



Spring Training:

Reinvent your Journalism Career



8:30 a.m.-5 p.m.
Saturday April 24

City College of San Francisco

Ocean Campus

50 Phelan Ave., San Francisco

Sponsored by:

The Bay Area Media Training Consortium

California Media Workers Guild

City College of San Francisco, Journalism Department



8:30 a.m.: Registration

Come find us in science building lobby

9 a.m.: Opening remarks



“New Approaches to Quality News”

Steve Fainaru, managing editor of The Bay Citizen (formerly known as the Bay Area News Project)

10 a.m.: Breakout sessions

“Finding Your Niche as a Freelancer”

Susan Kuchinskas, science and technology writer

Jane Richey, photographer

Michele Ellson, TheIslandofAlameda.com

Staff journalists are used to having beats – but when you’re unmoored from a newsroom, honing in on distinct areas of expertise (be they geographical, topical or market-driven) become more important than ever. Three veteran freelancers discuss the importance of establishing a clear Web platform, and how narrowing your focus can lead to more rewarding and profitable work.

“Telling Stories with Soundslides: A Workshop for Beginners”

Jessica Lifland, photojournalist and digital media instructor

Soundslides is low-cost, downloadable software that bills itself as “ridiculously simple storytelling.” Created for journalists with deadlines to meet, the program will help you quickly assemble a slide show production on any topic. Lifland, a photojournalist and digital media instructor, will show you how to get started adding this simple multimedia platform to your portfolio. Bring a laptop and follow along.

“Getting Started in Foreign Reporting”

Richard C. Paddock, journalist and foreign correspondent

Tyche Hendricks, journalist and author, “The Wind Doesn’t Need a Passport”

Some surprising advice for anyone who’s dreamed of reporting in another country: “Just go.” But first, learn the basics from an international reporting instructor who specializes in teaching “backpack journalism” and a veteran foreign correspondent who spent a decade reporting from more than 50 countries. Discuss setting up overseas, navigating conflict zones, hurdling cultural barriers and more.

11 a.m.: Workshop

“Multimedia on the Cheap”

Kim Komenich, multimedia professor, San Jose State University

Don’t let a lack of personal or newsroom resources stop you from getting started in multimedia journalism. This session provides a thorough introduction to the affordable equipment and software that make new forms of storytelling accessible to anyone.



Noon: Lunch break

Sandwiches and snacks available in the courtyard behind the science building

12:30 p.m.: Keynote



“Storytelling Through Sound”

Davia Nelson, documentary radio producer

Davia Nelson, half of the popular NPR duo the “Kitchen Sisters,” introduces you to audio basics, including microphone and recording techniques, sound gathering,

interviewing, framing evocative questions and really listening (which is harder than it sounds) -- skills that span both traditional and new media platforms.

1:30 p.m.: Breakout sessions

“Rethinking your Resume, Revamping your Career”

Career Coach Tom Ballantyne

Finding your next job isn't just about assessing your current skills -- it's also about finding the things you enjoy, and building on them. Ballantyne, a veteran career management coach and consultant, explains how to begin crafting a resume and career search that reflect who you really are.

“Breaking the Language Barrier”

Brandon Scovill, court-certified Lao interpreter, staff rep, California Federation of Interpreters
Alejandra Sosa Siroka, court-certified Spanish interpreter, language/communications consultant

As California and the nation grow increasingly diverse, learning to report across languages and cultures has become crucial. Two professional interpreters explain their work, how journalists should deal with interpreters in the field, and some basics of cross-cultural communication. They are part of a new initiative to help journalists uncover the untold stories hidden in our own communities.

“Driving Web Traffic”

Betsy Mason, Wired.com science editor
Scot Hacker, Knight Digital Media Center

Journalists have become increasingly responsible for cultivating their own audiences on the Web. But with so many voices online, how do you make sure your work stands out? From social networking to search-engine optimization, learn about the strategies that win clicks -- and keep visitors coming back for more.

3 p.m.: Breakout sessions

“Re-Webbing your Stories”

Vera Chan, Yahoo senior editor

Successful Web journalism means more than just posting words in HTML. This interactive workshop will help you learn to think in new ways about telling stories and presenting information online. Bring a laptop and plenty of ideas and questions.

“How to Write and Publish a Nonfiction Book”

Claire Booth, “The False Prophet”
Frances Dinkelspiel, “Towers of Gold”
Jason Turbow, “The Baseball Codes”

Journalists are used to cranking out copy, but the gap between 30 inches and 300 pages can feel cavernous. Learn what it takes to write, publish and promote a successful nonfiction book from journalists who've already made the leap.



3 p.m., Breakout sessions, (continued)

“Find Free & Low-Cost Multimedia Training”

Carl Hall, California Media Workers

Dov Golodner and Mindy Aronoff, BAVC

Lanita Pace-Hinton, Knight Digital Media Center

Luther Jackson, NOVA

Find out how to connect at little or no cost with the training and skills that will propel you into the next stage of your career. Hear from Bay Area programs that offer fellowships and other subsidies for both working journalists and those displaced by layoffs. And learn about the new partnership that's seeking grant funds to form a "virtual one-stop" career transition network in the Bay Area.

4 p.m.: Screening



“Lemonade: The Movie”

What do people who were once paid to be creative for a living do when they're laid off? They get creative with their own lives.

Lemonade is an inspirational short film about 16 advertising professionals who lost their jobs and found their calling, encouraging people to listen to that little voice inside their head that asks, “What if?”

General information

Cost

Admission is free to all Newspaper Guild members, including members of Guild Freelancers, and to San Francisco City College journalism students. Others pay \$20 with advance registration, or \$25 at the door. To sign up, send a note with your name and contact information to register@mediaworkers.org.

Getting there

City College's Ocean Campus is easily accessible by car or public transit. The college is walking distance from BART's Balboa Park station, and there's also a large parking lot directly across from the science building.

Sponsors

The Bay Area Media Training Consortium is a new partnership to form a "virtual one-stop" career transition network in the Bay Area, focused on job training and other services for at least 700 journalists, including those who have been displaced by layoffs or buyouts and those still working. Participants include the Bay Area Video Coalition, California Media Workers Guild, NOVA, and the UC Berkeley School of Journalism.

California Media Workers Guild, a local of The Newspaper Guild-Communications Workers of America, represents more than 2,000 journalists and communications workers throughout Northern California.

City College of San Francisco's Journalism Department offers both associate's degrees and opportunities to transfer to four-year programs. CCSF students prepare for careers by writing, publishing, and distributing both a magazine and a biweekly newspaper in an environment that closely resembles that of a professional newsroom.