern Audience
350 • Design/Layout
Matt Holmes - Walsworth Yearbooks
Learn how to incorporate the latest trends in technology such as Augmented Reality to help supplement your yearbook and extend coverage. Holmes has spent the last 18 years as a Walsworth Yearbooks representative in Oregon where he has helped hundreds of advisers and staffs produce outstanding publications. Matt is a frequent camp instructor and convention speaker as well as the director of the Northwest Yearbook Workshop.

2nd Session: 10:00-10:50AM

A Fresh Look at Social Justice Issues
142 • Writing/Editing
Joanne Zuhl, Emily Green, Monica Kwasnik - Street Roots
A discussion with Street Roots’ editorial team on how to tap new sources and take new angles in telling the important stories of our times. Street Roots is Portland’s award winning, nonprofit weekly newspaper focusing on social, economic and environmental justice.

Make it Complicated: The Basics of Storytelling
144 • GENERAL
Jesse Abdenour - SOJC
Virtually all good stories have one thing in common: A complication. This talk introduces the complication-resolution storytelling format and how it can be used effectively. Abdenour is a scholar, journalist, filmmaker, and teacher. His research often looks at nonfiction storytelling from a practical point of view to help determine how it can be sustained and how it contributes to democracy. He has studied several communication topics, including investigative journalism, social media, emerging forms of reporting, documentary film production, copyright law, and hip-hop. Abdenour grew up in Seattle and worked as a television reporter and anchor for eight years, covering news and sports. He has produced several award-winning documentaries that have appeared in film festivals across the country. Abdenour’s teaching focuses primarily on practical communication skills such as video production and reporting. Before coming to Oregon, he taught communication classes at the University of North Carolina, the University of Arkansas, and Arkansas State University.

Red Flags, Green Flags
150 • Law/Ethics
Bill Flechtner - JEA Mentor
Participants will discuss various scenarios regarding press law and copyright and decide what the problems are (red flags) and how to remedy the situations (green flags).

Breaking Cool Stories By Connecting the Dots Between People & Documents
152 • Writing/Editing, Online, Technology
Dan Tikin - KOIN 6
You will see how I broke a story that made national news without leaving my desk, by mining public and private databases which lead me to people involved in an illegal scheme with a public figure. Tikin anchors KOIN 6 News at 4pm and does Investigative Reporting. Tikin is one of the longest tenured reporters in Portland. He has been uncovering and gathering news here ins 1997. Tikin has earned numerous accolades, including an Edward R. Murrow Award for his investigative reports. He began his broadcast career in 1993 in Yakima, before moving on to Eureka, California, then San Luis Obispo/Santa Barbara before coming to Portland. He attended the University of Washington as a Washington Scholar, where he received a Bachelor of Arts degree in Political Science/Journalism.

Text Me! How Mobile Messaging (and Emojis) Can Enhance Your Journalism
302 • Writing/Editing, Technology
Ben DeJarnette - WhereBy.US
Text messaging is fast, fun and personal, making it a great way for news organizations to connect with the people and communities they serve. Come learn how to use this old-school tool to enhance your journalism and grow your audience. DeJarnette is founder and director of the new Portland-based publication Bridgeliner and co-author of Reimagining Journalism in a Post-Truth World: How Late-Night Comedians, Internet Trolls and Savvy Reporters are Transforming News.

Middle School Copy Writing
346 • Writing/Editing
Kathryn Helmke - Aloha High School
Maybe the most dreaded part of publishing a publication, copy is much maligned but essential to executing journalistic and enduring publications. If you are struggling with how to approach writing stories, captions, and headlines, come to this session for guidelines on how to get started, stay relevant, and be journalistically sound. Helmke’s love for scholastic journalism began in high school and continued through college, where she was the editor-in-chief of Indiana University’s Daily Student. While working as a professional reporter after college, Helmke found that she missed being part of a classroom environment and decided to combine her love of journalism and teaching. She has advised newspapers for nine years and yearbooks for five. After moving from Virginia to Oregon, she is excited to get to know and support Oregon’s student journalists.

Flechtner, MJE, taught and advised publications for 45 years and is now a JEA Mentor for Oregon. He is an Oregon Journalism Teacher of the Year, a Dow Jones Distinguished Adviser, an NSPA Pioneer Award recipient and has received the JEA Lifetime Achievement recognition.
YOU MAY NOT REALIZE IT,

BUT AT YOUR HANDS HISTORY IS MADE.

SOMETHING THIS VITAL COULD ONLY BE BOUND BY HERFF JONES.
Sports Photography 101
350 • Photography
Craig Mitchelldyer - Freelance Photographer
Portland sports photographer Craig Mitchelldyer will talk about what makes a sports photo great and share tips and stories about how to create sports images that pop off the pages. Mitchelldyer is a Portland, OR based photographer specializing in sports and corporate people. His clients include the Portland Timbers, Associated Press, Nike, Intel, law firms, financial companies, newspapers, and hundreds of magazines you’ve probably never heard of.

See the “White Stag”
Registration Desk • General
John Woelfle - UO Portland
See the famed White Stag sign on top of the UO Portland roof. This tour is limited to the first 30 participants to sign up at the registration desk. There will be two tours, 10 a.m. & 1 p.m. Woelfle is the Facilities Services Manager at the UO Portland campus.

3rd Session: 11:00-11:50AM

How to Write a Feature Story People Will Want to Read
142 • Writing/Editing
Charlie Butler - SOJC
These days too many people are afraid to read anything longer than 140 characters. Well, those people are missing out. Feature-length stories bring people, issues, and trends to life (and to light). In this session, you’ll learn the secrets to writing in-depth feature stories that combine rich reporting with clever writing. Butler is a journalism instructor at the School of Journalism and Communication at the University of Oregon. He has been an editor and writer for such magazines as Runner’s World, Fortune, Good Housekeeping and Men’s Health.

The New Normal
144 • General, Advising
Daphne Martin - SOJC
Insight from a SOJC transfer student: Coming from Madison High School, to two years at Portland Community College, to finishing out at UO. She’ll explain her influences in decision making and guidance in figuring out her career path, from journalism to advertising to public relations. Martin is a senior at the University of Oregon pursuing a Bachelor’s degree in public relations. She started her college career at Portland Community College for two years, then transferred to UO her junior year. With a social media marketing internship at King Retail Solutions, seven years of reporting experience for various publications, and two SOJC PR clubs under her belt, Martin is looking forward to developing a career in the public relations and communications field.

Covering LGBTQ+ Issues in High School
150 • Writing/Editing, General
Bethany Grace Howe - SOJC
High School publications are powerful tools for telling LGBTQ+ stories. But how do you avoid clichés and critics who worry about the “gay agenda”? Howe is a blogger for the Huffington Post, as well as being a former high school teacher. Today she is pursuing her Ph.D in mass media studies, as well as serving on numerous committees within the university working to service diversity of all kinds. Howe is also a part-time stand up comedienne, which may explain how she survived nearly two decades in the classroom.

Storytelling as Strategy
152 • General
Donna Davis - SOJC
Learn how to take all the skills you have as a journalist and apply them to communications careers. This panel features three strategic communicators working for non-profit, profit, and government agencies. Panelists (all SOJC graduates): Natalie Bennon, Nonprofit Communications and Fundraising; Brenda Buratti, Director of Marketing at KGW Media Group; Lucila Cejas, Cultural Strategist at North. Davis is the Director of the Strategic Communications Master’s program at the University of Oregon’s George S. Turnbull Center in Portland. After a 25-year career in public relations with special interest in advocacy work, she earned her PhD at the University of Florida. At the University of Oregon, her research focuses on the development of community and relationships in virtual environments and other emerging social media.

How to Create Great, Effective Advertising
302 • Advertising
Tom McDonnell - SOJC
Participants will be given a creative brief. Then through a series of guided steps they will work through the brief to get it down to the simplest, clearest, most compelling strategy. They will then take that strategy, work in teams and over the remainder of the time develop rough ads against their strategy. McDonnell joined the esteemed UO Advertising Faculty fall term 2014. His classroom focus has been on challenging students to raise the quality of creative across the program, as well as helping strengthen the strategic focus of student work: He also briefly served as the Director of Marketing and Communications for UO where he was instrumental in the launch of the Knight Campus. Prior to UO, McDonnell spent 30+ years in advertising, primarily in New York, as a copywriter and Creative Director. He worked on everything from Angel Soft for Georgia Pacific to Z cars for Nissan. He’s done it all...except for a Super Bowl spot. (In addition to billions in sales for his clients, he even managed to win a few awards along the way.

Adviser Roundtable
342 • Advising
Bill Flechtner - JEA Mentor
Join other media advisers to share issues you are dealing with and get assistance from other advisers who may have dealt with the same issues. Flechtner, MJE, taught and advised publications for 45 years and is now a JEA Mentor for Oregon. He is an Oregon Journalism Teacher of the Year, a Dow Jones Distinguished Adviser, an NSPA Pioneer Award recipient and has received the JEA Lifetime Achievement recognition.

Middle School Headline Package Design
346 • Newspaper, Yearbook
Kathryn Helmke - Aloha High School
You’ve gathered the quotes, written the copy, taken the photos, and are starting to design the page, but don’t forget about the headline! It’s easy to overlook, but a cohesive headline design is essential to executing your theme. Come here for tips on how to get started and where to go once you’ve got an idea of what you want your headlines to look like.

Multimedia Toys, Gadgets & Storytelling
350 • Photography, Technology
Wes Pope - SOJC
We will talk about tips and tricks for creating engaging video and multimedia presentations on the web. We’ll talk about the latest trends in photography, video, audio, 360 Video, and drone photography (including FAA regulations). We will take a look at (and even get our hands on) some of the latest tools that range from free and inexpensive, to moderately pricey.

4th Session: 1:00-1:50PM
Podcasting, Radio, and the Power of Audiostorytelling
142 • Podcast, Online, Technology
Damian Radcliffe - SOJC
This session will play and discuss short audio stories from the US and around the world, giving students insights into this fast growing

SERIOUSLY SOCIAL MEDIA
Learn multimedia writing, strategic social media, online journalism, content marketing, visual communication and more in SOU’s Social Media & Public Engagement concentration.
Get started at communication.sou.edu
medium. Radcliffe is the Carolyn S. Chambers Professor in Journalism at the University of Oregon, a Fellow of the Tow Center for Digital Journalism at Columbia University, an Honorary Research Fellow at Cardiff University’s School of Journalism, Media and Culture Studies, and a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA). He is an experienced Digital Analyst, Consultant, Journalist and Researcher who has worked in editorial, research, teaching and policy positions for the past two decades in the UK, Middle East and USA.

Photojournalism After Newspapers
144 • Photography
Tom Patterson - Thomas Patterson Photography
After more than a decade as a professional photojournalist at newspapers, Patterson now works primarily as a photo editor and consultant for businesses and nonprofits. He’ll talk about using the ethical system we learn in journalism outside of journalism, about what he looks for when working with photographers, and will show examples of visual storytelling that has made a difference. Patterson is a photographer, photo editor and consultant based in Portland. He specializes in multimedia projects for editorial, corporate and nonprofit clients around the world; and in helping visual storytellers work together better with the businesses that hire them. He is also a story coach and instructor with Momenta Workshops and writes a regular column on photo editing for NGO Storytelling. He also founded OregonFocus.org - an online hub for Oregon’s photo community.

Design Doesn’t Fall From the Sky
152 • Design/Layout
Michelle Balmeo - West Albany High School
In this beginning to intermediate design session, we’ll talk about the basic elements and principles of design, as well as foolproof process to creating inspired, original, concept-driven designs for your student publication. Balmeo, MJE, is the adviser for the re-born Whirlwind student newspaper, now a news magazine, at West Albany High School. Balmeo has been a student media adviser for 12 years, and her staffs have won several regional and national awards for both print and online content.

Considering College?
150 • General, Advising
Stephanie Heffner - SOJC
Considering College? The University of Oregon’s School of Journalism and Communication (SOJC) could be a perfect fit. Come learn about SOJC programs and opportunities during an interactive presentation exploring your individual goals, interests, and values. This workshop focuses on encouraging personal and professional development through the context of the SOJC community. Heffner is an academic and career adviser in the SOJC. She advises prospective, pre-journalism, and journalism students. Before becoming a Duck, Heffner served as an academic adviser with University Exploratory Studies Program and as a hearing officer for Student Conduct and Community Standards at Oregon State University. During this time, Stephanie earned her Ed. M in College Student Services Administration and Graduate Certificate in College and University Teaching. Previously, Heffner studied English with a minor in Human Sexuality at the University of Kansas. She believes in student centered practice and holistic advising.

Finding an Angle
346 • Writing/Editing
Kathryn Helmke - Aloha High School
Learn how to get started in budgeting, interviewing and writing in this session about everything copy related, from articles to headlines to captions. Helmke’s love for
scholastic journalism began in high school and continued through college, where she was the editor-in-chief of Indiana University’s Daily Student. While working as a professional reporter after college, Helmke found that she missed being part of a classroom environment and decided to combine her love of journalism and teaching. She has advised newspapers for nine years and yearbooks for five. After moving from Virginia to Oregon, she is excited to get to know and support Oregon’s student journalists.

Taking Better Pictures
350 • Photography
Melissa Toledo - Toledo Images
As an event photographer, it’s my job to know how to read a scene quickly and take worthy imagery my clients will want to share with the world. In this session, I’ll discuss the steps I take to ensure a high success rate of usable and professional imagery. I’ll talk about what I do when I get to the shoot location along what gear I typically use. And I’ll share how I tackle the task of image selection and post-processing. Nuyorican Photographer Melissa Toledo specializes in commercial, event, lifestyle & portrait photography in Portland, OR. Her work has been described as a mix of artistic, candid and journalistic. Toledo has been a creative professional in both NYC and Portland. For the past seven years, she has been focusing on her photography business, Toledo Images, where she has shot for local businesses such as Nike, Oregon Tradeswomen Inc, Bollywood Dreams Entertainment, and the Portland Golf Show. Prior to this, she had the pleasure to work for several agencies including DDB Worldwide, Liquid Agency, Razorfish and Sony/Columbia House where she held the positions of Art Director, Studio Manager, Production Artist, and Photo-retoucher.

See the “White Stag”
Registration Desk • General
John Woelfle - UO Portland

See the famed White Stag sign on top of the UO Portland roof. This tour is limited to the first 30 participants to sign up at the registration desk. There will be two tours, 10 a.m. & 1 p.m. Woelfle is the Facilities Services Manager at the UO Portland campus.

5th Session: 2:00-2:50PM
Truth, Justice and the American Way: A Primer for Mild-Mannered Reporters
142 • Writing/Editing
Tom Henderson - McMinnville News Reporter
Reporters, especially young reporters, are often introverts. This shyness often hampers them in pursuing the sort of socially relevant stories that usually draws them into journalism in the first place. This is especially true when it comes to interviewing marginalized groups such as homeless people and immigrants. This session is geared toward giving them tips for overcoming shyness and tapping into the idealism that leads to stories that can change the world. Henderson is a journalist with 37 years of experience in Northwest newspapers. He is a past president of the Oregon and Idaho chapters of the Society of Professional Journalists as well as a past regional director of the organization. Although he has won more than 100 awards for his work as a reporter and editor, he is most proud of three things: Getting war correspondent Ernie Pyle immortalized as G.I. Joe doll, bing outed as a space alien by the Weekly World News and appearing as a 19th-century reporter in the movie “10 Days in a Madhouse.” He currently covers social issues and city government for the McMinnville News-Register.
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

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
Building the High School Newspaper of the Future
144 • Writing/Editing
Ryan Frank
High School newspapers play a special role in building community and sharing the student experience with peers, parents, teachers and community leaders. But that role is constantly evolving in the digital age. We’ll discuss how you can embrace technology and innovation to serve your community in new, modern ways. Frank launched his journalism career as a sports columnist at The Clypian at South Salem High School and served as editor in chief of the Oregon Daily Emerald at the University of Oregon. After college, he spent 11 years at The Oregonian as a staff reporter and three years as CEO and president of Emerald Media Group, the UO’s student media company. The Emerald’s news innovations were covered by The New York Times, Bloomberg Businessweek and Huffington Post. The Emerald also earned College Media Matters’ award for the country’s best college newspaper award in 2013.

A life in PR - How a Passion For Writing Can Turn Into an Unexpected Career
150 • General
Katy Spaulding - Allison+Partners
Despite helping drive awareness for nearly every business, organization or well-known person on the planet, as public relations practitioners, we haven’t been very skilled publicists for PR as a profession. At best, people generally understand the role we play in today’s media and business landscape, and at worst, people think PR is the term for a medical assistant (real story). This presentation will provide an overview of the profession, what a day in the life of a PR person looks like and how the skills journalism students receive in high school and college can directly translate into a successful career in the field. Spaulding is currently Senior Vice President of client relations and operations, overseeing the Portland and Seattle offices for Allison+Partners, a mid-size PR agency with offices around the world. In my 10 years since graduating from the University of Oregon School of Journalism and Communication, I’ve worked with clients like Microsoft, Toyota and Nike - driving stories with The Washington Post, Refinery29, Forbes and many others, and traveling the world for media events, new business pitches and consumer activations.

TV News: A Changing Business
152 • Broadcast
Christine Pitawanich - KGW
What to Expect If You’re Interested in Pursuing a Career in TV News. Pitawanich graduated from the University of Washington with a major in communications and a minor in foreign policy. She then went to Syracuse University to get a Masters degree in broadcast journalism. In 2011, she got her first job as a reporter in Medford, OR. By the time she left Medford, Pitawanich was anchoring the 5pm and 6pm broadcasts. In 2015, she joined the KGW team in Portland as a multimedia journalist. She currently reports and fills in on the anchor desk.

Student Media & Audience Engagement
302 • Online, Newspaper
Erik Palmer - Southern Oregon University
This session provides practical insights for how student publications can use diverse social media platforms to target, engage and measure their audiences. Palmer is an Associate Professor and Chair of the Communication Department at Southern Oregon University, where he teaches Social Media & Public Engagement. He previously served as creative director for a globally distributed photography agency and managing producer for a sports news website.

Coming Together
346 • General
Kathryn Helmke - Aloha High School
Bonding as a staff is an integral part of building a successful publications program. Hear tips about how to do this well, and come with your success stories as well as problems that need solving. Helmke's love for scholastic journalism began in high school and continued through college, where she was the editor-in-chief of Indiana University’s Daily Student. While working as a professional reporter after college, Helmke found that she missed being part of a classroom environment and decided to combine her love of journalism and teaching. She has advised newspapers for nine years and yearbooks for five. After moving from Virginia to Oregon, she is excited to get to know and support Oregon’s student journalists.

I Should Have Caught That
350 • General, Yearbook
Genie Westfall - Herff Jones Yearbooks
Yearbooks are more than just a collection of pictures. Learn all the details you need to take your book to the next level. It’s all in the details! Westfall began her love of yearbooks in high school when books were still done on blue lined paper, with rubber cement and darkroom photos. After advising the Sunset High School yearbook for six years, she joined Herff Jones as a sales representative. With over 17 years of experience, Westfall loves helping yearbook staffs take their books to the next level.

THANK YOU: For your help and support in making the 2018 Portland Press Day possible: Simone Myers, Education Program Assistant; Andrea McFarlane, SOJC in Portland Executive Assistant; Erika Berardi, Comm/Events Project Manager, UO Portland; Tess Phillips, Event Manager UO Portland; Juan Carlos Molleda, Edwin L. Artzt Dean and professor, University of Oregon School of Journalism and Communication; Regina Lawrence, Director, George S. Turnbull Center and Agora Center for Journalism and Civic Engagement; Jeff Collet, Photographer. All of the participating schools, advisers, speakers, and volunteers, thank you!

SEE YOU OCTOBER 24 for FALL MEDIA DAY 2018
Telling Stories that Matter

Ducks flock to stories that demand telling. Innovation and curiosity lead us south, north, or wherever. We ask “if,” but we also ask “why” and “how” and “who.”

Sometimes, we ruffle feathers. We’re okay with that. See, each answer leads to a new question, so we follow the crumbs that lead us to the truth.

Because above all, Ducks value truth. And crumbs. But mostly truth.

 Majors in: Journalism
               Public Relations
Advertising
    Media Studies

UNIVERSITY OF OREGON
School of Journalism and Communication

journalsm.uoregon.edu

Next Generation Storytelling
June 24-29, 2018

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

Follow us
to learn more:

Facebook: NextGenUO
Twitter: NextGenUO
Instagram: NextGenUO
sojc.co/NextGenUO

UNIVERSITY OF OREGON
School of Journalism and Communication